

ORGANIC MARKET NEWS

FEBRUARY 6 - FEBRUARY 13, 2026



PEAK SEASON ORGANIC ASPARAGUS COMING



GOOD NEWS! Organic Asparagus supply is improving as new crop Mexico volume builds.

Late February through March will support promotional features across all sizes, with particular strength in smaller sizing.



OG BERRIES

GOOD NEWS! Organic Raspberries continue to be promotable from Baja. Quality has been excellent, and aggressive pricing is helping move additional volume.

GOOD NEWS! Organic Blueberries remain promotable with excellent quality and supply from Chile and Peru. Supply is expected to slow as February progresses due to weather issues in Chile, with pricing increasing week over week.

Organic Strawberries remain available from Baja and Central Mexico. Supplies are steady to meet demand, pricing is stable, and quality has been excellent. Supplies are expected to increase later in February as Baja volume continues to ramp up.

NOTE: Organic Blackberries are beginning to tighten due to inclement weather and crop rotation. Pricing continues to increase, with quality remaining okay though berries are slightly soft.



OG APPLES

GOOD NEWS! The Organic Rockit and SugarBee Apples Promo and Display Contest is underway. Build bold displays with these exceptional eating apples to maximize sales and contest opportunities.

NEW: The first-ever Organic Wild Twist Apples are now available in 12/2lb pouch bags as well as premium 72ct and 88ct tray packs. This unique cross between a Honeycrisp and a Pink Lady is a great addition to any apple set.

GOOD NEWS! Organic Fuji Apples, both bulk and bagged, are a standout promotional item right now. Bagged fruit in particular offers excellent promotional opportunities.

NOTE: Organic Pazazz Apples are now finished for the season.



OG CAULIFLOWER & BROCCOLI

Organic Cauliflower is in good supply with strong counts and pack quality coming out of Southern California.

Organic Romanesco is steady with high-quality supplies from Lakeside Organic.

Organic Bunch Broccoli and Broccoli Crowns, are currently steady but trending tighter.

ALERT! Organic Sweet Baby Broccoli costs are rising rapidly.

NOTE: Organic Broccoli Rabe is limited at the moment, with allocations running below average. Harvest conditions are improving and should support more normal volumes in late February.



OG CITRUS

GOOD NEWS! **Organic Mandarins** are improving as new crop varieties move into full production. Sizing is strong and overall quality is expected to improve moving forward. **Organic Cuties** and **Hailos** should be reintroduced to sets with confidence.

GOOD NEWS! **Organic Citrus** is in great supply out of California, with strong quality on specialty items including **Organic Blood Oranges**, **Cara Cara Oranges**, **Minneolas**, **Pummelos**, **Heirloom Navel**s, and fan-favorite **Organic TDE Mandarins** from Buck Brand.



OG CUCUMBERS

Organic Cucumbers are showing price increases out of Mexico.

Organic Euro Cucumbers remain steady. Quality is good overall, and current conditions are expected to hold through February.

NOTE: **Organic Mini Cucumbers** are tight in supply with elevated pricing.



Organic DRAGON FRUIT

10lb Red Skin White Flesh **Organic Dragon Fruit** will be available beginning in mid-February.



OG PEPPERS & EGGPLANT

Organic Color Bell Peppers are in steady supply from both Mexico and Israel. Mexico remains the more price-efficient option, while Israeli product continues to trade at a premium. Quality is strong across both origins.

NOTE: **Organic Eggplant**, **Green Bell Peppers**, **Shishito Peppers**, and **Mini Mix Peppers** have finished abruptly for the season from Lady Moon Farms in Florida due to recent extreme cold temperatures. Supplies of **Organic Peppers** and **Eggplant** will shift primarily to Mexico.



OG MANGOS

Organic Ataulfo Mangos are off to a strong start with high demand. Large fruit from Crespo Organics is available and eating very well.

Organic Mangos from Peru are winding down with very large fruit dominating the size profile. Four XL 7/8ct will be available along with more limited supply of 10ct and 12ct fruit.



OG GREENS & HERBS

Lady Moon's Florida **Organic Kales**, **Organic Collards**, and **Parsleys** all pulled through the cold and should remain in decent supply, with only a slight hiccup expected on **Collards** and **Kales**.

Organic Cilantro remains in adequate supply, though **NOTE:** pricing is climbing as large promotional volumes in California have ended.



OG BABY 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 through February for Earthbound, Olivia's, and organicgirl.



OG GRAPES

Organic Grapes are seeing a brief transition period.

GOOD NEWS! **Organic Red Grapes** from Peru and South Africa are very promotable for a short window during mid-February. Quality is nice on the "Allison" variety from Peru.



OG SQUASH

ALERT! **Organic Green Squash** are showing price increases out of Mexico, with some orders being prorated by shippers.

Organic Yellow Squash is currently more available with lower pricing.

NOTE: **Organic Green Grapes** will gap in mid-February until new South African fruit arrives.



OG CARROTS

Organic Carrots, including Cello and Value-Added, continue to experience allocations as California desert production ramps up and Georgia works through recent cold weather.



OG LETTUCES

Organic Leaf Lettuces, including **Green Leaf, Red Leaf, and Romaine Lettuce** remain available from Lady Moon Farms despite the early February cold tems in Florida.

NOTE: **Organic Green Leaf Lettuce** may experience a temporary gap, but overall coverage remains dependable. West Coast supplies are supporting **Organic Leaf Lettuce** availability.

Organic Romaine Hearts from Lady Moon Farms and West Coast shippers are steady in the near term, offering a good short-term window before **NOTE:** potential late-February tightening.

ALERT! **Organic Iceberg Lettuce** is limited now and expected to tighten further in the coming weeks. Forward advertising is not recommended as supplies continue to narrow.

- NOTE:** **Organic Bok Choy and Baby Bok Choy** experienced some cold-related damage at Lady Moon Farms in Florida. Overall supply will be supplemented from California to support demand.

- Organic Fennel** is currently flush with clean, well-sized bulbs. Lady Moon's Florida crop made it through the freeze.

- Organic Mini Seedless Watermelons** from Mexico remain steady, with continued availability and good quality forecasted.

- GOOD NEWS!** **Organic Red Bunch Beets, Napa Cabbage, and Bunch Carrots** are promotable right now out of California with good quality and availability.



OG PINEAPPLES

Organic Pineapples from Mexico will remain in steady supply through mid-February. Prices are expected to gradually decrease as the month progresses. **Organic Pineapples** from Costa Rica will be available but remain limited.



OG SPECIALTY VEG

Organic Yuca Root is now available in a 10lb bulk case from Glaser Farms in South Florida. This **Yuca** is not waxed, and is a rare organic option. Additional Organic offerings from Glaser Farms include **Organic Cactus Leaves, Water Coconuts, Starfruit, Black Sapote, and Sapodilla**.

Premium **Organic Red Turmeric** from Florida is now available in very limited supply. This beautiful product is grown on a small farm in northern Florida and is expected to be the nicest turmeric available all year.

NOTE: We are finishing up the season with Harmony Valley in Wisconsin on specialty items such as **Organic Burdock Root** and **Roasting Vegetable Mix**. Thank you for a great season on their specialty root vegetable program.



OG BRUSSELS SPROUTS

GOOD NEWS! **Organic Brussels Sprouts** from Covilli Brand Organics are available in both 10lb bulk and 8/1lb mesh packs. Mexican volume is clean and reliable at this time.



OG TOMATOES

NOTE: **Organic Beefsteak Tomatoes** and **Cluster Tomatoes** are seeing modest improvements in availability, though **Cluster Tomatoes** remain tighter. Quality is strong, costs remain elevated, and ad activity continues to be limited.

Organic Roma Tomatoes are maintaining steady availability from Mexico with consistent quality. However, costs remain firm and promotional activity is limited.

ALERT! **Organic Grape, Cherry, and other Snacking Tomatoes** from Florida have ended until March due to the late January freeze. The cold knocked out Lady Moon Farm's whole **Tomato** crop. Supplemental supplies from Canada and Mexico remain constrained. Overall volume is tight, but quality continues to be excellent.

OTHER STORIES

- Organic Pomegranate Arils** may see a small gap in early February as the California season ends and Peru processing has yet to begin.

- NOTE: Organic Passion Fruit and Kiwano Melons** from California are now finished for the season.

- NOTE: Organic French Beans** from Guatemala remain thin due to weather challenges and container delays. Conservative ordering is recommended until conditions improve.

- ALERT!** **Organic Bunch Radishes** and **Spinach** remain tight out of California, with pricing reflecting limited availability.

- NOTE:** **Organic Spaghetti Squash** supplies are tight, and prices are up following the end of January programs. Elevated pricing is expected to hold for the until the next Mexican growing region starts in late February.

- Organic Delicata Squash** pricing has also increased due to tightening supply, while **Organic Koginut Squash** pricing has eased on improved costs, with availability expected through February.

CONVENTIONAL MARKET NEWS

FEBRUARY 6 - FEBRUARY 13, 2026

POTATO LOVER'S MONTH



Potato Lover's Month promotion has started! This is a national display contest and promotion from the Idaho Potato Commission, and for Four Seasons customers, with a little extra bonus kicked on top if you use Green Giant label incorporated into the display and it wins.

Here are some attractive costs locked in for the month of February in both the Green Giant bag potatoes as well as our value shipper-label brands.

GREEN GIANT:

	COUNT RUSSETS:
4449 - 10/5lb GG Gold	4504 - 50ct
4482 - 10/5lb GG Red	4512 - 70ct
4540 - 10/5lb GG Russet	4525 - 100ct

SHIPPER LABELS:

4447 - 10/5lb Idaho Label Gold
4490 - 10/5lb Idaho Label Red
4643 - 10/5lb Spuddy Buddy Label Russet
4553 - 5/10lb Spuddy Buddy Label Russet

<https://industry.idahopotato.com/retail/2026-plm-display-contest>



CV SOUTHERN VEG

ALERT! Across warm-weather vegetable crops, the Florida freeze will have ongoing effects on both current and future plantings. Mexican supplies may hold higher pricing depending on availability and longer-term impacts.

ALERT! **Green Beans** are tightening and moving upward in price following freeze-related crop loss in Florida. Limited Mexican supplies and higher freight costs are keeping landed costs similar or higher. Value-added Package Green Bean supplies will become limited for the rest of February.

ALERT! **Cabbage** appears to have come through the Florida cold weather in decent shape. Good supply of quality Cabbage is expected through the remainder of February and into St. Patrick's Day promotions.

NOTE: **Eggplant, Green Squash, and Yellow Squash** are trending higher due to weather impacts from extreme cold in the southeast.



CV BERRIES

Raspberries are steady out of Mexico with harvests well-positioned to support Valentine's Day demand. Quality has been excellent.

Blackberry supplies are light as crops transition and recent weather slowed harvests. Quality remains decent.

NOTE: **Strawberries** are expected to be very tight. Florida experienced a significant freeze limiting harvests, California supplies are just beginning and remain limited, and Mexican supplies will not fully meet demand. Growers continue to assess both short and long-term impacts.

NOTE: **Blueberry** supplies are tightening quickly as Chilean volumes drop significantly. Mexican and Peruvian supplies remain light, driving continued price increases. Quality remains excellent with strong size and flavor.



CV CITRUS

GOOD NEWS! **Navel Oranges** continue to show excellent internal and external quality out of California. Large fruit remains the best promotional option as smaller sizes stay limited.

36ct Jumbo Heirloom Navel Oranges are looking and tasting great at good pricing. **75/8lb bags in bins of Navel Oranges** are available at deal pricing during February.

GOOD NEWS! **Specialty Citrus** is in a great promotional window with strong quality and pricing on **Blood Oranges, Cara Cara Oranges, SUMO Dekopons, Minneolas, Pummelos, and Heirloom Navel**s.

GOOD NEWS! **Halos Mandarins** are improving as new crop varieties such as "Tango" and "Murcott" come into harvest in California. Expect better quality, sizing, and availability moving forward.



CV ASPARAGUS

New crop **Asparagus** production out of Caborca, Mexico is underway.

OUTLOOK: Late February through March will be the prime feature window as volume and quality peak across all sizes.

White Asparagus from is available well and is a great option for specialty sets.



CV PEPPERS

Green Bell Peppers are up slightly but fared better than many warm-weather crops through the extreme cold snap in Florida. Some impact to later plantings is possible, but near-term supplies remain manageable.

Color Bell Peppers are maintaining steady availability with good quality, but costs are elevated and promotional opportunities are limited across most sizes.



CV STONE FRUIT

Chilean Black Plums, Cherry Plums, and Lemon Plums are now in stock, with **Dapple Dandy Pluots** arriving this weekend. Carrying a full assortment is encouraged to maximize sales.

Chilean Peaches and Nectarines are expected to remain available through mid to late March.

Chilean Cherry supplies will continue to dwindle and are expected to finish around the first week of March, with potential for an earlier end depending on quality and demand. The next crop will not begin until California production starts in early May.

This is the final week for Chilean **Apricots**.



CV BRUSSELS SPROUTS

ALERT! **Brussels Sprouts** from the West Coast are limited with variable quality. Broader relief is expected sooner than previously anticipated, with significant domestic improvement next week.

Belgium Iceless Brussel Sprouts remains a solid alternative, subject to port timing.



CV CUCUMBERS

ALERT! **Cucumbers** are moving higher in response to the Florida freeze. Mexican crossings are available, though freight costs are pushing landed pricing up. Prices have the potential to climb further in the near term.

Mini Cucumbers and **Euro Cucumbers** are diverging, with **Euro Cucumbers** improving slightly in availability while **NOTE: Mini Cucumbers** remain tight. Quality is dependable across both, though elevated costs persist.



CV MELONS

GOOD NEWS! **Cantaloupes** and **Honeydew** have seen heavy arrivals from Honduras and Costa Rica over the past two weeks, driving markets to more reasonable pricing. **Cantaloupes** are showing strong quality.

Seedless Watermelons from Mexico remain expensive, though quality is excellent with high sugar content.

Mini Seedless Watermelons from Guatemala and Honduras are sizing large with consistent quality.



CV AVOCADOS & MANGOS

GOOD NEWS! **Hass Avocado** sales were strong heading into the Big Game. Promotions will continue through mid February, though pricing is expected to rise gradually as the month progresses. Take advantage of current field pricing while available.

Ataulfo Mangos from Mexico are now in house and should be featured for mid February.

"Kent" Mangos from Peru remain in good supply, with new crop "Tommy Atkins" from Mexico expected to begin in the coming weeks.



CV CARROTS

ALERT! **Carrots**, including **Bags and Value-Added**, continue under heavy pro-rates as weather in California and Georgia reduced yields and sizing. Canadian storage product remains in rotation to help fill where possible until desert and Eastern production improves closer to March.



CV PINEAPPLES

Pineapple movement has slowed slightly due to higher market costs, with volumes lower through mid February.

PinkGlow Pineapples from Del Monte will be available in very limited supply leading up to Valentine's Day.

The Honeybear **Topless Pineapple** program is expected to launch toward the end of the month. These pineapples ship without tops, allowing for more fruit per case and improved shipping efficiency, while tops are replanted in Costa Rica as part of regenerative agriculture practices.



CV GRAPES

GOOD NEWS! Grapes continue to see price drops as Chilean and Peruvian supplies increase across all colors and sizes.

February remains an excellent month to push and promote Grapes!



CV BROCCOLI & CAULIFLOWER

NOTE: Broccoli Crowns and Bunched Broccoli from both East and West Coast production, is facing challenges. Florida supplies are showing sizing issues and some frost injury, while West Coast production remains limited with gaps.

NOTE: Broccoli Rabe in 20ct packs is limited at present, though harvest numbers are improving. Availability is expected to support average volumes next week, with steadier supplies anticipated for late February.

NOTE: Sweet Baby Broccoli coverage remains uneven by label. Loads should be evaluated on a case-by-case basis until the next production cycle. Markets continue to hold a premium.

NOTE: Cauliflower is tightening in some areas with increased quality concerns. Markets remain volatile and promotions should only be planned off confirmed clean lots.

- NOTE:** Banana supplies were strained this week as inbound ships were forced to divert due to storms impacting the East Coast. Both conventional and organic suppliers prioritized shipments to maintain coverage. Some weaker color may be seen briefly in week 7, with a return to normal expected by week 8.

- Bi-Color Corn from Florida has been impacted by the recent extreme cold. Near-term availability should remain similar, but **ALERT!** supplies are expected to tighten significantly over the next month due to damage to young crops.

- Black Mission Figs are steady out of Mexico to start February.



CV KIWI BERRIES

Kiwiberies are back in stock from Chile with arrivals beginning the week of 2/9. Additional information on flavor and seasonal outlook will follow!



CV TOMATOES

Roma Tomatoes and Round Tomatoes are moving steadily with improving supply out of Mexico following recent weather disruptions. Quality remains acceptable and costs are firm but stabilizing, though the full impact of the Florida freeze is still being assessed.

Snacking Tomatoes continue balanced movement across Grape, Cherry, and Medley packs. Supply remains snug but manageable with strong quality. Elevated costs continue to limit broad promotions, with Cocktail Tomatoes the most limited.

Beefsteak Tomatoes and Cluster Tomatoes are gradually improving in production as mid February approaches. Cluster Tomatoes remain somewhat limited, but availability is easing. Quality is strong and costs remain elevated, though early signs of stabilization are emerging.



CV ARTICHOKEs

Artichokes in 12, 18, and 24ct sizes are showing beautiful quality and reliable availability. Ocean Mist and Ippolito continue to lead supply, offering a strong near-term promotional opportunity.



CV LETTUCES

Romaine Hearts are improving with lower trims and sturdier weights as desert acreage scales up. This remains a dependable everyday mover, though allocation discipline is still required.

Leaf and Romaine Lettuce production from the A2 and SoCALdesert is beginning to loosen supply, allowing for light to moderate promotional features on confirmed lots.

ALERT! Iceberg Lettuce out of Yuma is under pressure as abnormally warm temperatures accelerated maturity, forcing pass-overs in harvesting. An industry-wide shortfall is expected from mid to late February through early to mid April. Forward advertising during this window is not recommended.

OTHER STORIES

- NOTE:** Pomegranates from Israel remain steady with multiple single-layer count options available. POM Wonderful Pomegranate Arils will remain steady through mid February.

- NOTE:** Washington Apple supplies are being challenged by tight truck availability due to snow and cold nationwide. Combined with strong demand on select varieties, markets are higher and supplies remain erratic.

- Eastern Apple markets are also firming, particularly on Gala, Honeycrisp, and McIntosh.

- GOOD NEWS!** The Chelan Fresh SugarBee and Rockit Apples Display Contest is underway with excellent supply, quality, and promotional pricing. Enter for a chance to win one of fourteen prizes, including two all-expense-paid trips to Washington orchards. Build bold displays and consider adding SugarBee Apple Cider for an additional sales boost.

- NOTE:** California Asian Pears are expected to see a sharp price increase next week as supplies dwindle and the local season ends.

- Fancy Bartlett Pears will finish for the season over the next two weeks, leaving only top-grade boxes for the remainder of the season.

OG CUTIES & CV VINTAGE SWEETS DISPLAY CONTEST & PROMO

FEBRUARY 16 - MARCH 9, 2026



ATTENTION ALL CITRUS ENTHUSIASTS!

Four Seasons Produce has partnered with Sun Pacific Fruit to give you a chance to be creative, sell some awesome fruit, and win some amazing prizes. OG Cuties® Mandarins and CV Vintage Sweets® Navels are two high-volume, category-driving SKUs in the citrus department and are perfect for promotion in February and early March. Four Seasons Produce will provide high-graphic display bins and boxes to help you make a statement with your displays. This is a perfect opportunity to build an eye-catching, seasonal display featuring two incredibly popular citrus items.

DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of Organic Cuties Mandarins or CV Vintage Sweets Navels in your department.
- Must purchase **at least 10 cases** of fruit during the contest period. All fruit **MUST be purchased from Four Seasons Produce**.
- Displays **must highlight the Cuties or Vintage Sweets Navel branding** in your displays, using the high graphic display bins or boxes. See POS code information below.
- All displays must remain up for a **minimum of one week**.
- Send all display contest pictures to contests@fsproduce.com by **March 16, 2026**.



DISPLAY CONTEST CODES:



- 12169 - CV 10/3lb Vintage Sweets Navel
- 234479 - CV 36ct Vintage Sweet Navels
- 12165 - POS Vintage Sweets Display Bins
- 223189 - OG 15/2lb Cuties Mandarin
- 238249 - POS Cuties Display Bin
- 238251 - POS Cuties Display Box
- 238250 - POS Cuties Mandarin Cutout



DISPLAY CONTEST PRIZES:

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

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

Prizes:

- New Golf Driver (Titleist or Callaway)
- YETI Cooler
- Blackstone grill
- 55" TV
- Mountain Bike



Categories:

- Best Organic Cuties Display
- Best Vintage Sweets Navel Display
- Best Small Store Display by 3 registers or less

3 honorable mention winners in each category will receive a \$100 Visa Gift Card!



For more information on Sun Pacific, please visit www.sunpacific.com

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



PHONE: 1.800.422.8384

www.fsproduce.com



**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/Rockit 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 Sugabee 40lb 72/88ct

Code 222647

CV Sugabee cider 8-1/2gal

Organic:

Code 226761

OG Rockit 6/3lb plastic tub

Code 222328

OG Sugabee 40lb. 72/88ct

Code 226404

OG Sugabee 12/2lb pouch

POS:

Code 223135

CV Display Bin Sugabee

Code 226771

CV Rockit Bin

Code 237756

CV Empty Sugabee box tray pack

Code 242902

CV Empty Sugabee box Euro

Code 242903

OG Empty Sugabee 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 237757



Code 242903



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.



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MizunaPalooza!

opportunity

No Arugula?
Swap in Mizuna!

build consumer loyalty by swapping in Mizuna

- To help fill arugula gaps, we shipped peppery mizuna to Canada, California and the East Coast.



Benefits of Mizuna

- Utilize **pink color** with the word "arugula" on the label to aid recall and awareness
- Pleasant flavor – milder yet still peppery
- Similar leaf size and shape to arugula

Why Mizuna is the Best Solution

- Commonly used in spring mix & 50/50 readily available
- Grows faster than arugula & has not shown excessive yellowing or purpling
- Seems more resilient to mildew pressure.



increase shopper loyalty by
providing an organic alternative
with similar flavor!

TEMPORARY SUPPLY SHORTAGE:

CODE	DESCRIPTION	PK/SZ	UPC
41755	OG Salad Arugula Baby	6/5 oz Organic Girl Clamshell	8-95203-00115-8

SUBSTITUTE WITH:

CODE	DESCRIPTION	PK/SZ	UPC
238557	OG Salad Peppery Mizuna	6/5 oz Organic Girl	8-95203-00167-7



PHONE: 1.800.422.8384

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