



ORGANIC MARKET NEWS



JANUARY 23 - JANUARY 30, 2025

LADY MOON ORGANIC FLORIDA VEG



GOOD NEWS! Supplies remain robust on high quality **Organic Kales**, **Collards**, and **Cabbages** from Lady Moon Farms in Florida. These items are promotable!

Also in peak season from Lady Moon Farms' Florida fields are: **Organic Parsleys**, **Mini Mix Sweet Peppers**, and **Shishito Peppers**.

NOTE: Available, but hindered by a recent cold and windy weather are: **Organic Bok Choy**s, **Eggplant**, **Green Peppers**, and **Snacking Tomatoes**.



GOOD NEWS! **Organic Leaf Lettuces** including **Green**, **Red**, and **Romaine Lettuce** remain promotable from Lady Moon Farms in Florida, showing excellent quality.

Organic Fennel continues steady from Lady Moon Farms, with consistent sizing and clean bulbs. West Coast shortages are pushing the pricing higher, but steady supply is expected as prices rise until relief arrives.



OG BERRIES

GOOD NEWS! **Organic Blueberries** will be promotable out of Chile for the Annual FEBBLUEARY promotion. This promotion will begin one week earlier than usual and will only extend through mid-month, as Chilean volumes are lighter than normal this season. Quality has been exceptional.

GOOD NEWS! **Organic Blackberries** will remain promotable through the end of January, with exceptional quality. Production is expected to slow in early February, with pricing trending higher as weather challenges continue to impact growing regions.

GOOD NEWS! **Organic Raspberries** will become promotable in late January as Baja production ramps up with increased volume. Quality is expected to be excellent, with strong volume available.

Organic Strawberries remain steady through the end of January, with both volume and pricing holding stable. Baja production is beginning to ramp up, setting the stage for strong early February production and promotional opportunities. Quality has been excellent.



OG CITRUS

Organic Navel Oranges are currently peaking in larger sizes ranging from 27ct to 56ct across most of the industry. This is an excellent time to promote large **Organic Navel Oranges**.

NOTE: **Organic Mandarin Oranges** are beginning to transition into new crop "Murcotts" and other mid-season varieties from a few growers, however this category is still working to catch up with strong demand.

Organic Citrus varieties including **Blood Oranges**, **Cara Cara Oranges**, and **Minneola Tangelos** are now available and offering great promotional opportunities.

Buck Brand **Organic Specialty Citrus** will return at the end of January with: **OG Centennial & Nagami Kumquats**, **OG Mandarinquats**, **OG Cara Cara Oranges**, **OG Mango Valencia Oranges**, **OG Heirloom Navel Oranges**, **OG Lou Lou Navel Oranges**, and **OG Minneola Tangelos**.



OG APPLES

The Washington **Organic Rockit** and **SugarBee Apple** promotion and display contest begins in February with excellent supply, promotable prices, and premium quality. You'll have a chance to win one of 14 prizes, including two all-expenses-paid trips to visit the orchard and growers of **SugarBee Apples** in Washington State.

Washington **Organic Cosmic Crisp Apples** supplies are firm due to added demand shifting from very tight **Gala Apples** and **Honeycrisp Apples**.

Washington **Organic Gala Apples** and **Honeycrisp Apples** supplies are tightening, and prices are trending higher.

Washington **Organic Kanzi Apples**, available in both bulk and pouch bags, are back in stock.



OG PEPPERS

Organic Color Bell Peppers are being sourced primarily from Israel as Mexican production continues to build.

GOOD NEWS! Looking ahead to February, increasing promotable volumes and improved pricing are expected to position Mexico as the primary source, creating expanded promotional opportunities.



OG BROCCOLI

GOOD NEWS! **Organic Broccoli** from the West Coast is performing well. Pricing is softening and quality remains strong.

Organic Sweet Baby Broccoli is showing consistent supply and excellent quality from the West Coast, though yields are tightening and Mexican supply is also reporting lower production. Overall pricing conditions are firming.



OG KIWI

Organic SunGold Kiwi from Zespri remain available from Italy but will be winding down very soon. Both clamshell and volume filled bulk options will continue to be offered.

Organic Green Kiwi clamshell options from Italy and Greece are now available to fill this category, offered in a 16/1lb format.

NOTE: **Organic "Mammoth" Kiwi** from Home-grown Organics in California will finish for the season by the end of the month.

NOTE: **Red Organic Kiwi** from California are now finished for the season.



OG ARUGULA

ALERT! Salad producers continue to struggle with quality and yields on **Organic Baby Arugula** salad greens. This is causing persistent out-of-stocks or pro-rated fill-rates which are expected to continue into February for Earthbound, Olivia's, and organicgirl.



OG WESTERN LETTUCE

Organic Iceberg Lettuce from California remains steady and clean, with cold weather challenges not expected to significantly impact supply, though conditions are being monitored closely.

Organic Romaine Heart prices are reasonable for late January.



OG CUCUMBERS

Greenhouse **Organic Mini** and **Euro Cucumbers** continue to offer stable supply and dependable quality from Canada. Availability remains consistent, and pricing conditions are running average to slightly elevated as programs remain well balanced.

Organic Cucumber's field production are in good supply and affordable price points.



OG ASPARAGUS

Organic Asparagus continues to show reliable coverage with abundant smaller sizing, supported by light post-holiday demand and clean fields.



OG CAULIFLOWER & ROMANESCO

GOOD NEWS! **Organic Cauliflower** remains promotable, with strong counts and packs out of California, though tightening supplies are expected in the coming weeks.

Organic Romanesco remains steady from Lake-side Organics, offering attractive quality.



OG MANGOES

Organic Mangos from Peru are entering the final stage of the season, with larger fruit becoming more prevalent. Peru's crop primarily consists of the "Kent" variety, which generally sizes larger than Mexico's "Tommy Atkins" variety, especially late in the season.

Early Crop **Organic Ataulfo Mangos** are expected to be in stock the week of 1/25.



OG CARROTS

NOTE: Organic Carrots in Bags and Value-added formats remain constrained on volume due to weather in California and Georgia. Multiple labels will remain in use until the California desert starts in February and Georgia recovers from recent cold.



OG PINEAPPLES

Organic Pineapples from Mexico will be in steady supply through the end of January, while **Organic Pineapples** from Costa Rica will be limited to unavailable.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts will see the first Covilli 10 lb arrivals on January 27, supported by good Mexican volume, with mesh packs also arriving soon.



OG SPECIALTY TROPICALS

Premium **Organic Red Turmeric** from Florida is now available in very limited supply. This beautiful **Organic Red Turmeric** is grown with pride on a small farm in northern Florida and is expected to be the highest-quality Turmeric available on shelves all year.

Glaser Farms continues to offer limited quantities of **Organic Green Skin Avocados** from Florida, which will remain available through the end of January. Additional in-season Organic offerings from Glaser Farms include **Organic Cactus Leaves, Water Coconuts, Starfruit, Black Sapote, Sapodilla**, and more.

Limited quantities of **Organic Passion Fruit** and **Organic Kiwano Melons** from California are still available.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** from Canadian greenhouse programs are supplying steady volume with consistent quality. Availability remains reliable, and pricing is running average to slightly favorable relative to conventional markets, allowing for select promotional opportunities.

Organic Roma Tomatoes continue to see increasing volume from Mexico, supporting favorable availability through mid to late January. As supply improves, pricing has softened, creating strong promotional opportunities supported by consistent quality.

Organic Snacking Tomatoes remain in strong demand, with supply from Lady Moon Farms improving following recent tightness. Supplemental volume from Florida, Canada, and Mexico is supporting stable availability on **Grape** and **Cherry** items, with pricing holding steady despite average supply volume.



OG HASS AVOCADOS

48ct **Organic Hass Avocados** will be promotable as we approach the Big Game, along with additional sizing options.

Four Seasons is fully stocked with Point-of-Sale bins from Avocados from Mexico to help create eye-catching "Big Game" displays for the end of the month. Be sure to connect with your FSP Sales Rep or Merchandiser for more details and display solutions.

Equal Exchange **Organic Fair Trade Hass Avocados** are back in stock for the middle of January, with 48ct and 60ct fruit available along with ReadyCycle 4-pack options.

NOTE: **Organic Broccoli Rabe** remains tight due to weather-related growing issues, with light supplies and firm pricing expected to improve and be more consistent arrivals during the first week of February.

OTHER STORIES

ALERT! 10/1 lb **Organic French Beans** from Guatemala remain thin due to weather challenges and container delays. Expectation of sporadic shortages.

Organic Artichokes remain in steady supply from Lakeside Organics, particularly on 12 ct Jumbo sizing.

Organic Pomegranate Arils will remain in steady supply through the end of January in a 4 oz container.



CONVENTIONAL MARKET NEWS

JANUARY 23 - JANUARY 30, 2025

PROMOTABLE GRAPES FOR FEBRUARY



GOOD NEWS! Import **Grapes** are seeing steady pricing decreases across all colors. There is an overlap of Peru and Chile fruit. This creates strong promotional opportunities for all **Grape** colors and sizes from now through February!

In late January quality is particularly solid on the **Green Grape** varieties "Autumn Crisp" and "Sweet Globe" on our Jumbo lines, "Sweet Globe" in XL, and "Timpson" in the LG value code.



Red Grapes "Timco", "Jack Salute", "Allison", and "Sweet Celebration".

On the specialty side, **Cotton Candy Grapes** continue with good availability. New **Mango Splash Grapes** are in stock with 10/1lb clamshells.



CV CITRUS

Navel Oranges are currently peaking in large sizes ranging from 36 ct to 56 ct across most of the industry, with sizes smaller than 88 ct becoming increasingly scarce. This is a great time to promote jumbos and large **Navel Oranges**, as well as 8lb bags.

California **Citrus** variety is in much better supply, making it a great time to promote **Blood Oranges**, **Cara Cara Oranges**, **Minneolas**, **Sumos**, and **Heirloom Navels**.

Mandarin Oranges are transitioning into "Murcott", "Tangos", and other gap varieties out of California, which is positive news for both quality and supply. Halos brand will be in better supply moving forward. Moroccan **Mandarins** are also arriving steadily, which will continue to support overall availability.



CV BERRIES

Blackberries are seeing production slow due to recent rain and cold weather in Mexico, however they will remain promotable through the end of January. Pricing is expected to begin rising in early February as production continues to slow.

Raspberry production is light to steady. Pricing is expected to increase ahead of Valentine's Day due to elevated demand. Quality has ranged from fair to good overall, as some growing regions have been impacted by recent weather challenges.

Strawberries are expected to remain tight at the end of January, as freezing temperatures and rain in both Florida and Mexico have limited production. Florida growers are still assessing freeze damage to plants, while Mexico production continues to run below normal.

NOTE: **Blueberries** will continue to run tighter overall. Chilean production is very limited, Peruvian volume is very light for this time of year, and Mexico remains in very limited supply as well. Expect supply shortages heading into February, with constrained production expected through much of the month.



CV APPLES

Stemilt **Aura Apples** are in stock for your eating pleasure in both bulk and pouch bags. These bright yellow Apples are crisp and sweet.

The Washington **Rockit/SugarBee Apple** Promo and Display contest begins in February with amazing fruit, excellent supply, and promotional pricing. You'll have a chance to enter to win one of 14 prizes, including two all-expenses-paid trips to visit the orchard and growers of **SugarBee Apples** in Washington State.

Washington **Cosmic Crisp Apples** supplies are firm due to added demand shifting from very tight **Gala Apples** and **Honeycrisp Apples**.

Eastern and Western **Gala Apples** and **Honeycrisp Apples** are tightening in supply, and prices are on the rise. There will be spot buys on large size or lower-color **Honeycrisp Apples**.



CV ASPARAGUS

Asparagus from Mexico and Peru is showing increasing Mexican supply on the West Coast. Unseasonably warm weather in Mexico is supporting strong production, and a prime feature window is expected in February as the Caborca region peaks in both volume and quality.



CV MANGOES

Mangos from Peru still have good volume available, and the **Kent Mango** variety will continue to be pushed to finish out the season.

The first **Mangos** from Mexico are just beginning harvest, and packhouses are preparing to ship. This fruit is expected to enter the marketplace soon.



CV CUCUMBERS

Mini and Euro Cucumbers from Canadian greenhouse programs continue to ship with reliable quality and consistent availability. Supply conditions are beginning to tighten, and slight cost increases should be expected as January closes.

Field-grown **Super Select Cucumbers** are in reasonable supply.



CV TOMATOES

Roma and Round Tomatoes are seeing improved production from Mexico, with Florida contributing supplemental volume. While cold weather in Florida and rain in Mexico may impact late-month yields.

ALERT! **Beefsteak and Cluster Tomatoes** continue to experience limited volume as Canadian production remains tight relative to demand.



CV STONE FRUIT

Import **Plums, Peaches, and Nectarines** remain in excellent promotable supply with outstanding quality. Retail pouches and clamshells are available too.

Import **Apricots** are expected to finish for the season through the start of February.

NOTE: Import **Cherries** are dwindling quickly and are expected to run out within the next couple of weeks. Prices will continue to rise through the final stretch of the season.



CV SWEET PEPPERS

GOOD NEWS! Quality remains strong, and improving supply is creating favorable conditions for late-January promotions, including strong volume on **Elongated Red (La Rouge) Peppers**.

Color Bell Peppers continue to build volume as Mexican production increases, with **Yellow Bell Peppers** showing slightly better availability than **Red or Orange Bell Peppers**.



CV BRUSSELS SPROUTS

ALERT! **Brussels Sprouts** 25 lb remain very limited on the West Coast, with discoloration and early breakdown still common. Sizing remains inconsistent, which is keeping prices elevated.

OUTLOOK: Broad relief is not expected until mid-February.

Belgium **Iceless Brussels Sprouts** remain a strong option to stay in stock.



CV SNACKING TOMATOES

Snacking Tomatoes, including **Cherry, Medley, and Specialty** varieties from Canada, are arriving with good quality, though overall availability remains lighter. Additional field-grown supply is helping offset gaps, while **NOTE:** Grape Tomatoes have seen a supply decrease with pricing moving higher as the market adjusts following the conclusion of recent deals.



CV AVOCADOS

GOOD NEWS! **Hass Avocados** will be highly promotable heading into the "Big Game", with larger 36ct and 48ct fruit more readily available than smaller 60ct fruit. Strong sales opportunities exist by promoting ripe and ready-to-go fruit leading up to the "Big Game".

Four Seasons is fully stocked with AFM Point-of-Sale bins to help create memorable "Big Game" displays for the end of the month.



CV CARROTS

NOTE: Carrots in bag and value-added packs remain rationed due to cold and rain in Georgia and lingering weather impacts in Bakersfield. Growers remain in short supply until the California desert opens in February and Georgia conditions firm up.



CV CELERY

Celery and **Celery Hearts** pricing is breaking lower and yields are improving. Additional easing is expected into late January and early February.



CV MELONS

GOOD NEWS! Melon prices are shifting, as **Cantaloupe** supplies continue to strengthen and push pricing lower.

NOTE: Honeydew supplies remain limited.



CV KIWI

SunGold Kiwi from Zespri will be winding down as the season nears completion by the end of January. Tremendous demand and one of the strongest Italian seasons on record have supported excellent movement. **SunGold Kiwi** will remain available in both an 8/1lb clamshell and a volume filled option through January.

Red Kiwi in a 16/1lb clamshell pack from California is also currently available, with supplies expected to finish toward the end of January.

Green Kiwi volumes remain steady from Italy and Greece, with pricing holding steady on the East Coast.



CV LETTUCES

GOOD NEWS! Iceberg Lettuce continues to see steady desert volume with aggressive pricing and good overall coverage.

Romaine Hearts are showing lower trims and sturdier weights, translating into easier costs as more acreage comes online.

Leaf Lettuces including **Green, Red, and Romaine Lettuces** continue to benefit from the desert surge, which has expanded supply and improved fill quality. The prices are beginning to rise slightly as availability becomes less flush and stabilizes closer to average levels.



CV BROCCOLI & CAULIFLOWER

Cauliflower 12 ct is entering a choppy window, with quality issues increasing and several shippers tightening. Promotions should be treated as conditional, with readiness to pivot to Florida sources where quality permits.

NOTE: Broccoli Crowns and **Bunched Broccoli** are going up in price.

North Carolina will see slower growth and reduced cut schedules due to the recent cold front and another storm forecast this weekend. Mexico and desert production will remain the primary backstops as the East transitions toward Florida, with limited West Coast supply available when quality meets expectations, though very low yields and pin rot remain common concerns.

OTHER STORIES

POM Wonderful Pom Pom Arils will remain steady through the end of January. Some availability gaps have occurred due to extreme demand, but supplies are expected to stabilize toward the end of the month.

Pomegranates from Israel are steady, with several single-layer count options currently available.

Pineapple volumes are slightly down, and pricing is trending higher toward the end of January.

Honey Glow Pineapples should remain steady during this period.

Black Mission Figs from Mexico are steady for the middle to end of January.

NOTE: Broccoli Rabe 20 ct is experiencing a brief period of poor growing conditions, with fields tightening again due to weather. Supplies are light and pricing remains sticky, but conditions should stabilize, with the first solid arrivals expected during the first week of February.

Jumbo **Artichokes** in 12 and 18 ct sizes are arriving with beautiful packs. Pricing is beginning to firm as larger sizing becomes more limited.

NEW OR BACK IN SEASON!



Code 239671
CV Cherries 16/1 lb Clamshell



Code 247719
CV Nectarine Donut 10/2 lb Clamshell



Code 15642
CV Peaches 10/2 lb Pouch Bag



Code 243098
CV Plums Extra Sweet Import
10/2 lb Clamshell



Code 228965
CV Grapes Mango Splash 10/1lb Clamshell



Code 234664
CV Apples Aura 27 lb Stemilt



Code 238380
CV Apples Aura 12/2 lb Pouch



Code 234361
CV Pineberries 6/10 oz Clamshell



Code 221981
CV Mandarins FL "King Mandarin" Dekopon 22 ct Noble



SugarBee
Apple



rockit

chelan
fresh

SUGARBEE/ROCKIT DISPLAY CONTEST

FEBRUARY 2 - MARCH 1, 2026



Want to add some “sting” to your Apple category and watch sales blast off? Four Seasons Produce has partnered with Chelan Fresh once again to bring you our annual SugarBee® Apple Display Contest—a promotion guaranteed to create serious buzz in your store.

This year, we’re excited to welcome back the increasingly popular Rockit Apples to the mix. Meanwhile, SugarBee Apples continue to soar, having rocketed to the top of consumers’ shopping lists in recent years. Together, these standout varieties offer the perfect opportunity to build eye-catching displays, drive excitement, and boost apple sales all season long.

DISPLAY CONTEST CRITERIA:

- Build a BUZZ-worthy display of SugarBee and Rockit Apples in your produce department or store. **All fruit MUST be purchased from Four Seasons Produce** in order to qualify for entry.
- You must purchase a **minimum of 8 cases of SugarBee Apples** and **2 cases of Rockit Apples** during the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- **Utilize the high graphic display boxes and bins** in your displays highlighting the SugarBee/Rokit branding.
- All displays must remain up for a **minimum of 1 week**.
- Send all contest photos to contests@fsproduce.com by **March 5, 2026**.

Conventional:

Code 229274

CV Rockit 6/3lb plastic tub

Code 222529

CV Sugarbee 40lb 72/88ct

Code 222647

CV Sugarbee cider 8-1/2gal

Organic:

Code 226761

OG Rockit 6/3lb plastic tub

Code 222328

OG SugarBee 40lb. 72/88ct

Code 226404

OG SugarBee 12/2lb pouch

POS:

Code 223135

CV Display Bin Sugarbee

Code 226771

CV Rockit Bin

Code 237756

CV Empty SugarBee box tray pack

Code 242902

CV Empty SugarBee box Euro

Code 242903

OG Empty SugarBee box tray pack

Code 237757

OG Empty formed Rockit box

Code 238037

OG Sugar Bee Bin

DISPLAY CONTEST CODES:



Code 223135



Code 226771



Code 237756



Code 242903



Code 237757



Code 242902



PHONE: 1.800.422.8384

| www.fsproduce.com





SUGARBEE/ROCKIT DISPLAY CONTEST

FEBRUARY 2 - MARCH 1, 2026

DISPLAY CONTEST PRIZES:

THE QUEEN BEE - GRAND PRIZE:

An all-expenses-paid trip to Washington State to experience the cherry harvest in late July 2026! Winners will tour cherry orchards, visit Chelan Fresh packing sheds and facilities, and get an inside look at how cherries move from tree to box to your displays and counters.

**2
WINNERS**

1 Large Store
(5 registers or more)
1 Small Store
(4 registers or less)



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Grand Prize winners will be chosen on creativity, overall eye appeal, use of SugarBee point of sale, and % of increase YOY. We will need scan data from stores in order to qualify.

“BEE CREATIVE”

Most Creative Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

“THE BEE COLONY”

Largest Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

“BABY BEE”

Best Small Store Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50



For pricing information or tips on building your next “Bee” masterpiece, please reach out to your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

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"PAINTING PICTURES" WET RACK DISPLAY CONTEST

JANUARY 12 - APRIL 12, 2026



Calling all Produce Artists!

Time to show the wet rack a little bit love with the Four Seasons Produce Painting Pictures Wet Rack Display Contest! The natural colors and textures that nature provides us with lettuces, leafy greens, roots, and fresh herbs set the stage for creating an awesome customer experience! So, let's dust off those paintbrushes, clean up the canvases, and create some fresh experiences with our "Painting Pictures" Contest.



DISPLAY CONTEST CRITERIA:

- "Paint a picture" in your department by creating an amazing visual with your wet rack.
- Must include **at least 3 NEW items** within the rack that you have never tried before (must include which 3 items are additions in your picture submission).
- Must highlight and **put on ad at least 2 different items** within your rack at least once a month for the length of the contest.
- Submit all pictures to contests@fsproduce.com by **April 16, 2026**.

DISPLAY CONTEST PRIZES: (gift cards)

1ST PLACE - \$200



2ND PLACE - \$150



3RD PLACE - \$100



EACH WINNER WILL RECEIVE A BRAND NEW FOUR SEASONS PRODUCE ENGRAVED PRODUCE KNIFE AND LEATHER SHEATH!

Time to get those creative juices flowing, and create a wet rack that Picasso would be proud of. Remember, like any famous artist's style of painting, your wet rack is an individual expression of fresh. Get creative, and have some fun!

For additional merchandising best practices and wet rack display tips, please contact your Four Seasons Sales Rep or Merchandiser.



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COMBINING GREENHOUSE AND THE #1 ORGANIC BRAND IN THE NORTHEAST



CODE	DESCRIPTION	PK/SZ	UPC
247732	OG Salad Green Leaf	8/4oz Olivia's Greenhouse Clam	7-89707-82156-8
247733	OG Salad Red & Green Leaf	8/4oz Olivia's Greenhouse Clam	7-89707-82157-5

AVAILABLE NOW



PHONE: 1.800.422.8384

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PACK SIZE CHANGE

Sumo Citrus® Cold Pressed Juice

59OZ TO 44OZ



- ✓ Exclusive Sumo Citrus premium licensed product
- ✓ Sumo Citrus #1 ingredient
- ✓ Passionate consumer base routinely on seasonal treasure hunt
- ✓ Unique, incremental offering

OLD CODE	CODE	DESCRIPTION	PK/SZ	OLD UPC	UPC
243024	246697	CV Juice Sumo Citrus	6/44 oz Bolthouse Cold Pressed	7-62357-00074-3	7-62357-00104-7

DELIVERY STARTING 1/19!



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