



# ORGANIC MARKET NEWS

DECEMBER 22, 2023 - JANUARY 5, 2024

## PEAK SEASON ORGANIC MANDARINS



**GOOD NEWS!** Organic Mandarins supply has strengthened on both the “Clementine” and “Satsuma” varieties. Late December and early January will be an excellent time to promote both bagged and bulk fruit!

Branded options to merchandise include: 15/2lb **Organic Cuties** mesh bags, 12/2lb **Homegrown Organics** pouch bags, and 12/2lb **Candy Mandy Organic** mesh bags.

**Organic Navel Oranges** are showing strong quality with prices mellowing out for December. It's a great time to push/promote! **Organic Cara Cara Oranges** (pink flesh Navels) are now in season!

**Organic Lemons** from California still show higher prices even with the slight decrease. Quality is solid! **Organic Meyer Lemons** are available in bulk and bag options.



### OG BERRIES

**Organic Blueberry** prices and supplies remain steady overall. Quality has been nice coming from Peru and Chile.

**NOTE:** **Organic Blackberries** remain tight out of Mexico. New plantings will start at the end of January and we should see improvement in supply and pricing then. Quality has been fair to good.

**NOTE:** **Organic Raspberries** continue to be limited and short overall out of Mexico. Expect low supplies and high pricing heading into January. Quality on what is available has been nice.

**ALERT!** **Organic Strawberries** will become very limited out of Florida and Mexico. Rain and poor growing conditions continue to impact harvests leading to extremely tight supplies. Pricing will be very high and strong heading into the New Year.



### OG GREENS

**GOOD NEWS!** Lady Moon Farms in Punta Gorda, Florida is nearing peak season for their **Organic Greens!**

For promotional needs, there's a plentiful supply and competitive pricing across all commodities.

During the holidays, **Organic Kale** and **Collards** should be highlighted and promoted. The focus should shift to **Organic Curly Kale** and other greens as January draws closer because “Diet Season” is almost here!

Every Lady Moon Farms' **Organic Greens** is of exceptionally high quality and great quantities.



### OG LETTUCE

**GOOD NEWS!** Grown on the East and West Coasts, **Organic Leaf** and **Romaine Lettuce** is widely available. Lady Moon Farms in Florida will be producing **Organic Romaine** and **Leaf Lettuce** in significant quantities. Anticipate marketing possibilities for the push throughout the New Year's “Diet Season”!

The production of **Organic Lettuce** in California has shifted south to the growing regions of Yuma, AZ and El Centro, CA, and the production and caliber are superb!

**Organic Iceberg Lettuce** and **Organic Romaine Hearts** are still readily available in the southern West Coast regions. Volume and price should remain the same in late December and into January.



## OG CELERY

California **Organic Celery** continues to see a steady increase of prices during late December. This ongoing tightening of availability and cost is the result of supply volume scarcity for certain shippers.

Market conditions will begin to rectify and return to normal as January gets underway following the holidays, with additional volume coming from regions in Mexico and domestic production in the southern growing regions.



## OG APPLES

**GOOD NEWS!** **Organic Apples** are in good supply and prime for promotion! There's an excellent assortment in stock for Holiday and "Diet Season" displays, both in core varieties and Premium snacking varieties: **Organic Ambrosi, Braeburn, Cosmic Crisp, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady Alice, Opal, Pinata, Pink Lady, Rockit, SugarBee,** and **SweeTango.**

Stay tuned for an **Organic Envy Apple** display contest and promo for January.

There are excellent spot buy prices on lighter skin blush USXF grade **Organic Honeycrisp Apples.**



## OG SPECIALTY CITRUS

**Organic Specialty Citrus** available from Buck Brand:

- OG Satsuma Mandarins**
- OG Algerian Clementines**
- OG Limequats**
- OG Meyer Lemons**
- OG Pink Variegated Lemons**
- OG Sweet Palestinian Limes**
- OG African Shaddock Pummelos**
- OR Red Globe Pummelos**
- OG Chandler Pummelos**
- OG T'Oranges Lemons**
- OG Tangerines**
- OG Buddha Hands**



## OG BROCCOLI

**GOOD NEWS!** In December, there is ample supply of **Organic Broccoli** from the East Coast. Furthermore, the Yuma, AZ and El Centro, CA winter growing regions are starting to produce additional quantities. For the remainder of December and into early January, there will be a sufficient supply volume and appealing prices! Emphasize on promotions to boost sales!



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** has become extremely tight and there is very little volume coming out of Mexico. We have started to grab everything we can out of Ecuador as well, which will help us cover as many customers as possible. This market will continue to increase and not see any relief until the end of January unless the upcoming low ad period significantly helps to ease demand.



## OG PEARS

Excellent supplies of **Organic Anjou, Red Anjou, Asian,** and **Bosc Pears** are available.

**Organic Bartlett** and **Concorde Pears** are expected to finish by the first week of January. We should see early import **Bartletts** sometime in February.

**Organic Comice Pears** will be limited until they finish sometime in January or February.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** volumes are still restricted. Production costs have remained elevated due to a lack of overall market availability.

Growing areas of Mexico will start to produce as the New Year draws near, adding to the market's volume and eventually leading to price reductions. Expectations should be moderated because the improvement will be gradual.



## OG CAULIFLOWER

**Organic Cauliflower** volume and pricing has been on a roller coaster during December for the start of the winter growing region crop.

While the volatility may continue, at the time of this writing, promo pricing could be anticipated for early to mid-January.



## OG GRAPES

**NOTE:** **Organic Grapes** have shown nice quality from Peru. Prices are high, though **Green Autumn Crisp** and **Red Allisons** are strong and supply is limited. Expect this high market to get even more limited with Peru lightening up and South Africa slowly coming on board.



## OG HARD SQUASH

**Organic Hard Squash** has made the transition over to Mexican growing regions at this point. We are currently stocking **Organic Acorn, Butternut, Delicata, Kabocha, and Spaghetti Squash**. All varieties are in good supply now with attractive steady pricing.



## OG KIWIFRUIT

**Organic Kiwifruit** are in steady supply as fruit from Italy and California are now available. Look for **"Mammoth"** Kiwifruit from Homegrown Organics in clamshells.

Zespri **Organic SunGold Kiwifruit** from Italy will be available for the beginning of the year in both bulk and clamshells.



## OG COLOR BELL PEPPERS

**ALERT!** **Organic Color Bell Peppers** are extremely limited. Higher demand tiny supply will keep markets tight and prices high until at least the middle of January.



## OG WARM VEG

Lady Moon Farms' **Organic Eggplant, Green Peppers, and Zucchini** are still harvesting in Punta Gorda, Florida. Due to their abundant supply, **Organic Green Bell Peppers** and **Eggplant** will be promotable as the holidays approach and beyond.

On the other hand, the colder temperatures are making **Organic Zucchini** less available.

Mexico contributes significantly to the production, in addition to Florida. **Organic Cucumbers, Zucchini, and Yellow Squash** are readily available and of high quality. Volumes will drop and costs should rise quickly Mexican suppliers as the holidays and new year draw near.



## OG TOMATOES

**ALERT!** **Organic Snacking Tomatoes**, especially **Organic Grape Tomatoes**, are extremely tight. They are expected to stay this way on all varieties through December, primarily on **Organic Grape Tomatoes**, but **Organic Cherry and Medley Tomatoes** are tight as well.

**ALERT!** **Organic Roma Tomatoes** are extremely tight, and the price is rising fast. This market is expected to stay high until the middle or end of January.



## OG TROPICALS

**GOOD NEWS!** **Organic Hass Avocado** supplies will be steady and promotable for the start of the New Year.

There are free Display Bins from Avocados from Mexico to help drive sales. Be sure to check in with your Four Seasons Sales Associate for more details!

**ALERT!** Ecuador fell flat with little to no **Organic Mangos** arriving for the end of December. Peru is expected to have lower than normal supplies as well. Peruvian fruit is slated to arrive in early January. Pricing will be high.

**Organic Pineapples** supplies have been steady, and volumes should be decent for the holidays.

## OTHER STORIES

- **Organic Snow Peas** are available now. **Organic Snap Peas** will be available the last week of December. Quality on the **Organic Snow Peas** is outstanding.
- **Organic Kiwano Melons, Organic Passion Fruit, and Organic Feijoa** will all be available in limited supplies from California for the end of December.
- **Organic Papayas** from Mexico will be steady. Overall fruit quality has been good. Look to promote over the holiday season!

- **Organic Red Turmeric** from Florida will be available for the beginning of the New Year from Phoenix Rising Farms. This premium Turmeric is the highest quality we see all year. Quantities will be extremely limited!
- There will be a very limited supplies of smaller sized **Organic Pomegranates** from California for the start of the New Year.

- **Organic Fuyu and Hachiya Persimmons** will be done for the season soon after Christmas.
- **ALERT!** Jonathan Sprouts will have low supplies of their various **Organic Sprouts** packs during late December due to heavy rain storms the week before knocked out power to their growing facility and disrupted some production.



# Envy Apple Display Contest

## January 8th-February 4th 2024

### READY TO KICK OFF 2024'S DISPLAY CONTEST PROMOTIONAL YEAR?

Four Seasons Produce has teamed up with the Oppenheimer Group to bring you a display contest sure to make your competition ENVY-ious. BEAUTIFUL conventionally and organically grown Envy apples are ripe for promotion and ready for some creative display work! The stunning beauty and incredible versatility of this apple, coupled with the amazing flavor profile, check every box to be one of the fastest growing consumer favorites in the apple category, and a must for every apple section and display! So let's kick off the year with some fun and creativity, and make a splash with "the ultimate apple experience"!

### DISPLAY CONTEST CRITERIA:

- Build a display of Envy apples so awesome, that even Johnny Appleseed would be ENVY-ious! 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% consisting of the Envy apple
- Must purchase a total of 8 cases of apples during the contest period in order to qualify. This can be a combination of CV or OG fruit, both bulk and pouch bags.
- Must use Envy apple display bins/boxes OR signage in and on your displays. We also have some SWEET Envy Display Banners that are available! Talk with your Four Seasons Sales Rep or Merchandiser for details.
- All displays must remain up for at least one week.
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday February 8th 2024.



### 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 Bin
- 229828--POS Envy Display boxes



### DISPLAY CONTEST PRIZES:

#### Most Creative Display:

(Display will be judged off of overall eye appeal, creativity, and having all criteria met)

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

#### Biggest % of Increase Year Over Year:

(Display will be judged off of data with YOY increase in Envy Apple sales, same time period. Scan data will be needed in order to qualify)

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

#### Best Small Store Display:

(Display will be judged on overall eye appeal. This is for any store with 4 registers or less)

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

Everyone is a winner! Each qualifying entry will get a SWEET Envy/Four Seasons T shirts just for entering!

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

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

For more information or to get some sweet display tips or ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser



PHONE: 1.800.422.8384

www.fsproduce.com





# HOLIDAY OFFICE & DELIVERY SCHEDULE

## **SATURDAY 12/23:**

Normal office and delivery schedule.

## **SUNDAY 12/24:**

Normal office and delivery schedule. Taking orders for approved Tuesday 12/26 deliveries.

## **MONDAY 12/25:**

Merry Christmas!! Office closed and no deliveries.

## **TUESDAY 12/26:**

Friday 12/29: Normal office and delivery schedule.

## **SATURDAY 12/30:**

Normal office and delivery schedule.

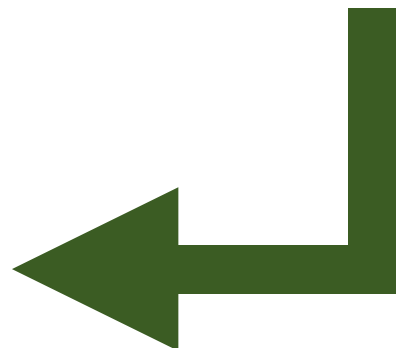
**SUNDAY 12/31:** Normal office and delivery schedule. Taking orders for approved Tuesday 1/2 deliveries.

**MONDAY 1/1:** Happy New Year!! Office closed and no deliveries.

**TUESDAY 1/2:** Normal office and delivery schedule.



**CHECK OUT THE LATEST EDITION  
OF THE FOUR SEASONAL!  
JAN/FEB/MAR 2024**





# CONVENTIONAL MARKET NEWS

DECEMBER 22, 2023 - JANUARY 5, 2024

## SUMO CITRUS SEASON



**SUMO Citrus** is back in season! The first shipments are arriving to the East Coast right around Christmas. This winter's crop sized up large due to the California rains in 2023, so 18lb trays will be 25ct and larger. 12/2lb graphic bags will also be available.

"Enormously Delicious" is **SUMO's** brand tagline, and the reason this Dekopon citrus fruit variety is revered and growing in popularity is thanks these attributes: very sweet and flavorful taste, big size, easy to peel rinds, low to no mess while peeling, and seedless.



### CV TROPICALS

**Hass Avocados** supplies are steady for the holidays. With many growers in Mexico not picking in between Christmas and New Year's, history tells us that things could tighten loading just a bit for weeks 1 and 2 of the New Year, but Four Seasons should remain in steady supply.

Look to promote **Hass Avocados** with some promo pricing to kick off the year and Diet Season! Free display bins from Avocados from Mexico are available to help drive sales. Be sure to check in with your Four Seasons Sales Associate for more details!

**NOTE: Mango** supplies will be limited now that Brazil has finished for the season. Ecuador and Peru supply for Q1 is much lower than normal, and prices are expected to be higher. 10ct sizing has been tight as many people prefer that size.



### CV BERRIES

**Blueberry** pricing will remain steady, with occasional spot buys. Peruvian fruit is beginning to finish for the season and early Chilean fruit has starting to become available. Mexico will start with better volumes in January. Quality has been nice overall.

**NOTE: Blackberries** will remain tight out of Mexico due to quality challenges in the fields. Pricing also remains strong due to limited availability.

**NOTE: Raspberry** supplies remain limited out of Mexico. Unfavorable weather conditions are keeping harvests light. Pricing remains strong, and quality has been good.

**ALERT! Strawberry** pricing will increase significantly, and volume is expected to be extremely limited into the New Year. All growing regions are getting hit with heavy storms causing damage to the crops and light harvests, especially in Florida.



### CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** Excellent market conditions persist due to the ample supply of **Broccoli** originating from both the East and West Coasts.

Good quality, competitive pricing, and robust production make **Broccoli Crowns** a great promotional opportunity around the holidays and for New Year's "Diet Season".

The supply of **Cauliflower** from the West Coast's Southern growing regions remains stable, but as the holidays approached, prices went up. The good news is that quality has been outstanding, and there will be consistent availability for the rest of the year.

For early January, prices should somewhat return to normal, but since **Cauliflower** is a volatile crop, expectations should be moderated.



## CV ONIONS

“Sweetie Sweet” **Sweet Onions** out of Nevada will last until early January before making a switch to Peru. **Sweet Onions** are expected to push upwards on price headed into the New Year. Peruvian product continues to be tighter and smaller in size with the product that is making its way into the marketplace.

**Onions** continue to be in tighter supply across the board on **Red** and **Yellow**, and **White Onions** are the tightest in supply. The market has settled down a bit with most of the big Christmas push being done but this market remains elevated.



## CV HARD SQUASH

We are into the last week of arrivals of locally grown **Acorn** and **Spaghetti Squash**. Mexican product is now in full swing and plentiful supply.

We have fully switched over to new crop **Butternut Squash** from Mexico in the Big Chuy label.



## CV POTATOES

**LOCAL!** We will start with some local PA grown 10/5lb **White Potatoes** from Kings Potatoes. Quality will be very nice, and pricing is very attractive!



## CV LETTUCE

**GOOD NEWS!** Late December brings exceptional quality, affordability, and availability for the **Lettuce** category as it moved southward to winter growing regions in Arizona and Southern California.

**Leaf Lettuce** is reasonably priced and readily available. **Red Leaf Lettuce** is still available, albeit a little more difficult to procure and a few dollars more expensive.

To finish 2023, **Romaine Hearts** and **Iceberg Lettuce** are both widely available, with **Iceberg** costs remaining advantageous! Advertise every variety of **Lettuce** for the remainder of the year and into early January’s “Diet Season”!



## CV PEPPERS

**Green Bell Peppers** are through the flush of product. It seems like markets have stabilized as we head into January.

**ALERT!** **Red, Orange, and Yellow Bell Peppers** remain very limited and expensive. Mexico has started with a little more volume. This market is expected to stay high with holiday demand and is will to not ease down until mid-January.



## CV KIWIFRUIT

Some **Red Kiwifruit** clamshells and **SunGold Kiwifruit** from Italy are available for January.

**Green Kiwifruit** will be steady for the start of the New Year.



## CV BRUSSELS SPROUTS

California **Brussels Sprouts** will be sufficiently available for the duration of December. The superb production and level of quality have resulted in volume discounts and marketing opportunities for the Christmas season.

For early January, prices will normalize, and costs are expected to rise slightly compared to the promotable prices seen around the holidays. For extra sales, **Package Brussels Sprouts** in a mesh bag as a convenient grab-and-go option.



## CV ARTICHOKE

Throughout the holiday season, California **Jumbo Artichokes** continue to exhibit an excellent supply and quality trend.

After the holiday, quality will hold steady, but as January begins, **Artichoke** costs will start to rise. Prices are unlikely to spike, but promotable pricing will come to an end and return to regular prices.



## CV LITTLE LEAF SWEET BUTTER

**NOTE:** Little Leaf Farms is still struggling to get back to normal fill rates on their **Sweet Baby Butter Lettuce Salads** due to a mechanical breakdown.



## CV ASPARAGUS

**ALERT!** **Asparagus** will be limited and expensive for late December. This time of year, we typically transition from Peru to Mexico. Yields are down over 30% due to overcast weather in Mexico.

Demand has caused more Peruvian **Asparagus** to be air flown instead of cross by container and that has caused higher costs in freight. What we are seeing is a perfect storm when we need the product the most heading into a holiday.

**OUTLOOK:** Expect 28lb cases of **Asparagus** to start around Valentine's Day, and by then there will be plenty of volume from Caborca, Mexico.



## CV STONE FRUIT

Import **Cherry** supplies from South America are limited until the end of December. Then, there will be a transition from air fruit to vessel fruit. Sizing is expected to peak on XL fruit. We will be trying to stay in Jumbo to Extra Jumbo fruit. Despite estimates of a significantly smaller crop this season, expect a 15-20% pricing decrease as we get into vessel fruit.

Import **Peaches** are steady and should continue to be into March. **Apricots, Nectarines, Red Plums, and Black Plums** will also be available starting in early January.



## CV TOMATOES

**ALERT!** **Grape, Cherry, and Medley Tomatoes** are extremely tight and are expected to stay this way on all varieties through December and to start January.

**ALERT!** NatureSweet **Snacking Tomatoes** are struggling on supply with the medley varieties. This has been ongoing in December with slower maturation, causing growers to come up short due to colder temperatures in the growing regions. At this point, growers are looking at the middle of January until supplies return to normal.

**ALERT!** **Vine Ripe Tomatoes** are very limited. Mexican fields are in transition and Florida is experiencing a lot of rain which is contributing to low yields. There was a significant jump in market price for premium fruit. The middle to end of January is where we can expect this market to change.

**ALERT!** **Roma Tomatoes** are tight in supply, and the price is rising fast. This market is expected to stay high until the middle or end of January.



## CV CITRUS

**GOOD NEWS!** **Mandarins** continue to show excellent quality from California. It's a great time to promote Halos! Import fruit is still very tight as Moroccan fruit is arriving slowly on the East Coast. **Stem & Leaf Mandarins** continue to be available.

California **Navel Orange** prices continue to drop as supply strengthens with large fruit becoming very abundant for promotions. It's a great time to push/promote! **Vintage Sweet Heirloom Navel** and **Cara Cara Oranges** are in season. **Blood Oranges** will be available for the beginning of January in bags and bulk.

**Lemon** prices have shown slight decreases in the market while supply reinforces in both California Districts. Wonderful brand **Seedless Lemons** and Sunkist brand **Meyer Lemons** are also available.

**Limes** are showing excellent quality with cheaper than normal prices this time of year. We will still see some deals on 200-230ct fruit from Columbia.



## CV APPLES & PEARS

**GOOD NEWS!** Promotional opportunities exist on most Eastern and Washington **Apples**. Offer lots of the great varieties as we roll into "Diet Season" the first week of January. Available varieties:

**Braeburn, Cortland, Cosmic Crisp, Envy, Evercrisp, Fuji, Gala, Gold Delicious, Granny smith, Honeycrisp, Hunnyz, Juici, Lady, Lemonade, Macoun, McIntosh, Pazazz, Pink Lady, Rave, Red Delicious, Rockit, Rome, Ruby Frost, Snap Dragon, Stayman, SugarBee, and SweetTango.**

Washington **Ambrosia Apples** are in a gap due to logistics, but they are expected back the first week of January.

It's also a good time to promote **Green Anjou, Red Anjou Bartlett, Bosc, Comice, Forelle, and Seckel Pears** from the Pacific Northwest.

## OTHER STORIES

- **Grapes** tightened up in supply, causing prices to remain firm. New crop Chilean **Grapes** are expected to hit the East Coast the last week of December, and should help with supply and costs in January, especially large fruit creating value for the first time this import season.

- Of note: The Panama Canal Drought is causing about 25% of slot reductions in ship capacity, this could impact the near future will **Grape** arrivals causing some delays.

- **GOOD NEWS!** **Melon** markets are abounding with supply from Guatemala, overpowering demand US. Expect to see some promotable prices on both **Cantaloupes** and **Honeydews** for the rest of December and kicking off January "Diet Season."

- California is still producing a similar amount of **Celery** in December. Prices have increased as the holidays have drawn near, as was predicted, despite steady availability. More favorable pricing opportunities may emerge as January gets underway.

- **POM Wonderful Pomegranates** will be available in steady supply through Christmas. The season is in its final stages, but fruit is expected to last into January. **Pomegranate Arils** will be steady for the end of the year from Pom Wonderful.



# INSPIRATION CORNER



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