

FEBRUARY 20 - FEBRUARY 27, 2026

PLENTIFUL ORGANIC CARA CARA & NAVEL ORANGES



GOOD NEWS! California **Organic Navel Oranges** have aggressive promotional opportunities on sizes larger than 56ct for late February into March. Color is nice and quality impressive, making this an ideal time to feature larger sized **Organic Navel Oranges**.

GOOD NEWS! **Organic Cara Cara Oranges** are in peak season and ready for promotion! Bagged and bulk sweet, pink-flesh **Organic Cara Cara Oranges** from California are in stock with good volumes.

GOOD NEWS! **Organic Mandarins** are seeing more supply out of California along with improved quality. This is an excellent opportunity to push and promote for flavor, appearance, and value.



OG TOMATOES

NOTE: **Organic Beefsteak Tomatoes** and **Organic Cluster Tomatoes** are steady with good quality. Pricing remains slightly elevated, with product primarily sourced from Canada and supplemental volume available from Mexico to support demand.

NOTE: **Organic Roma Tomatoes** are steady in supply with strong quality. Pricing has increased, reflecting current demand levels.

ALERT! **Organic Snacking Tomatoes** are extremely tight on **Organic Cherry Tomatoes** and **Organic Rainbow Medley Tomatoes**, with limits and intermittent gaps expected. **Organic Grape Tomatoes** offer the most consistent availability, though pricing remains elevated. Category pressure is expected to persist through much of March as the freeze knocked out Lady Moon Farms and other Florida growers.



OG BERRIES

GOOD NEWS! **Organic Strawberries** are promotable from Driscoll's, with supplies from Baja and Central Mexico. Quality has been strong, with large sizing and excellent flavor.

Organic Raspberries remain steady with exceptional quality and consistent supplies out of Baja and Central Mexico.

Organic Blackberries remain steady with consistent supply and good quality.

NOTE: **Organic Blueberries** remain limited overall. Peruvian supplies are low and Chilean supplies are also light. California harvests are beginning lightly and may increase availability in March. Pricing is expected to rise as supplies tighten.



OG MANGOES

GOOD NEWS! **Organic Ataulfo Mangoes** are seeing the first notable price break of the season, particularly on larger sizes as markets begin to adjust lower. Maintain strong in-stock positions to support organic sets, with both premium large fruit and smaller value options available.

NOTE: **Organic Mangoes** are transitioning from Peru to Mexico toward late February. **Organic Kent Mangoes** from Peru are concluding, with **Organic Tommy Atkins Mangoes** from the Oaxaca region of Mexico beginning to ship. Partnership programs will feature premium Mexican fruit throughout the transition.



OG PEPPERS

Organic Colored Bell Peppers are seeing signs of price relief out of Mexico with improved supply and quality available.

Israeli production remains steady with strong quality and availability, though pricing continues to trend higher. Sourcing from both regions is supporting overall demand.



OG BEANS

Organic Green Beans continue in okay supply out of Mexico with decent quality.

Organic French Beans 10/1lb are in steady supply with Mexico contributing volume, while Guatemala continues to face growing condition challenges.



OG GRAPES

Import **Organic Grapes** remain active, with **Organic Red Grapes** promotable through late February then going up in price for March.

NOTE: Organic Green Grapes are limited with elevated pricing and limited availability.



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** is in peak season and promotable under the Hippie label from Alpine. Fair Trade will be sourced when available.



OG CABBAGE

GOOD NEWS! **Organic Green Cabbage** and **Organic Red Cabbage** are in strong supply with excellent quality from Lady Moon Farms in Florida.

Expect promotable **Organic Cabbage** for St. Patrick's Day.



OG CUCUMBERS

NOTE: Organic Mini Cucumbers and **Organic Euro Cucumbers** are improving across both varieties. Availability is steady with good quality. While pricing remains elevated, markets are beginning to ease as seasonal transition approaches.



OG WARM VEG

ALERT! **Organic Cucumbers, Organic Green Squash, Organic Yellow Squash, Organic Eggplant, Organic Jalapeno Peppers, and Organic Green Bell Peppers** are all experiencing price increases with the majority of supply coming from Mexico with the Florida crop ending early due to freeze.



OG SALADS

ALERT! **Organic Baby Arugula** salad continues to be a challenge this winter. Weather patterns have led to mildew and yellowing in the field which becomes exaggerated post-harvest. Fill-rates, especially on big packs, on **Organic Baby Arugula** salads continue to be poor with only incremental improvement on the horizon until new growing regions start closer to spring. organicgirl is offering **Organic Peppery Mizuna** salad as an alternate SKU (238557).

NOTE: Organic Baby Spinach salad has also started to see occasional pro-rates and out of stocks in mid to late February from the same weather conditions hurting the **Organic Arugula**. So far the biggest cuts have been on big pack **Organic Baby Spinach**.



OG GREENS

GOOD NEWS! **Organic Green, Red, and Lacina-to Kale** are showing strong supply and excellent quality from Lady Moon Farms in Florida.

Organic Broccoli Rabe has improved from prior limitations, with harvest numbers stabilizing and good supplies anticipated moving forward.

ALERT! **Organic Bunch Spinach** remains tight out of California.

Organic Cilantro is increasing in availability with good quality and improving pricing, and is expected to be promotable into early March.



OG BRUSSELS SPROUTS

GOOD NEWS! Organic Brussels Sprouts, bulk and 8/1lb Mesh packs, are in steady supply from Mexico with dependable coverage and stable quality.

Hippie label 16/1lb cello bags are expected to become available in early March.



OG CARROTS

ALERT! Organic Carrots remain very tight in overall tonnage with low yields. Sizing and acreage are light, though color and quality remain strong. Excess rain has stunted growth. Growers are projecting improved **Organic Bag Carrot** supplies by mid March. Value added items remain steady.



OG LETTUCE

NOTE: Organic Romaine Hearts are limited in AZ and CA, with some shippers experiencing gaps through mid March. Lady Moon Farms (FL) remains steady and will help balance overall availability.

NOTE: Organic Iceberg Lettuce out west is steady but projected to tighten as overall volume declines in late February.

Organic Green Leaf, Organic Red Leaf, and Organic Romaine from Lady Moon Farms in Florida remain in steady production.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli Crowns and Organic Broccoli Bunch are in steady supply with improving harvest numbers. Quality is strong with minimal discoloration.

NOTE: Organic Sweet Baby Broccoli remains very limited industry wide, with several Organic shippers experiencing gaps. Relief is expected later in March as overall Organic Broccoli production strengthens.

NOTE: Organic Cauliflower is limited, with heavy discoloration and smaller sizing impacting supply. Tight conditions are expected to continue into March as precipitation impacts production.

Organic Romanesco is in good supply with strong quality and stable coverage.



OG CELERY

ALERT! Organic Celery supply is tightening with inconsistent California production due to blight and pest pressure. Transition into Yuma, AZ is expected by mid March with the potential for a short gap in early March.

ALERT! Organic 24ct Celery is currently unavailable due to sizing, while Organic 30ct Celery is available as an alternative.

Organic Celery Hearts are in good supply, with additional trimming reducing visible blight and providing more dependable coverage compared to full stalk packs.



OG APPLES & PEARS

NEW: Organic Wild Twist Apples are available now. Promote this newer Pink Lady - Honeycrisp cross variety while supplies last, as the season is expected to conclude by late March.

There is a final opportunity to enter the Organic Rokit Apples and Organic SugarBee Apples display contest and promotion. Markets and quality remain strong with attractive prize incentives.

Washington Organic Evercrisp Apples will finish for the season by late February.

The first Organic Bartlett Pears imports from Argentina are available now and will remain very limited until early March, when promotable volumes are expected to increase. Organic Red Bartlett Pears and Organic Abate Pears are anticipated to follow later in March.

OTHER STORIES

ALERT! Organic Scallions remain tight with occasional prorates on inbound orders.

Organic Mini Seedless Watermelons out of Mexico remain steady with good pricing and strong sugar content.

GOOD NEWS! Organic Avocados remain promotable. Continue to focus on steady movement while markets remain favorable.

Organic Red Skin White Flesh Dragon Fruit will experience a brief gap toward late February, with volume expected to resume in early March.

Organic Pineapples from Mexico are in excellent supply. The category has returned to steady availability after months of inconsistent volume.

Organic Green Kiwi is steady in both bulk and 16/1lb clamshell packs from Italy and Greece.

Organic SunGold Kiwi from Zespri will conclude for the season by late February.

Organic Pomegranate Arils are currently experiencing a gap until Peruvian import programs begin shipping.

Premium Organic Red Turmeric from Florida is available in very limited supply. This vibrant Organic Red Turmeric is grown on a small farm in northern Florida and offers exceptional appearance and quality. Availability is expected to remain tight.

CONVENTIONAL MARKET NEWS

FEBRUARY 20 - FEBRUARY 27, 2026

PROMOTABLE STRAWBERRIES



GOOD NEWS! **Strawberries** remain promotable with Mexico continuing to produce heavy volumes. Quality has been good overall. Florida growers are expecting lighter supplies due to bloom damage from freeze conditions, resulting in higher pricing, but for now they've got big **Strawberries** at reasonable price points. California has received rain and has light but available supplies.

Raspberries remain steady out of Mexico with excellent quality. Harvests are expected to increase into March as new production begins.

Blackberries remain steady out of Central Mexico with excellent quality and strong eating profiles.

Driscoll's **Sweetest Batch Blackberries** are available with steady supplies and exceptional flavor for now through April.

NOTE: **Blueberries** continue to tighten overall, with supplies expected to decrease further into March. Pricing is rising as the market transitions between growing regions. Quality remains excellent on Peruvian and Mexican fruit, while Chilean supplies are extremely light.

Sweetest Batch Blueberries will remain very limited through March due to regional production gaps.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** are steady. **Beefsteak** pricing has normalized and could trend higher if shortages in other **Tomato** categories redirect demand. **Cluster Tomatoes** are plentiful with pricing continuing to ease. Quality is excellent on both items, positioning the category well for spring transitions.

NOTE: **Roma** and **Round/Vine Ripe Tomatoes** are experiencing tightening supplies out of Florida, particularly on **Round Tomatoes**. Mexican **Round Tomatoes** remain available, however pricing is strengthening due to increased demand. **Roma Tomatoes** are steady in volume with elevated pricing. As March progresses, markets will remain sensitive to additional demand shifts.

Snacking Tomatoes are tight across the segment due to the FL freeze. **Grape Tomatoes** offer the best availability, though pricing remains above typical seasonal levels. **ALERT!** **Cocktail Tomatoes** are extremely limited. Improvement is anticipated by mid to late March as additional production becomes available.



CV CAULIFLOWER & BROCCOLI

Broccoli Crowns are showing an even mix of East and West Coast production. Florida supplies are gradually improving. The market remains steady with controlled availability.

Broccoli Rabe harvest numbers are improving and stabilizing, with supply trending more positive and steady availability expected into March.

NOTE: **Sweet Baby Broccoli** remains very limited into March, with shippers maintaining firm pricing and premiums.

ALERT! **Cauliflower** across all packs is limited with reports of discoloration and smaller sizing pressuring supply. Tight conditions are expected to persist into early March as precipitation continues to impact production, keeping costs elevated.



CV CITRUS

GOOD NEWS! California **Mandarins** are showing strong quality on new crop varieties. This is an excellent time to promote and drive movement on "Halos".

GOOD NEWS! **Jumbo Navel Oranges** are in abundant supply providing deal or spot buy opportunities on 36sz carton and bins as well as 75/8lb bagged bins.

GOOD NEWS! **SUMO Citrus Dekopons** continue in peak season supply. Due to large sizing, bulk are more plentiful than bags.

GOOD NEWS! "Vintage Sweet" **Heirloom Navel Oranges** are tasting great with good supplies on 12/3lb high graphic bags and 36ct Jumbo Loose.

Cara Cara Oranges, Blood Oranges, and Minneola Tangelos from California are all in peak season.



CV ASPARAGUS

Asparagus in Jumbo and Standard 11lb packs is limited out of Peru and Mexico as the transition into Caborca, Mexico remains incomplete. Growers are delaying plantings to better align with Easter demand timing. Sizing is trending smaller, with lower pricing on small sizes. Standard packs remain firm, while Jumbo continues to command a premium due to limited larger sizing.



CV POTATOES & ONIONS

GOOD NEWS! Continue to promote **Idaho Potatoes** as we close out Potato Lovers Month. Retailers can submit display entries to the Idaho Potato Commission PLM display contest. 10/5lb Idaho label **Yellow** and **Gold Potatoes** remain an exceptional value and have steady pricing through late February. Strong deals are also available across Green Giant items and Spuddy Buddy bag **Russets**.

New crop bulk **Yellow, Red, and White Onions** have transitioned to Texas. Pricing has increased slightly with the changeover, but quality has improved significantly compared to recent weeks.



CV GREEN BEANS

ALERT! Freeze damage in Florida caused **Green Beans** to tighten, with heavy losses reported. Product from Mexico has jumped in price with limited availability and variable quality. Expect **Green Beans** to remain challenging through early March at extreme prices.

NOTE: **Packaged Green Beans** will suffer from poor fill-rates now through March due to the Florida freeze damaging planned production.



CV APPLES

Aura Apples will finish for the season in the coming weeks. Promote this newer yellow variety while supplies remain available.

Eastern and Washington **Gala** and **Honeycrisp Apples** continue in a demand exceeds supply position, driving stronger markets. Eastern **Honeycrisp Apples** are declining rapidly. Some Canadian fruit is supplementing availability, however markets across all regions are strengthening.

Eastern **Granny Smith** and **McIntosh Apples** are expected to conclude for the season in the coming weeks. Pricing is trending higher.

Bartlett Pears will begin transitioning from Washington to imported product in early March.



CV GRAPES

GOOD NEWS! Chilean and Peruvian **Grapes** remain favorable across all colors and sizes.

There is great value on XL and LG fruit, and strong promotions are recommended for the remainder of February and into March.



CV MELONS

GOOD NEWS! Shippers are offering promotable volume out of Central America on 9ct **Cantaloupes**.

Honeydew quality from Honduras continues to struggle as they transition to Guatemala.

Mexican **Seedless Watermelons** have stabilized in pricing. The market remains elevated, with 4 and 5ct supplies available.

Mini Seedless Watermelons continue to ship out of Guatemala and Honduras with availability in larger sizes and excellent sugar content.



CV PEAS

NOTE: **Snow Peas** and **Snap Peas** are limited due to delayed container arrivals and unfavorable growing conditions in Guatemala, resulting in inconsistent supplies. This is impacting value added bagged packs too.

ALERT! **English Shelled Peas** 10/12oz are currently unavailable due to grower challenges and frequent shortages creating gaps in supply.



CV CUCUMBERS

NOTE: **Mini** and **Euro Cucumbers** have been expensive but are trending in a positive direction.

Euro Cucumbers are showing recovery slightly ahead of **Mini Cucumbers**, with both items gaining momentum as March approaches. Quality remains strong across the category.



CV STONE FRUIT

Imported **Stone Fruit** continues to offer strong supply with steady markets on **Cherries, Nectarines, Donut Nectarines, Peaches, Donut Peaches, Black Plums, Red Plums, Lemon Plums, Cherry Plums, and Dapple Pluots**.

Watermelon Plums and **Sugar Plums** are expected to arrive later this month. Promote a full assortment display to maximize sales performance.



CV MANGOES & AVOCADOS

Mangoes are transitioning fully to Mexican supply. The Kent variety from Peru is finishing. The "Water for All" label program continues from Mexico, supporting well projects in communities in need.

GOOD NEWS! Avocados remain promotable across all sizes. Continue to feature aggressively while markets remain favorable.



CV SWEET PEPPERS

GOOD NEWS! Mini Sweet Peppers are becoming more abundant with improved supplies and better pricing out of Mexico.

GOOD NEWS! Colored Bell Peppers are seeing pricing adjust down heading into March. Mexican supply is strong with solid quality, creating attractive merchandising opportunities as retail activity builds toward spring.



CV WARM VEG

NOTE: Cucumbers, Eggplant, and Green and Yellow Squash have moved slightly higher in price but remain in reasonable supply. Quality is fair overall, with Mexico serving as the primary loading region.

ALERT! Green Bell Peppers and Chili Peppers are seeing price increases due to freeze impacts in Florida. Supplies remain adequate for now.



CV LETTUCE

Red Leaf, Green Leaf, and Romaine Lettuce are tightening on the West Coast with slightly elevated markets. Limited Florida product is being mixed in to offset supply challenges.

ALERT! Iceberg Lettuce is stabilizing after tightening significantly in recent weeks. The pricing remains expensive but is expected to improve into March as supplies trend closer to average levels.

NOTE: Romaine Hearts remain limited but are gradually improving, with more consistent yields expected by mid-March.



CV CARROTS

NOTE: Carrots from the desert regions of Coachella, Imperial Valley, and Yuma are experiencing additional rain with warm conditions. Current sizing remains small as fields require more bulking time, though quality is strong. Overall yields continue to improve, and value-added items remain in steady supply. Pricing is elevated.

GOOD NEWS! There will be bulk 25lb Carrot spot buys on Jumbos from Belgium with nice quality.



CV PINEAPPLES

Gold Pineapples are steady with slightly stronger markets anticipated toward late February.

NEW: Honeybear Topless Pineapples are scheduled to arrive toward the end of February. The tops are replanted in Costa Rica. Shipping without tops allows for increased cartons per load and improved freight efficiencies.

PinkGlow and HoneyGlow Pineapples will remain limited in the coming weeks.

ALERT! Scallions continue to be a challenge with elevated pricing and variable supply, particularly on iceless packs.

Kiwiberries from Chile have several weeks of availability remaining before transitioning to New Zealand crop. Quality on imports is among the best seen in recent years.

GOOD NEWS! Florida Green Cabbage is in good supply with solid quality. We will be offering high graphic boxes for St. Patrick's Day featuring strong quality product.

OTHER STORIES

ALERT! Corn out of Florida is extremely tight. Freeze damage across southern growing regions has limited production and reduced availability of tray packs. Expect expensive pricing and supply gaps through March.

Brussels Sprouts have seen major improvement in domestic supply with steady availability and sizing no longer a concern.

Green Kiwi volumes are steady from Italy and Greece with stable pricing along the East Coast.

Artichokes are steady with consistent sizing and quality.

Pomegranates from Israel are winding down. Peruvian Pomegranates will soon arrive on the East Coast, initially in a single layer pack.

POM Wonderful Pom Arils are expected to remain steady through mid-February. POM Wonderful Pomegranate Arils Twin Pack 6/2.8oz will conclude for the season due to limited supply. Standard 4oz and 8oz cups will be available for the balance 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



HIPPIE
ORGANICS®

NEW FRESH CUT ORGANIC MANGO FRIES



CODE	DESCRIPTION	PK/SZ	UPC
243424	Organic Fresh Cut Mango Fries	8/8oz Hippie Organics	8-15887-01216-5

BACK IN SEASON STARTING 2/24!



PHONE: 1.800.422.8384

www.fsproduce.com



HONEYBEAR[®]

GOLD PINEAPPLE PESTICIDE FREE



↩ EACH CASE HAS TWO EXTRA PINEAPPLES FOR REDUCED CARBON FOOTPRINT!

GO TOPLESS![™]

HIGH QUALITY, TOPLESS GOLD PINEAPPLE FROM HONEYBEAR IS NOT ONLY SWEET AND DELICIOUS, IT'S AN APPEALING CONNECTION FOR ECO-CONSCIOUS SHOPPERS.

- ☀ YEAR-ROUND SUPPLY FROM THE FINEST GROWING FIELDS IN COSTA RICA
- ☀ REDUCED WASTE
- ☀ INCREASED SHIPPING EFFICIENCIES
- ☀ REGENERATIVE-AG
- ☀ SEAMLESS SUPPLY SOLUTIONS

♻ Save the planet one pineapple top at a time

- ♻ The top will be re-planted to grow another beautiful gold pineapple

♻ Eliminate waste

- ♻ When pineapple tops are replanted rather than placed in the hands of consumers, it reduces the amount of waste thus giving back to the environment

CODE	DESCRIPTION	PK/SZ	UPC
248000	CV Pineapples Topless 6 size	8ct	0-80153-60606-9

DELIVERIES STARTING 2/26



PHONE: 1.800.422.8384

www.fsproduce.com



NEW PRODUCT



Small to medium sized open - Rounded Cap that stays firm and dense - Long thin stem - Texture is chewy & meaty - Flavor is Rich, nutty and slightly sweet

CODE	DESCRIPTION	PK/SZ	UPC
247086	OG Mushroom Chestnut	6/3.5 oz Mother Earth	6-42102-23502-9
247087	OG Mushroom Chestnut	3 lb Mother Earth	94043

AVAILABLE NOW!



PHONE: 1.800.422.8384

| www.fsproduce.com

