

FEBRUARY 16 - FEBRUARY 22, 2024

PEAK SEASON ORGANIC MANDARINS



Organic Gold Nugget Mandarins



GOOD NEWS! Organic Mandarins are in peak season! Organic "Cuties" Mandarins are promotable. Check out the display contest on page 13. Organic "Halos" from Wonderful Citrus, are available for stores that are interested.

New crop California **Organic Gold Nugget Mandarins** are expected to arrive in late February. This varietal has bumpy skin with juicy, sweet, and flavorful flesh inside! Bags and bulk will be available.

The varieties being packed for loose and bagged **Organic Mandarins** from California are **W. Murcott** and **Tango**. Quality has been nice.

Organic Navel Oranges have rebounded well from recent weather events, offering good supply and quality across all sizes for February and March. **Organic Blood** and **Cara Cara Oranges** continue in season.

Organic Minneola Tangelos are currently in season and will maintain a steady supply throughout February.

Organic Lemons are peaking with large fruit, resulting in sliding markets and promotable prices.



OG LETTUCES & GREENS

Lady Moon Farms in Punta Gorda, Florida, continues to supply **Organic Leaf** and **Romaine Lettuce** at a consistent cost and volume. You can count on excellent quality and consistent availability for the rest of February.

The volume of **Organic Greens** and **Kales** from Lady Moon Farms in Punta Gorda, Florida are starting to rise again in the middle of February. However, costs have inched up and are predicted to stay slightly elevated for the duration of February at least. The quality remains exceptional.

NOTE: Due to a declining supply of **Organic Iceberg** and **Romaine Hearts**, the cost of **Organic Lettuce** has started to rise out of Arizona and southern California. Restrictions on availability are anticipated, along with a rise in cost, even though the conditions are only expected to last temporarily.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli production in California's desert-growing regions remains abundant in late February. Outstanding quality and excellent yields are responsible for the strong volume. Expect cost reductions to contribute to boosting sales as volume rises.

The volume of **Organic Cauliflower** is steady in February. Nice quality and competitive pricing are present. Take advantage of reasonable pricing and supply in late February. Closer to March it is anticipated that the supply volume will decline.



OG BERRIES

GOOD NEWS! Promotable volumes of **Organic Blueberries** continue to be abundant from Chile, offering competitive pricing and great quality.

Organic Blackberry prices are experiencing a slight increase to accommodate rising cost of production. Overall, supplies from Mexico are expected to remain steady, and the quality of the produce has been consistently high.

Steady availability is anticipated for **Organic Strawberries** for late February, with pricing remaining stable and quality sourced from Mexico proving to be favorable. As we approach early March, an increase in volume is expected, potentially leading to more attractive pricing in the coming spring.

ALERT! **Organic Raspberries** are facing tight supplies, leading to pro-rates, limits, and potential outages due to weather conditions impacting production.



OG AVOCADOS

Organic Avocado supplies, while slightly impacted after the Big Game, are expected to remain steady and uninterrupted overall.



OG SOFT SQUASH

Both **Organic Green** and **Yellow Squash** from Mexico are more available than they've been this winter, particularly **Organic Green Squash**. As we move into the end of February, supplies are expected to tighten for both varieties.



OG TOMATOES

NOTE: **Organic Tomatoes** remain tight and pricey for good quality, but there's a positive trend starting in availability for **Organic Grape Tomatoes**, with hopes that other snacking varieties will follow suit by the end of February.



OG PEARS

Organic Anjou and **Red Anjou Pears** are in excellent supply, **Organic Bosc Pears** are tighter.

New crop Argentinean **Organic Bartlett Pears** are delayed but expected to arrive in the first week of March, with limited availability of large fruit and strong pricing.



OG APPLES

Washington **Organic Cosmic Crisp** and **Envy Apples** are currently in excellent supply and promotable.

Other varieties like **Organic Fuji**, **Gala**, **Gold Delicious**, and **Granny Smith Apples** are being packed less often, leading to rising prices.

Large **Organic Pink Lady Apples** are becoming scarce, and sizing down might be a necessity.

Organic Sweetango Apples are expected to be finished for the season by the end of February.



OG CELERY

NOTE: The year 2024 has been difficult for **Organic Celery** thus far. Conditions were expected to improve as February began, but this was not the case due to mediocre quality. As February continues, costs have decreased, but quality is still a significant concern. It is expected that new areas and fields will be harvested in late February, which should result in some beneficial changes to the category.



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. Fill-rates challenges from all salads brands are improving but are still an issue for **Organic Baby Arugula** through February.



OG CUCUMBERS

Promotable volumes and great quality characterize 12ct **Organic Euro Cucumbers** for the foreseeable future.

On the other hand, **Organic Mini Seedless Cucumbers** are still relatively tight, with improved availability anticipated for the end of February.



OG BOK CHOY

Limited volumes of East Coast **Organic Bok Choy** and **Baby Bok Choy** from Lady Moon are expected through February. Other shippers are anticipated to introduce new crops starting and continuing into the end of February, so product will be available.



OG MANGOS

Crespo has launched their new crop Mexico season on **Organic Tommy Atkins** and **Ataulfo Honey Mangos**. Supplies are limited, and prices are expected to be higher throughout the month.



OG SWEET BABY BROCCOLI

Due to lower yields brought on by the weather, the volume of **Organic Sweet Baby Broccoli** is getting more restricted. Expect higher prices and more restrictions on availability.



ORGANIC ASPARAGUS

GOOD NEWS! New crop Mexican **Organic Asparagus** is in full swing, making it a great promotional item with reduced prices through February and into March.



OG ONIONS

ALERT! The **Organic Onion** market continues to be extremely tight through the end of February on supplies across the board.

We will see some sporadic availability on **Organic White Onions**, with more **Organic Yellow** and **Red Onions** available at the end of February.

Pricing across the board is up again this week specifically on **Organic Jumbo Sweet** and **Organic Jumbo White Onions**.

We are expecting to see Mexican **Organic Onions** get started shipping through the end of February to hopefully bring a little relief as far as availability goes.

NOTE: **Organic Red Turmeric** from Florida is winding down earlier than expected due to quality issues.

Organic Romanesco continues to be in good availability from Southern California



OG HARD SQUASH

NOTE: Olivia's brand **Organic Cubed Butternut Squash** will end for the season as storage East Coast input has run out in February.

New crop Mexico **Organic Butternut and Spaghetti Squash** are both in decent supply for all sizes. Pricing for both **Organic Butternut** and **Spaghetti** is expected to remain steady for at least the next month.

NOTE: **Organic Acorn** is becoming rather tight in supply, and some shipments will experience sporadic gaps from now through early March. Pricing during February and early March is expected to be high compared to other hard squashes until more plantings start later in March.

NOTE: **Organic Kabocha Squash** will be in light supply with smaller sizing until early March.



OG BRUSSELS SPROUTS

GOOD NEWS! Mid-February is a time of abundant yields for **Organic Brussels Sprouts** from Mexico. For the rest of February and all of March, the current conditions are anticipated to endure.

Excellent quality, copious quantities, and competitive pricing are the ideal combination for promotional displays. Include mesh or high-quality graphic bags as a great "grab and go" option for customers.

Organic Padron Peppers from Del Cabo and **Organic Shishito Peppers** from Lady Moon Farms, both in retail packs, are in season for stir-fries and sear/saute appetizers.

OTHER STORIES

Organic Chili Peppers are available – in-house now, we will have stock of **Organic Anaheim** (10lb), **Jalapeño** (25 lb, 10 lb, and NEW 12/8 oz bags), **Poblano** (10lb), and **Serrano** (10lb) **Peppers**.

SunkistFour Seasons
Produce Inc.

SUNKIST CITRUS DISPLAY CONTEST

FEBRUARY 26 - MARCH 31, 2024

March Madness is already upon us, and this time, we aren't talking about a basketball tournament! We are talking Sunkist Citrus and our annual Sunkist Display Contest! Four Seasons Produce has partnered with Sunkist Citrus for the 7th straight year to offer a chance to win some SWEET prizes, show off your creative flair, and boost your sales in the citrus category. This year's citrus quality has been nothing short of outstanding, and the forecast for March will be no different. As the cold weather warms up (hopefully), let's sizzle up the sales floors with Sunkist Citrus, grow your sales and profits, and delight your customers with the many varieties and flavor profiles the citrus category has to offer.

DISPLAY CONTEST CRITERIA:

- Build an AWESOME display of Sunkist Citrus in your produce department. All fruit MUST be purchased from Four Seasons Produce.
- All displays must include at least four (4) varieties of citrus in it. Codes are listed on page two.
- Must purchase at least 12 cases of citrus during the contest period time. This can be a combination of all varieties.
- All displays must highlight the Sunkist brand, using the high graphic bins, POS signage, or display cartons. Point of sale materials will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a minimum of one week.
- Send all display contest photos to contests@fsproduce.com by Thursday, April 4, 2024.



CATEGORIES:

**MOST CREATIVE
DISPLAY**

**BEST SMALL
STORE DISPLAY**
(4 REGISTERS OR LESS)

**BEST ALL
ORGANIC DISPLAY**

DISPLAY CONTEST PRIZES:

CHOOSE your prize!

The Top 3 Winners in each category will get a chance to choose their prize.

CHOOSE FROM:

- Grill
- Yeti Cooler
- Breville Juicer
- Apple or Samsung Smart Watch
- Camping Package (tent, sleeping bag, chair, backpack)



NATIONAL SUNKIST DAY:

Friday, March 1, 2024 is
National Sunkist Citrus Day!
Special prize for the best Sunkist Citrus Day
Promotion will win an authentic
Vintage Sunkist Crate.

Four Seasons
Produce Inc.

PHONE: 1.800.422.8384 | www.fsproduce.com



Sunkist

SUNKIST CITRUS DISPLAY CONTEST

FEBRUARY 26 - MARCH 31, 2024



PRODUCT CODES:

Grapefruit

- 12211 CV Red Grapefruit 40ct

Lemons

- 13005 CV Lemons 95ct Fancy
- 13080 CV Lemons 95ct Choice
- 13085 CV Lemons 115ct Choice
- 13040 CV Lemons 18/2lb bags
- 13053 CV Meyer Lemons 18/1lb bags
- 44057 OG Lemons 95ct/115ct Fancy
- 44020 OG Lemons 18/2lb bag

Navel Oranges

- 13563 CV Navel Orange 56ct
- 13565 CV Navel Orange 72ct
- 13615 CV Navel Orange 10/4lb bags
- 44121 OG Navel Orange 56ct
- 44099 OG Navel Orange 10/4lb bag

Cara Cara

- 13818 CV Cara Cara Orange 56ct
- 13774 CV Cara Cara Orange 12/3lb bag
- 43571 OG Cara Cara Orange 56ct
- 234488 OG Cara Cara Orange 12/3lb bag

Blood Orange

- 140105 CV Blood Orange 36ct/72size
- 13912 CV Blood Orange 18/2lb bag

Minneolas

- 14214 CV Minneola 80ct
- 14345 CV Minneola 12/3lb bag

POINT OF SALE DISPLAY BIN CODES:

- 32250 POS Display Blood Bin CV Sunkist Rectangle
- 32247 POS Display Blood Bin CV Sunkist Square
- 32246 POS Display Cara Bin CV Sunkist Square
- 32244 POS Display Cara Bin CV Sunkist Rectangle
- 227240 POS Display Meyer Bin CV Sunkist Rectangle
- 32243 POS Display Meyer Bini CV Sunkist Square
- 223540 POS Display Bin Mandarin CV Sunkist Rectangle
- 223541 POS Display Bin Multi Variety CV Sunkist Square
- 223671 POS Display Bin Lemon CV Sunkist Square
- 223679 POS Display Bin Multi Variety OG Sunkist Square



PHONE: 1.800.422.8384

www.fsproduce.com



CONVENTIONAL MARKET NEWS

FEBRUARY 16 - FEBRUARY 22, 2024

PROMOTABLE BLUEBERRIES FOR FEBRUARY



GOOD NEWS! Chile continues to offer extremely promotable **Blueberries** with plentiful supplies on 12/1 pt, competitive prices, and exceptional quality.

Florida **Strawberry** harvests are expected to rebound for March, with rain causing temporary tight supplies. Quality remains high, and pricing is firm. Fill rate will be better for the week of 2/19 vs the week of 2/11 as demand returns to normal after Valentine's Day. Be prepared to promote for early March!

NOTE: **Blackberry** prices are gradually increasing as supplies tighten. Cold temperatures and rain in Mexico have slowed down production, but a rebound in harvests is expected for the start of March.

ALERT! **Raspberries** remain tight due to adverse weather conditions, impacting both harvests and demand.



CV CITRUS

GOOD NEWS!

Halo California **Mandarins** have excellent supply and quality from California, while import **Mandarins** are becoming promotable on price, offering value compared to the California market.

California **Navel Oranges** are sizing large, with smaller fruit limited and firm markets. Generally **Navel** and **Cara Cara Oranges** are promotable!

Specialty Citrus, including **Stem and Leaf Mandarins**, **Heirloom Navels**, **Sumo Citrus**, **Minneola Tangelos**, and **Blood Oranges**, are currently in good stock.

Delicious sweet and juicy **Gold Nugget Mandarins** from California will be in stock at the end of February.

Lemons are in peak season! Larger sizing is prominent. **Seedless Lemons** in 12/2lb bags from Wonderful, and **Meyer Lemons** in 18/1lb pouches from Sunkist are available.



CV APPLES

Promotion mode is underway for premium **Cosmic Crisp Apples**, offering an opportunity to build attractive displays until at least the end of March.

IDEA: Consider using POS display bins and sign cards plus your own creativity to plan **Cosmic Crisp Apples** displays themed around the upcoming total **SOLAR ECLIPSE** that will happen April 8, 2024.

Washington **Envy Apples** are also in excellent supply.

While still promotable overall **Eastern Apples** are experiencing lighter supplies on **Gala** and **Honeycrisp** which are sizing smaller. Eastern **Macoun Apples** have concluded for the season.

Despite having more **Washington Apples** in controlled-atmosphere storage, shippers are slowing down packing, leading to a managed supply. **Gala**, **Granny Smith**, and **Pink Lady** are expected to be impacted, with potential market increases.



CV SPECIALTY BERRIES

Add some premium flavor options to your berry set with **Driscoll's Sweetest Batch** series.

For late February and March, **Sweetest Batch Blueberries** 8/11oz, **Sweetest Batch Blackberries** 12/10oz, and **Sweetest Batch Strawberries** 8/14oz will be available. The **Blueberries** are on the more limited side for late February from Mexico but tasting fantastic. The **Strawberries** are ramping up.

Quality has been nice on the **Driscoll's Rainbow Pack** 8/7oz which has **Blueberries**, **Raspberries**, and **Blackberries** in one clamshell for convenience.





CV LETTUCES

The California **Leaf**, **Romaine**, and **Iceberg Lettuce** market is becoming more challenged as yields and quality are impacted by weather.

Conditions are shifting, and prices are anticipated to rise before the end of February, But these increases should only last until early March, when volume and pricing should both improve back to promotability.



CV CELERY

GOOD NEWS! Promoting opportunities will be available in late February as the weekly volume of California **Celery** continues to improve. Expand the size of your displays to encourage more sales while volume and quality are still exceptional.



CV BROCCOLI

GOOD NEWS! An abundance of **Broccoli Crowns** is observed in February. Increased volume and reasonable pricing are present from growers on the east and west coasts. Both regions' quality has stayed strong, and extra volumes from Mexico are also offered.

Encourage people to purchase more **Broccoli** in late February by building displays to increase sales along with in store promo or ad activity.



CV MANGOS

NOTE: New crop **Mango** volumes are increasing from Mexico, but pricing is expected to remain high until at least March.

Ataulfo Honey Mangos are now available from Mexico, albeit at higher prices due to the lighter supplies of the overall category.



CV AVOCADOS

Hass Avocados from Mexico have inched up in price following heavy demand for the "Big Game" and harvests slowing down, leading to lighter supplies.



CV POMEGRANATES

NOTE: **Pomegranate** imports are limited through February, causing a gap until Peru's season begins.

ALERT! **Pomegranate Aril** supplies will also gap until Peru's season starts.

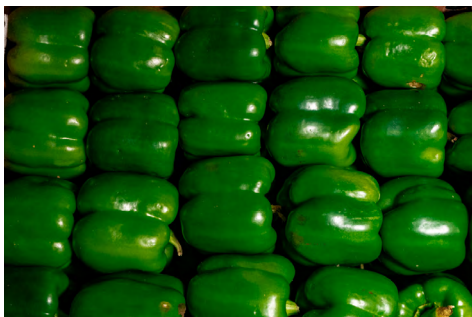
With USA **Persimmons** done for the season, consider adding import **Sharon Fruit**.



CV POTATOES

Local grower King Potato is currently experiencing excellent supply on their PA **White Potato** storage crop through the month of March. 10/5 lb and 100/10 lb bags are available.

Green Giant Minute Masher Potatoes will be back in stock for late February promotion.



CV PEPPERS

NOTE: **Green Bell Peppers** are currently tight, with premium prices for the number one big product reflecting the high quality available.

Color Bell Peppers have returned to more normal pricing with better new crop availability from greenhouse production.



CV MELONS

GOOD NEWS! **Melons** are decreasing in price, and Honduran products are abundant, making them promotable until March.

12 ct MAGnificent **Cantaloupes** from Del Monte, a varietal with a darker tan shell and sweet dense flesh, are available for February promo!



CV CAULIFLOWER

Mid-February saw a decline in **Cauliflower** volume, which increased costs. Although quality is still strong, customers should be aware that the market is changing due to shifting volume conditions. Conditions should persist for the majority of February.



CV KIWI

Sungold Kiwi from Zespri's Italian crop will be available through February.

Green Kiwi from Italy and Greece is in ample supply in clamshell and loose options.



CV GRAPES

NOTE: Import **Grapes** are facing challenges, with millions of cases fewer shipments from Chile and Peru versus last year, resulting in higher prices.

Green Grapes are more available compared to **Red Grapes** through the start of March.



CV ARTICHOKE

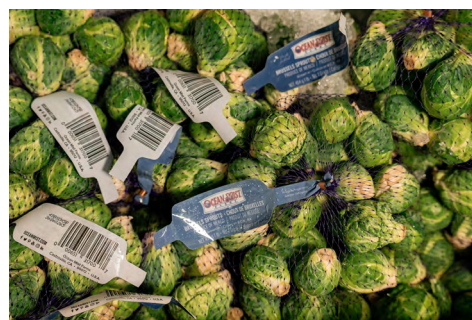
GOOD NEWS! In February, there has been continued growth in the volume of **Jumbo Artichokes**. Aggressive prices and superior quality improve display builder opportunities. Promote **Artichokes** from Ocean Mist's Coachella, CA growing region while they are in peak season!



CV TOMATOES

Round Tomatoes and Vine Ripe, both 2-layer and 25 lb volume fills, are seeing price increases through the end of February.

Grape Tomatoes are finally becoming more affordable as we move towards late February. **NatureSweet Snacking Tomato** fill rates are improving with larger packs still facing challenges due to varieties.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** volume has steadily increased since the beginning of February, and there are numerous promotional opportunities. Increase offerings to encourage more sales during this time of abundance!



CV STONE FRUIT

Chilean **Nectarines** are in good supply, expected to continue into March, while **Peaches** are tight and anticipated to stay that way for the season.

Chilean **Cherries** continue to tighten, with expectations to be completely done by the end of February, leading to a gap until late April, when California is expecting a good crop.

Chilean **Red** and **Black Plums** are in steady supply.



CV ASPARAGUS

GOOD NEWS! New crop **Asparagus** from Mexico is now in peak season! Volumes are ramping up and shippers are now packing in 28lb cases in addition to the usual 11lb cases to help retailers hit good price points while the harvest is rolling strong. Lower case prices are allowing for promotions, ads and in store specials for the rest of February and into March.



CV ASIAN VEG

NEW! Four Seasons is excited to offer a new **Asian Veg** retail pack line featuring high quality fresh products in the Daily Veggies brand with excellent shelf life and UPCs.

Bok Choy Mieu, Baby Bok Choy, Shanghai Bok Choy Mieu, Shanghai Baby Bok Choy, Purple Celtnce/A Choy Sum, Snow Pea Tips, and Sweet Baby Napa Cabbage are available for programs large and small.

NEW AT FOUR SEASONS



SWEET SEASONS

