

## PROMOTABLE ORGANIC LETTUCE FOR JANUARY



**GOOD NEWS!** The **Organic Lettuce** category is promotable in January!

Lady Moon Farms' Florida **Organic Lettuce** program is at its best right now in terms of quality, availability, and cost!

Florida **Organic Red Leaf** and **Green Leaf Lettuce** supplies are abundant, and prices remain competitive. **Organic Romaine Lettuce** continues to be booming in terms of both quantity and value. Expand offerings and highlight on promotions throughout January to drive additional sales.

Lady Moon's **Organic Romaine Hearts** are producing strong yields and at competitive prices. Support this East Coast production by highlighting on promotions and expand displays or set up a secondary display for more visibility.

From Arizona and California, **Organic Romaine Hearts** and **Iceberg Lettuce** are both widely accessible and reasonably priced.



### OG BERRIES

**GOOD NEWS!** **Organic Blueberries** remain steady coming out of Peru. Supplies remain good, and quality has been excellent with good firm fruit.

**GOOD NEWS!** **Organic Blackberries** continue to be promotable on many brands. Mexico production is steady with excellent quality. Driscoll's brand is at higher pricing.

**NOTE:** **Organic Strawberries** are still pricey but are beginning to increase in volume out of the Baja and Mexico regions. Quality has been good overall. Expect pricing relief on non-Driscoll's brands and improving supplies over the rest of January.

**ALERT!** **Organic Raspberries** will continue to be short out of Mexico. Pricing continues to be high with limited volume.



### OG APPLES

Washington **Organic Cosmic Crisp** and **Envy Apples** are in excellent supply, and quality has been outstanding. These are two premium varieties that are ideal alternatives in promos and display allocation to **Organic Honeycrisp** which are pricey and limited.

**NOTE:** Washington **Organic Gala, Granny Smith, and Honeycrisp Apple** storage supplies are getting tighter as winter progresses. This trend is expected to continue weekly, with prices on the rise and a season that is expected to let imports in when ready.

Ask about spot deal buys on 12/2lb pouches of **Organic Ambrosia Apples**.



### OG CITRUS

**GOOD NEWS!** **Organic Navel Orange** prices will continue to ease down as supply ramps up. Quality has been outstanding! High-flavor **Organic Heirloom Navel** bags are now in season too!

**Organic Cara Cara Oranges, Blood Oranges, and Minneola Tangelos** are coming into peak season.

California **Organic Mandarin** shippers are transitioning out of the Clementine varietal and into the new crop Tango fruit across mid-January, which should show an improvement in shelf-life on the **Organic Cuties** and **Halos** brands.

**Organic Lemons** supply is improving, causing a slight price decrease on all sizes.

**NOTE:** **Organic Lime** pricing is on the rise with lighter harvest volume coming out of Mexico.



## OG HASS AVOCADOS

**ALERT!** There is a severe shortage of **Organic Hass Avocados** to start the new year out of Mexico. Many growers are pro-rating and cutting orders completely. This is expected to last until at mid to late January.

**ALERT!** Equal Exchange **Organic Fair Trade Hass Avocados** have been in a gap. Small volumes will be returning to stock in mid to late January at high pricing.



## OG CELERY

**ALERT!** **Organic Celery** is still very scarce. A nearly total lapse in production occurred during the first week of January, leaving a gap in the supply chain. Prices have spiked, even though quality has stayed reasonable.

The availability should improve in the latter part of January but expect these prices to stay the same throughout the month.



## OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Organic Broccoli** and **Cauliflower** from Southern California and Arizona are now abundant, and prices have dropped.

Both products will be the ideal candidates for January promotions due to their exceptional quality, competitive pricing, and steady availability.



## OG BRUSSELS SPROUTS

**NOTE:** While there are still limited **Organic Brussels Sprouts** available in early January, there is some California product available, and Mexican product will start to be produced in early to mid-January. Anticipate that costs will stay elevated for most of the month.



## OG PEARS

**NOTE:** **Organic Bartlett Pears** have finished for the season, and we will gap until imports start to arrive around March 1.



## OG CUCUMBERS

**GOOD NEWS!** **Organic Cucumbers** are promotable out of Mexico with great quality and supply for mid to late January.



## OG ENDIVE

California **Organic White Endive** is in good supply. The 6/3ct tray packs (code 42329) are selling well, and in mid-January a 10lb bulk option (code 42347) will be available as well.



## OG TURMERIC

Back in stock! Beautiful Florida grown **Organic Turmeric** is now available! This premium red variety is some of the nicest **Organic Turmeric** we will see all year long!



## OG GRAPES

Import **Organic Grape** supply is in good shape, but prices are high, and pack sizing remains inconsistent.

**Organic Reds** (Sweet Celebrations) and **Greens** (Sweet Globes and Autumn Crisp) from Peru are available.



## OG ASPARAGUS

**Organic Asparagus** out of Mexico is set to transition from the Baja region to Caborca. No supply gaps are expected during this shift, although the market is showing upward trends as February approaches.



## OG SQUASH

**Organic Green and Yellow Squash** may see some production gaps that may cause an increase in demand due to looming cold and wet weather in both the Southeast and Mexico. Stay tuned.



## OG PINEAPPLES

**Organic Pineapples** supplies should be in decent supply for January. 6, 7, and 8ct sizes will be available.



## OG PEPPERS

Lady Moon Farms has great supply and quality with **Organic Green Bell, Shishito, and Jalapenos Peppers**. We will continue to push and keep in full supply.

**Organic Mini Mix Peppers** are slowly coming on as well.

**Organic Chili Peppers** have overcome the hurricane issues they faced in the early part of this season and now have a full variety of both Florida and Mexican crops.



## OG ONIONS

**NEW:** Starting in mid-January, Four Seasons will be switching to Peri & Son's "Earthbag" compostable and biodegradable packaging for **Organic Yellow** and 3lb **Red Onion** bags.

**Onions** are showing nice quality and supply overall, though **Organic Red** and **White Onions** are inching up in price at this point in the season.



## OG TROPICALS

**GOOD NEWS!** **Organic Royal Star Papayas** are in good supply to start January from Mexico. The quality has been good.

**Organic Dragon Fruit**, in both red and yellow skin options, will be available for the middle of January.

**Organic Passion Fruit** and **Kiwano Melons** will all be available in limited supplies to start January from California. **Organic Feijoa** from the same grower is now done for the season.

## OTHER STORIES

- Florida **Organic Eggplant** has come on in a small way from Lady Moon Farms and will continue to increase over the next couple of weeks.

- **Organic Radicchio** has encountered quality issues recently, but improvements are becoming evident as the month advances.

- **Organic Red Cabbage** in California is maturing well, and full availability is expected moving forward.

- **NOTE:** **Organic Pomegranate Arils** are now done for the season. The import season is expected sometime in February.

- **NOTE:** **Organic Fuyu Persimmons** are now done for the season.

- **ALERT!** Savoura is experiencing a production gap on **Organic Mini Apero/Cherry On-the-Vine Tomatoes** and **Apero Cocktail Tomatoes** for mid-January.

- **ALERT!** There is an industry wide **Organic Herb** shortage on **Organic Tarragon, Thyme, Chives, Oregano,** and **Lemon Grass** in January, causing out-of-stocks and poor fill-rates due to production issues.



# CONVENTIONAL MARKET NEWS

JANUARY 10 - JANUARY 17, 2025

## WINTER TOMATO OUTLOOK



**GOOD NEWS!** The production of **Vine Ripe & Round** and **Roma Tomatoes** is improving, fueled by Florida's exceptional quality and lower prices, while Mexican production has started to produce more availability too in the first week of January. Excellent quality and ongoing price reductions are anticipated throughout January.

**GOOD NEWS!** Florida is currently producing an abundance of **Grape, Cherry, and Medley Snacking Tomatoes** in January now that post hurricane replantings are coming into peak season. Better production has led to substantial cost reductions. In January, you can anticipate exceptional quality and availability, plus promotable prices.

**NOTE:** On the greenhouse side, the price of **Cluster and Beefsteak Tomatoes** is still elevated due to continued minimal output in January. Although quality is still good, it will take until later in January for improvements to be made due to limited availability.



### CV BERRIES

**GOOD NEWS!** **Blackberries** will continue to be promotable out of Central Mexico. Harvests continue to be strong with promotable pricing and excellent quality.

**GOOD NEWS!** **Blueberries** continue to be promotable from all regions - Peru, Chile, and Mexico. Quality has been excellent, and supplies remain strong.

**Raspberry** production overall is short coming out of Mexico, but Driscoll's continues to have good, steady production until mid-January. Quality has been very nice with good eating fruit.

The spot buys on **Strawberries** to start January have cleaned up. Florida has some rain and cold temperatures keeping supplies short and firming up prices. Mexico continues to have okay production. Quality has been nice from both regions.



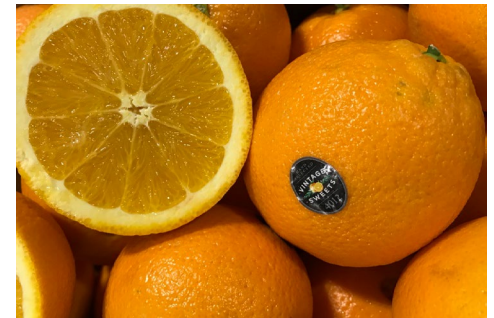
### CV APPLES

**GOOD NEWS!** Washington **Cosmic Crisp** and **Envy Apples** are promotable with excellent quality and supply. With **Honeycrisp** in light supply and higher pricing this year, **Cosmic Crisp** and **Envy** are excellent alternatives for promo activity and display allocation.

**NOTE:** Eastern and Western **Granny Smith** and **Honeycrisp Apple** prices are rising due to supplies limiting.

Eastern **Wild Twist Apples** are now in season. This variety improves after a brief time in storage. It is a cross between Honeycrisp and Pink Lady that has won fans in recent years.

Washington **Opal Apples** are available on spot buys from Four Seasons during January.



### CV CITRUS

**GOOD NEWS!** **Navel Oranges** are in great supply on all sizes out of California - promote with confidence!

California **Mandarins** will transition into the "Tango" variety, and there will be an improvement in quality. Imported **Mandarins** still serve as an excellent value option.

The following are in peak season for **Citrus Varietal** display builds:

- SUMO Citrus Dekopon Mandarins
- Cara Cara Pink-Flesh Oranges
- Blood Oranges
- Minneola Tangelos
- Heirloom Navel Oranges
- Stem & Leaf Tango Mandarins
- Meyer Lemons
- Seedless Lemons

**ALERT!** **Lime** prices are spiking out of Mexico as growers hit a time of strong demand and diminished harvest volumes.



## CV SPECIALTY BERRIES

**GOOD NEWS!** Driscoll's "Sweetest Batch" **Blueberries** (8/11oz) continue to be promotable out of Peru for January! Pricing is aggressive for this premium pack, and the fruit has been eating outstanding!

Driscoll's "Sweetest Batch" **Blackberries** (12/10oz) are back in season from Mexico. These high flavor, high sugar berries are must-have for high end retailers.

Florida "Sweetest Batch" **Strawberries** (8/14oz) are in peak season now too!



## CV PINEAPPLES

**NOTE:** **Pineapple** supplies are limited, and pricing is increasing rapidly. Rain in the tropics has affected supplies over the past few weeks and port delays have backed up container arrivals as well.

Severe shortages could be ahead.



## CV CAULIFLOWER & BROCCOLI

**GOOD NEWS!** In January, Florida is increasing its production of **Cauliflower** and **Broccoli**. Furthermore, January is producing outstanding volume in the desert growing regions of Arizona and Southern California.

Given the robust production in both regions, expect competitive pricing and first-rate availability. Promote next to each other to increase sales.



## CV ARTICHOKE

**GOOD NEWS!** January is the month to promote 12ct **Jumbo Artichokes** from California. Production is flush out of the Coachella Valley of California at promotable prices to drive additional sales in January and February.

For more Artichoke 101 info:  
[oceanmist.com/products/artichokes](http://oceanmist.com/products/artichokes)



## CV BRUSSELS SPROUTS

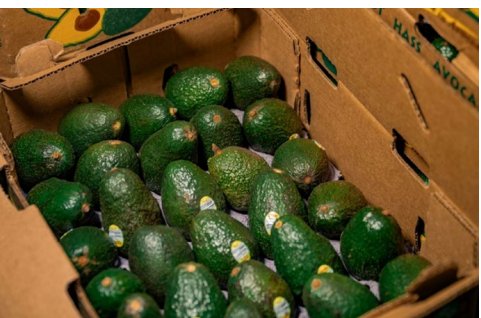
**GOOD NEWS!** January is looking to have great availability for **Brussels Sprouts** production. Prices continue to decline as production rises. All of January should bring favorable conditions.



## CV LETTUCE

**GOOD NEWS!** The **Lettuce** category is very marketable. The quality and quantity of **Iceberg** and **Romaine Hearts** are exceptional. Extend displays to encourage more sales.

**Romaine** and **Leaf Lettuce** are easily accessible and reasonably priced. In order to increase sales, promote the **Lettuce** category in early January.



## CV HASS AVOCADOS

**NOTE:** **Hass Avocados** remain very tight as many growers took more time off over the holidays, leaving the pipeline empty. Conventional streams of fruit are faring a bit better than organic fruit.



## CV MANGOS

**GOOD NEWS!** **Mangos** are promotable from Peru. Peruvian fruit remains in steady supply in 9, 10, and 12 ct sizing.



## CV CELERY

West Coast **Celery** prices will start to decline in mid-January as production is strengthening. Quality is good.



## CV ASPARAGUS

The **Asparagus** season in Mexico has started on a modest scale, but significant growth is anticipated as January progresses.



## CV MELONS

**ALERT!** Record high markets, weather events, vessel delays, lack of containers, and a decrease in production are all causing limited supply on imported **Cantaloupe** and **Honeydew**. Expect these challenges to last through January, at least.



## CV GRAPES

**NOTE:** Import **Grapes** are in limited supply due to vessel delays, keeping the prices high. Quality has been outstanding as fruit is turning fast.



## CV CUCUMBERS

**GOOD NEWS!** Super Select Cucumbers are very promotable with great quality and supply out of Mexico.

**GOOD NEWS!** Greenhouse **Cello Seedless Cucumbers** and **Mini Seedless Cucumbers** are in great supply with spot deal pricing for January.



## CV STONE FRUIT

Chilean **Nectarines** are in good supply this week, but **Peaches** are a little tighter but more are expected in mid-January. Expect spotty arrivals for the season.

Import **Apricots** are available, and supplies are expected to be very limited and sporadic.

**GOOD NEWS!** Chilean **Cherries** are expected to be in good, steady supply for the month of January. February supplies will drop, and prices are expected to rise.

## OTHER STORIES

- **Hard Squash** has now all transitioned into new crop Mexican product. **Spaghetti** and **Butternut** are both in plentiful supply. **NOTE:** **Acorn** has become more limited due to a transition between growing regions in Mexico, so prices have increased and are expected to be tight until late January.

- **NOTE:** USA **Bartlett Pear** prices are on the rise as the end of the season draws closer, expect to be totally finished for the season by late February. **Comice, Forelle, and Seckel Pears** are expected to finish for the season by the end of January.

- **ALERT!** **English Peas** face challenges due to adverse weather conditions in Guatemala. These issues have led to inconsistent supply and high market prices, but efforts are being made to maintain stock for customers.

- **Bunch Herbs** are now being sourced entirely from Texas and Florida, ensuring steady availability.

- White flesh **Dragon Fruit** and **Yellow Pitahaya** will be in good supply. Pricing is promotable for mid-January!

- **Black Mission Figs** from Mexico are available in 12/8oz clamshells for the beginning of January.

- **NOTE:** Tight supply and higher prices for Dole **Ripe Plantains** will persist through Q1 due to reduced yields in the tropical cool season.



# INSPIRATION CORNER



**12ct Jumbo Artichokes in peak season mid-January through February!**



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





# Homegrown Organic Farms Organic Citrus Display Contest January 20 - February 9, 2025

## ORGANIC CITRUS EXTRAVAGANZA!

Four Seasons Produce has partnered with Homegrown Organic Farms to bring you a display contest sure to brighten up your produce department. Beautiful, bright, and vibrant Organic Citrus, grown by our amazing partner at Homegrown Organic Farms, is primed and ready for some promotions. Help your customers beat the winter blues by adding a display as bright as the sun on your department floors!



### DISPLAY CONTEST CRITERIA:

- Build a display of Organic Citrus using Homegrown Organic Farms' amazing fruit! **ALL fruit MUST be purchased from Four Seasons Produce** in order to qualify.
- Displays **MUST contain at least 4 varieties** in your displays. These can be a combination of bulk and bagged fruit.
- Displays **must have Homegrown Organic Farms/EFI signage** in them OR use the **HGO boxes** in your displays. Get your point of sale signage from your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of one week**.
- Send all contest pictures to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **February 13, 2025**.

### DISPLAY CONTEST CODES:

- 43994 - OG Grapefruit Red/Pink FCY 40 ct
- 43978 - OG Grapefruit Red/Pink FCY 10/4 lb bag
- 44019 - OG Lemons FCY 115 ct
- 44020 - OG Lemons FCY 18/2 lb Bag
- 44503 - OG Mandarins 15/2 lb Bagged
- 44125 - OG Oranges Blood 72/113 sz 1/2 carton
- 43571 - OG Oranges Cara Cara CA 56 ct
- 234488 - OG Oranges Cara Cara 12/3 lb
- 44121 - OG Oranges Navel CA FCY 56 ct
- 44100 - OG Oranges Navel CA FCY 88 ct
- 44099 - OG Oranges Navel CA 10/4 lb Bag
- 44249 - OG Pummelos USA 12-18 ct
- 232602 - Homegrown Organic Farms citrus display box

### DISPLAY CONTEST PRIZES:

#### CATEGORIES:

The **top 2 stores** from each of the following categories will receive their choice of prizes (see list to right):

- Largest Display
- Most Creative
- Best Small Store Display (3 registers or less)

#### PRIZES:

- Yeti Cooler
- AirPods Pro
- Blackstone Grill
- Solo Stove
- Ninja Creami Deluxe



#### HONORABLE MENTION:

There will be an **honorable mention** in each category with a \$75 Amazon gift card.

#### ENTRY PRIZE:

Each qualified entry will receive a **Homegrown Organic Farms beanie** just for entering!



For more information on Homegrown Organic Farms, please visit [www.hgofarms.com](http://www.hgofarms.com).

For Citrus merchandising tips and contest info, please contact your Four Seasons Sales Rep or Merchandiser.

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



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)







# Envy Apple Display Contest

## January 6 - February 2, 2025

### MAKE YOUR COMPETITION "RED" WITH ENVY...

Four Seasons Produce has teamed up with Envy Apple and The Oppenheimer Group to bring you a display contest sure to make your competition ENVY-ous. Beautiful conventional and organic Envy Apples are ready to promote and make some sweet displays with! High graphic bins and great point of sale materials are available to build some super attractive and creative displays.

### DISPLAY CONTEST CRITERIA:

- **ALL fruit MUST be purchased from Four Seasons Produce** in order to qualify. Your display may contain other apples in it to add some color, but will need to be at least **75% Envy Apples**.
- Must purchase a total of **8 cases of apples** during the contest period in order to qualify for entry. This can be a combination of CV or OG fruit, both bulk and pouch bags.
- **Must use Envy Apple display bins/boxes OR Envy POS signage in/on your displays.** We also have some sweet Envy Display Banners that are available! Talk with your Four Seasons Sales Rep or Merchandiser for info on how to grab one of these.
- All Envy displays must remain up for a **minimum of one week.**
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Thursday, February 6, 2025.**



### ENVY APPLE PRODUCT CODES:

- 238137 - CV Envy 12/2lb pouch
- 6076 - CV Envy 45/55ct 27lb Euro
- 238035 - OG Envy 12/2lb pouch
- 42089 - OG Envy 45/55ct 27lb Euro
- 23377 - POS Envy Display Bins
- 229828 - POS OG Envy Display boxes (brown box)
- 242584 - POS CV Envy Display Boxes (red box)



Really sharp Envy Apple tote bags will be available as well. Please ask your Four Seasons Sales Rep or Merchandiser for detail on how to get some.

For additional Envy Apple information, click on the link below:  
[The Ultimate Apple Experience | Envy Apple](#)

For more information or display tips and ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





# Envy Apple Display Contest

January 6 - February 2, 2025

## DISPLAY CONTEST PRIZES: (Amazon Gift Cards)

# GRAND PRIZE:

# \$500



### MOST CREATIVE DISPLAY:

- 1<sup>st</sup> Place--\$300
- 2<sup>nd</sup> Place--\$200
- 3<sup>rd</sup> Place--\$100

### LARGEST DISPLAY:

- 1<sup>st</sup> Place--\$300
- 2<sup>nd</sup> Place--\$200
- 3<sup>rd</sup> Place--\$100

### BEST SMALL STORE DISPLAY:

(3 registers or less)

- 1<sup>st</sup> Place--\$300
- 2<sup>nd</sup> Place--\$200
- 3<sup>rd</sup> Place--\$100

There will be ONE Honorable mention in each of the four categories above receiving a Produce Department Pizza Party!

### BEST YOY SALES INCREASE:

(In store scan data will be needed in order to be considered to win)

## \$100

### BEST YOY UNIT INCREASE:

(In store scan data will be needed in order to be considered to win)

## \$100

Everyone is a winner! Every qualified entry will receive an Envy Apple/Four Seasons Produce pair of scissors and pen! Check it out!



For additional Envy apple information, click on the link below:

[The Ultimate Apple Experience | Envy Apple](#)

For more information or display tips and ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser.



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