



ORGANIC MARKET NEWS



MARCH 1 - MARCH 7, 2024

PROMOTABLE ORGANIC BLUEBERRIES



GOOD NEWS! **Organic Blueberries** are highly promotable for the first week of March as Chilean imports wind down with great deals to sell all the volume. Expect prices to rise towards mid-March as the transition shifts to Peru and new crop Mexico.

GOOD NEWS! **Organic Strawberries** are being promoted from Baja, Mexico with significantly lowered prices to match the increasing volume. The quality from Baja has been excellent.

Organic Blackberry supplies and pricing remain stable from Mexico, with good quality.

NOTE: **Organic Raspberries** remain tight from Mexico due to weather constraints, but growers anticipate more availability in March as crops recover from a challenging winter. The quality is good for the available fruit.



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** pricing is dropping lower and lower creating wonderful opportunities in early to mid-March!

There will be a surge in lower priced product for the first full week of March. Pricing is expected to go up after but still stay promotable for the remainder of March.

The middle of March will also kick off our "Hippie brand" **Organic Asparagus** display contest and promo. Time to rock some **Organic Asparagus!**



ORGANIC CITRUS

GOOD NEWS! On promotion at Four Seasons for March in partnership with Sunkist are bulk and bag **Organic Lemons**, and **Organic XL Navel** and **Cara Cara Oranges** plus bags.

GOOD NEWS! **Organic Mandarins**, including "Tangos" and "Murcotts", are in excellent supply. We have both **Organic Cuties** and **Organic Halos** brands available.

Delicious **Organic Gold Nugget Mandarins** are also currently in stock and look great.

Juicy **Organic Minneola Tangelo** quality is superb and highly promotable through the first week of March.



OG BROCCOLI & CAULIFLOWER

In Yuma, AZ and El Centro, CA, **Organic Broccoli** harvests continue to yield excellent quality. Expect promotional opportunities due to the affordability and quality. North Carolina's new crop **Organic Broccoli** season is expected to start in April.

ALERT! **Organic Sweet Baby Broccoli** is in very limited supply with high pricing due to low yields for early March.

Minor quality issues have been reported with **Organic Cauliflower**, but overall availability remains consistent for the desert-growing regions on the west coast. Prices and availability will shift in March.



OG AVOCADOS

Organic Avocados from Mexico supplies are steady for the beginning of March. The Negra crop has a higher oil content and a darker color.

Fair Trade Equal Exchange **Organic Avocados**, available in ReadyCycle 8/4-ct tray packs, offer a sustainable option as reasonable pricing for **Avocados**, perfect for single-serving.



OG PEARS

We've begun importing new crop **Organic Bartlett Pears** from Argentina, but large-sized fruit is expected to be challenging throughout the season.

Organic Bosc and **Anjou Pears** from the Pacific Northwest will finish completely in March.



OG CABBAGE

Organic Cabbage volume for St. Patrick's Day will boast outstanding quality, with Lady Moon and Organic Treat brands available for the holiday.



OG DRAGON FRUIT

Limited supplies of **Organic Dragon Fruit** will be available in March.



OG APPLES

GOOD NEWS! Continue to promote **Organic Apples**; most varieties are in excellent supply with competitive pricing.

Organic Cosmic Crisp will be promotable through April.

New **Organic Pazazz Apples** are available for early March.

Organic Sweetango Apples will conclude the season this week.



OG CUCUMBERS

NOTE: **Organic Cucumbers** will be limited and pricey until the end of March due to field plantings transitions in Mexico.



OG POMEGRANATES

Organic Pomegranate Arils are back in stock, along with imported **Organic Pomegranate Arils** from Peru.

NOTE: However, whole **Organic Pomegranates** cannot be imported due to irradiation requirements.



OG CELERY

NOTE: The poor quality of **Organic Celery** (blight causing discoloration and sunken areas) in late February is expected to improve as new growing regions in Mexico start producing. Prices might stay high in the first part of March until better product arrives.



OG GRAPES

NOTE: **Organic Grape** pricing remains expensive with limited supply in the category unfortunately. Peru is the primary supply, South Africa's product has been hit or miss on volume and flavor.



OG MANGOS

Crespo has started the season on **Organic "Tommy Atkins" Round Mangos** and **Ataulfo Honey Mangos**. Prices are expected to lower during March with increased supplies.



OG PINEAPPLES

Organic Pineapples will be more limited in supply as we enter March.



ORGANIC BOK CHOY & NAPA

Organic Bok Choy from California will arrive to start March with steady availability.

Organic Napa Cabbage from California is expected by mid-March, but the current color is light and unappealing.



OG GREEN BEANS

Organic Green Beans out of Mexico continue to struggle with rain, pushing off harvests and limiting supplies. Growers need a good two weeks without rain to get back on track and are hopeful, weather pending, to have better supplies by Easter.

Florida continues to have steady supplies with steady pricing, and do not foresee any supply gaps or disruptions to impact the upcoming weeks leading to Easter.



OG LETTUCES

GOOD NEWS! March will see a steady supply of East Coast **Organic Romaine** and **Leaf Lettuce** from Lady Moon Farms in Florida, with exceptional quality and increasing volumes.

NOTE: **Organic Iceberg Lettuce** from California is more expensive and has smaller, denser heads.



OG BRUSSELS SPROUTS

GOOD NEWS! In March, Mexico's **Organic Brussels Sprouts** are at their peak production. High volume is anticipated, providing ample opportunities for promotions.

OTHER STORIES

Organic Sungold Kiwi from Italy is finished for the season.

Overall, **Organic Green Kiwi** supplies are fair, with a slight increase in pricing.

Organic Mini-Mix Sweet Peppers 12/8 oz are now available from Pero Family Farms!

NOTE: **Organic Baby Arugula** salad production is improving, but is not back to normal yet. Organicgirl is still substituting **Organic Mizuna** until quality improves, while some other brands are starting to fill higher portions of **Organic Baby Arugula**.

STARTING EARLY MARCH! LABEL CHANGE GROWER PETE'S TO LOCAL BOUNTI



OLD CODE	NEW CODE	DESCRIPTION
41127	238626	OG Lettuce Butter Living
42274	238627	OG Lettuce Butter Red Living

PK/SZ
12ct Local Bounti Clamshell
12ct Local Bounti Clamshell

OLD UPC
716582017700
716582018011

NEW UPC
716582110029
716582110067

CONVENTIONAL MARKET NEWS

MARCH 1 - MARCH 7, 2024

ABUNDANT MEXICO ASPARAGUS



GOOD NEWS! Early March will likely be the best time of the year to promote **Asparagus** at the value pricing!

Asparagus supply continues to exceed demand. Weather in Caborca, Mexico has been ideal for growing and producing high yields. 28lb standard and jumbo are the most prevalent pack sizes at outstanding deal prices! 11lb has been more of a pack to order size.

Easter (3/31) is a bit earlier this year creating a great opportunity to promote **Asparagus** for the holiday. It is expected for the Caborca season to finish shortly after Easter.



CV STONE FRUIT

Chilean **White** and **Yellow Nectarines** continue to be in good supply as March begins.

Lemon Plums are back in stock for their last appearance of the season, running out just in time for the arrival of **K-Plum Yellow Plums** in early March.

Red and Black Plums from Chile are in firm and steady supply for March. There is a very limited supply of **Dapple Pluots** now available.

NOTE: Chilean **Peaches** remain extremely limited this week with strong markets; they could gap or end at any moment.

Chilean **Cherry** supplies are dwindling, and prices are up. Expect these **Cherries** to conclude for the season in early March.



CV APPLES & PEARS

GOOD NEWS! Continue promoting Eastern and Western **Apples**; most varieties have ample supply with favorable pricing, providing good value in the produce department.

Cosmic Crisp Apples will become a go-to promo variety for Spring.

GOOD NEWS! Eastern **Ruby Frost Apples** in 12/2lb pouches, and **Gold Delicious, McIntosh, and Red Delicious** 12/3 lb bags are highly promotable at the start of March.

Eastern **Stayman Apples** will finish for the season as we enter March.

Pacific Northwest **Bartlett Pears** are winding down for the season, and we will transition to new crop imports **Bartlett Pears** in Mid-March.

Bosc and **Red & Green Anjou Pears** are still available in good supply and quality for March.



CV BERRIES

GOOD NEWS! **Blueberry** pricing has been low to push extra fruit but will begin to firm up a bit as Chilean imports slow down. Expect a shift to Peruvian imports and Mexican fruit of good quality. **Blueberries** will till be a promotable item.

GOOD NEWS! **Strawberry** prices are easing off as Florida, Baja, and Central Mexico come back into decent volume. With more availability, pricing should ease to more promotable levels at the start of March. The quality has been excellent.

Blackberry pricing and availability remain steady out of Mexico, with some slight issues due to cooler temperatures, but overall quality is good.

NOTE: **Raspberries** continue to be tight out of Mexico, waiting for new fruit to be harvested, but fruit remains limited. Quality has been good despite some soft fruit due to cooler temperatures.

NEW: **Red Currants** are available in 12/6oz packs to add variety to your berry sets in March.



CV LETTUCES

NOTE: In late February, conditions for **Iceberg Lettuce**, **Romaine Hearts**, and other **Lettuces** from the west coast's desert regions drastically changed due to weather-related issues.

Limited availability and inconsistent quality are expected to persist into the first part of March.

While prices for **Leaf Lettuce** from the same region have risen, the situation is not as severe.



CV CORN

There is a good supply of South Florida **Bi-color and Yellow Sweet Corn** for early March. With better supplies, pricing will come down just enough to encourage better demand. A potential gap between plantings is expected as we approach St Patrick's Day and into Easter as they transition to fields further north into Belle Glade, Florida.

White Corn will remain unavailable until the beginning of April when Belle Glade crops begin.



CV CITRUS

GOOD NEWS! "Vintage Sweet" **Heirloom Navel Oranges** will be a great item to promote for the month of March. 36 ct Jumbo loose will have promo pricing and 12/13 lb high-graphic bags are selling well.

GOOD NEWS! **Navel Orange** supply is abundant with large fruit. Continue to promote large Navels through March.

Sunkist Blood and Cara Cara Oranges, Minneola Tangelos, and Lemons will be on promo for March.

Mandarins are in great supply from both California and Moroccan fruit. The quality is tremendous for both regions.



CV PREMIUM BERRIES

Driscoll's **Sweetest Batch Blackberries** and **Sweetest Batch Blueberries** from Mexico are in season.

Sweetest Batch Strawberries will be limited for early March.



CV CUCUMBERS

Hothouse Euro Cucumbers will be starting with a crop out of Canada, bringing promotable pricing.

ALERT! **Cucumbers** will remain tight through the month of March due to field transitions in Mexico.



CV POMEGRANATES

Pomegranate Arils will be back in stock for the start of March in a 4 oz cup option from Sun Belle.

NOTE: **Pomegranates** will gap for the beginning of March. Peruvian whole **Pomegranates** will be available in the middle of the month.



CV BROCCOLI CROWNS

GOOD NEWS! Excellent **Broccoli Crowns** will still be regularly available on the east and west coasts. Mexican products provide a great extra option at comparable prices.

Pricing and availability will shift in later March.



CV SWEET PEPPERS

NEW! **Mini-Mix Sweet Pepper Rings** 6/8 oz are in stock and available from Pero Family Farms!

CODE: 238528



CV MELONS

GOOD NEWS! **MAG Cantaloupes** from Del Monte are showing excellent quality internally and externally with affordable price, making them exceedingly promotable at this time.

Galia Melons will be available to add variety to your **Melon** sets in March.



CV CAULIFLOWER

As March approaches, the supply of **Cauliflower** from Arizona and the Californian desert regions is still scarce and expensive. Prices are expected to normalize in early March.



CV AVOCADOS

Hass Avocados from Mexico remain steady in pricing as we begin March. The size curve is heavy on 48s with the larger 32/36 size being the tightest.



CV GRAPES

NOTE: **Grape** demand continues to exceed supply, while Chile remains the main player. Expect pricing to remain high and limited volume until late March, especially on **Red Seedless Grapes** and large sizing.



CV ARTICHOKE

GOOD NEWS! California **Jumbo Artichokes** from Coachella, CA are still producing at their highest level, with promotional opportunities continuing into March.



CV TOMATOES

GOOD NEWS! **Cluster Tomatoes** will be promotable as we enter March, with Mexico going strong on volume and driving pricing down from all regions.

Grape and Cherry Tomatoes are in better supply with prices returning to more normal levels.

Campari Tomatoes should improve by mid-March with better growing conditions and more volume.

NOTE: **Field Round** and **Vine Ripe Tomatoes** are expensive with light volume.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** are expected to be a great item for Easter promotions and throughout March. The bulk of the volume comes from Mexico, with excellent quality.



CV DRAGON FRUIT

Red Skin Dragon Fruit will be in good supply from Ecuador for the start of March. Look to promote over the next month or so.

Yellow-skinned Pitahaya will also be in good supply throughout the month of March.



CV GREEN BEANS

Green Beans are in better supply out of Florida. Prices have dropped.

It is expected to be an unstable market through to Easter until the next transition further north. Post Easter should kick off steady supplies and better opportunities for promotions.



CV MANGOS

Ciruli Brothers' popular 14 ct "**Champagne brand**" **Ataulfo Mangos** are going to be available at the beginning of March.

18 ct Ataulfo Honey Mango supplies are increasing, and pricing is becoming more affordable.

Mangos will be increasing in volume after a challenging middle of February. March brings more fruit, driving prices down.



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.



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

- 14105 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 Bin CV Sunkist Square
- 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
- 218196 POS Display Bin Multi Variety OG Sunkist Rectangle
- 218197 POS Display Bin Multi Variety CV Sunkist Rectangle
- 14214 CV Minneola 80ct
- 14345 CV Minneola 12/3lb bag



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COSMIC CRISP APPLE PROMOTION

MARCH 11 - APRIL 8, 2024

TO INFINITY AND BEYOND!

Four Seasons Produce has partnered with Stemilt and their World Famous Fruit to bring you an “out of this world” promotion that is sure to send your apple sales into orbit! The Cosmic Crisp has quickly become a household favorite and the marketing centered around this apple over the past couple of years is second to none. It has a great flavor profile, tremendous crunch and is overall just a picture perfect looking piece of fruit. A definite show stopper for sure!



As we head towards the solar eclipse on Monday April 8, 2024, let's take this opportunity to send your customers taste buds into outer space, and create some “sun”-sational excitement for the Cosmic Crisp apple!



COSMIC CRISP CODES:

Conventional

- 221614 - CV Apples Cosmic Crisp 72/88ct 40lb
- 230228 - CV Apples Cosmic Crisp 12/2lb pouch

Organic

- 233983 - OG Apples Cosmic Crisp 72/88ct 40lb
- 230244 - OG Apples Cosmic Crisp 12/2lb pouch

Display Boxes

- 229657 - Cosmic Euro Display Box 1ct
- 229658 - Cosmic Tray Pack Box 1ct



POS signage will be available through your Four Seasons sales rep or merchandiser.

For more information on Cosmic Crisp, as well as some super cool recipe ideas, please visit:

<https://cosmiccrisp.com>

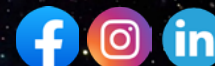
For pricing information, as well as display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser and plan a display build and promotion sure to be seen from across the galaxy.

Keep it fun and keep it fresh!



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CONTACT YOUR REP TO PLACE A PRE-ORDER



238764



soli
organic

DILL
PRE-ORDER

CODE	DESCRIPTION	PK/SZ
238764	OG Herbs Dill	90/.5 oz Soli Organic Shipper

DUE BY: 3/8

CODE	DESCRIPTION	PK/SZ
18208	CV Pistachios Roasted & Salted	180/8 oz
18029	CV Pistachios Roasted & Salted	156/16 oz
228906	CV Pistachios Roasted Combo Contains the following CV Pistachios Lightly Salted CV Pistachios Unsalted	156/16 oz
18407	CV Pistachios Shelled Roasted & Salted	72/6 oz
207120	CV Pistachios Shelled Lightly Salted	72/6 oz
230240	CV Pistachios Shelled Roasted & Salted	48/12 oz
238814	CV Pistachios Jalapeno Lime/Chili Roasted Shelled Contains the following CV Pistachios Shelled Chili Roasted CV Pistachios Shelled Jalapeno Lime	72/5.5 oz
238813	CV Pistachio SSV/BBQ/SSP/HR Contains the following CV Pistachios Shelled Salt & Vinegar CV Pistachios Shelled Salt & Pepper CV Pistachios Shelled Honey Roasted CV Pistachios Shelled BBQ	72/5.5 oz

DUE BY: 3/14



18208, 18029, &
228906



18407



207120



230240



238814



238813

72-Unit Dolci Frutta Shippers
with "berry trays" are perfect for
Mother's Day!

CODE	DESCRIPTION	PK/SZ
19834	CV Dipping Chocolates	72/8 oz

DUE BY: 4/1



GRILLO'S PICKLES



#1

TOP SELLING CRAFT PICKLE

Made with only garden-fresh ingredients

#1

BIGGEST GROWTH RFG PICKLE

Bringing the most new \$ to the RFG pickle category

#1

NEW BUYER RETURN RATE

Return rate of new category shoppers is nearly 2x+ other craft brands

#1

MOST VALUABLE BUYERS

Highest basket ring and most \$ spent on complimentary products

#1

MOST MAGNETIC BRAND

A single Grillo's facing is 2x as likely to convert a new buyer

cold, crunchy,
and insanely fresh



238578



238577



238583



238579



238580



238581



238582

	CODE	DESCRIPTION	PK/SZ
NEW!	238578	CV Pickles Chips Bread&Butter	6/16 oz Grillo's Pickles
NEW!	238577	CV Pickles Chips Italian Dill	6/16 oz Grillo's Pickles
NEW!	238583	CV Pickles Chips Thickle	6/25 oz Grillo's Pickles
NEW!	238579	CV Pickles Sandwich Ital Dill	6/16 oz Grillo's Pickles
NEW!	238580	CV Pickles Spears Italian Dill	6/32 oz Grillo's Pickles
NEW!	238581	CV Pickles Spears Italian Hot	6/32 oz Grillo's Pickles
NEW!	238582	CV Pickles Whole Half Sour	6/32 oz Grillo's Pickles

DELIVERY STARTING 2/26!



PHONE: 1.800.422.8384

www.fsproduce.com



INSPIRATION CORNER

