

ORGANIC MARKET NEWS

DECEMBER 29, 2022 - JANUARY 6, 2023

GEARING UP FOR DIET SEASON



The first three weeks of January see a large increase in demand for fruits and vegetables from shoppers seeking to eat healthier following the holidays and for their New Year's resolutions. This is often referred to in the produce world as "Diet Season." **Organic Greens** and **Lettuces** are among the commodities that see a big bump in movement.

Organic Greens from Lady Moon Farms in Florida are in peak production just in time for the Diet Season rush. Expect affordable pricing on **Organic Kales, Collards, and Dandelion** - perfect for promotional opportunities to kick off the New Year!

Organic Leaf and Romaine Lettuces have dropped in price drastically to kick off 2023. After months of limitations on supplies and record setting high prices, the decreases came at a perfect time for Diet Season. Make sure to add **Organic Lettuces** back into sets at retail and highlight "Normal Pricing is Back!"

More good news! **Organic Romaine Hearts** have also seen a significant price decrease, and now that price points are more reasonable, stores that cut them out should reset them back into displays to generate additional sales entering the New Year.



OG APPLES & PEARS

Overall, **Organic Apple** availability at shippers in Washington is becoming lighter as all product is being packed from Controlled Atmosphere storage and extremely cold weather and snow in Wenatchee and Yakima, WA have disrupted the supply chain further.

There are certainly **Organic Apples** available, but in January there may be some occasional hiccups in supply from variety to variety and upward pressure on pricing.

Organic Cosmic Crisp Apples are plentiful and promotable for this winter. There also may be some occasional spot buys on large size **Organic Honeycrisp** and **Fuji Apples**.

Organic Pears should be in excellent supply in January other than **Organic Bartlett Pears**, which will finish for the season by the beginning of January. **Organic Green Anjou, Red Anjou, and Bosc Pears** are promotable.



OG CITRUS

NOTE: California will be getting some much needed rain for the Central Valley during late December and early January. Forecasts are showing for close to two weeks of days with rain.

While this is excellent news for California, for **Organic Citrus**, it will create some delays for harvesting. If it's too muddy and wet to get into the fields, growers will simply have to wait to pick and pack more.

There are good volumes of **Organic Navel Oranges** and **Mandarins** in the supply chain at the moment, but early January could get tricky to stay in stock daily, especially on large size **Organic Navel, Cara Cara, and Blood Oranges**.

ALERT! Unrelated to the California rains, **Organic Limes** from Mexico are entering a seasonal period of low volume and much higher pricing as demand stays high.



OG BERRIES

Organic Blackberries remain promotable out of Mexico! Harvests are strong and quality has been excellent.

Organic Blueberry prices are on the high side as Peruvian containers continue to slow down with that season ending and Chile not kicked in yet. Quality has been nice but expected shorter supplies until late January.

ALERT! Organic Raspberries are short in supply with higher pricing. Harvests are very low, leading to limited availability. Quality has been excellent however out of Mexico.

ALERT! Organic Strawberries remain tight and expensive. Supplies are short out of Florida and Mexico with colder temps and rain around the holidays, limiting harvests. Expect much of the same during mid to late January until weather rebounds to produce better supplies. Quality on what little fruit makes it to market has been nice from both regions.



OG EQUAL EXCHANGE BANANAS

There will be an annual price increase coming on Equal Exchange **Fair Trade Organic Bananas** in mid-January. 100% of this increase will go to the small farmer growers in Ecuador and Peru that are part of this program.

In 2022, Equal Exchange paid over \$5 million to small farmer coops for their **Organic Bananas**, plus an additional \$400,000 in Fair Trade premiums went towards health care, leadership development, and infrastructure for their farmers, workers, and coops. Thank you!



OG HASS AVOCADOS

Organic Hass Avocados from Mexico are in excellent supply for January Diet Season promotion!



OG WARM VEG

Organic Eggplant and Green Peppers from Lady Moon Farms in Florida are yielding consistent supplies and level pricing.

Organic Cucumbers, Zucchini, and Yellow Squash remain promotable and consistently available, particularly out of Mexico. Conditions are expected to continue into the New Year.



OG BUCK BRAND CITRUS

Organic Specialty Citrus from Buck Brand in Porterville, CA is available to kick off January. These unique high-flavor products will be in and out of stock and in limited quantities, plus coping with California rain, so snag them when you can.

- **OG Buddha Hand**
- **OG Pink Variegated Lemons**
- **OG Limequats**
- **OG Sweet Palestinian Limes**
- **OG Algerian Clementines**
- **OG Satsuma Mandarins**
- **OG Cara Cara Oranges**
- **OG Heirloom Navel Oranges**
- **OG Lulu Navel Oranges**
- **OG African Shaddock Pummelos**



OG ASPARAGUS

Organic Asparagus prices are expected to inch up during early January following a pre-holiday flush. Mexico has limited availability, but quality is excellent. New fields start in Mexico at the end of January, which will improve promotability then.



OG GRAPE TOMATOES

Organic Grape Tomato prices have come down on some brands and are expected to remain steady.

The Florida crop has limited volume produced due to the cooler weather that hit the region. This will play a part in availability and pricing as we head into the first couple weeks of January.

After that, it is expected that both Mexico and Florida will see some warmer temperatures and volume should open.



OG PEPPERS

Organic Color Bell Peppers are in steady supplies from both Israel and Mexico. Supply volumes from both regions have gradually improved throughout December. Promotional opportunities from Mexico will be available in mid-January as their supply ramps up.

2ct **Packaged Organic Color Bell Peppers** are back in steady supply from Fair Trade grower, Divemex. Four Seasons will be offering 12/2ct **Organic Red, Green, and Red/Yellow Peppers**.



OG GRAPES

Organic Green Grapes from Peru will be in decent supply to kick off January. **Organic Red Grapes** are more limited to start the month. Prices for this new crop import fruit will be higher. There will be some **Organic Black Sable Grapes** that are more affordable.



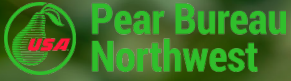
OG BROCCOLI, CAULIFLOWER, CELERY

ALERT! Organic Broccoli, Cauliflower, and Celery will be in limited volume to kick off the New Year at expensive pricing. Harvest yields are low due to cold weather in the growing regions, and improvement is not expected until mid-January.

Be sure to check your price points on these three extremely tight items for early January.

Production in Yuma, AZ and El Centro, CA is targeting mid to late January harvests, which will provide relief to prices and consistency in supply.

NORTHWEST PEAR DISPLAY CONTEST



January 2 - January 30, 2023

Do you want to boost sales in the pear category AND have fun doing it at the same time! Well we know a “pear”-fect solution to help you with both! Four Seasons Produce has partnered with the Northwest Pear Bureau to bring you a “pear”-iffic display contest sure to set your pear sales soaring! The pear category is ripe and ready for growth in the New Year, and building eye catching displays and putting together fun promotions in store is a great way to add fresh Northwest Pears into your customers carts! Pear quality, both conventional and organic, has been OUTSTANDING this season so far with great looking fruit that tastes amazing. So “pear” up with your Four Seasons Sales Rep and Merchandiser to get the pear fun started and get builds and promotions all set for your store in January!

CONTEST CRITERIA:

- Build a picture perfect pear portrait in your produce department. ALL fruit MUST be purchased from Four Seasons Produce.
- All displays must include three (3) varieties of pears. Pear varieties available will be Anjou, Bosc and Red Pears. This can be a combination of bulk and bagged fruit, conventional or organic (or both!)
- All displays must have the Northwest Pear Bureau Point of Sale signs on your displays. These sign kits will be available through your Four Seasons Sales Rep or Merchandiser.
- There will be some really sharp pear display bins available to use in your displays. These will be in code 222220.
- All pear displays must remain up for a minimum of one week.
- All entries must be submitted to contests@fsproduce.com by Friday February 3rd 2023.



CODE: 222220



CONTEST PRIZES:

MOST CREATIVE DISPLAY

1st—\$300
 2nd—\$200
 3rd—\$100

LARGEST DISPLAY

1st—\$300
 2nd—\$200
 3rd—\$100

ALL ORGANIC DISPLAY

1st—\$300
 2nd—\$200
 3rd—\$100

DISPLAYS WILL BE JUDGED ON CREATIVITY AND OVERALL EYE APPEAL.

Honorable Mention - \$50 Honorable Mention - \$50 Honorable Mention - \$50

For more merchandising tips and information on pears, contact your Four Seasons sales rep or merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



FRESH CHICKEN PROGRAMS STARTING AT FOUR SEASONS PRODUCE IN JANUARY 2023!



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Q1 Edition

JANUARY/FEBRUARY/MARCH 2023

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FULL LINES AVAILABLE AT FOUR SEASONS PRODUCE!

CONVENTIONAL MARKET NEWS

DECEMBER 29, 2022 - JANUARY 6, 2023

NEEDED CALIFORNIA RAIN DISRUPTS CITRUS

AccuWeather Fresno, CA 47° F

anuary ▾ 2023 ▾ DAILY →

S	M	T	W	T	F	S
1	2	3	4	5	6	7
54° 43°	49° 43°	53° 45°	59° 47°	53° 46°	54° 48°	54° 45°
8	9	10	11	12	13	14
55° 47°	55° 47°	56° 48°	57° 48°	57° 49°	58° 37°	57° 39°

NOTE: California will be getting some much needed rain for the Central Valley during late December and early January. Forecasts are showing for close to two weeks of days with rain.

While this is excellent news for California water situation, for **Citrus**, it will create some delays in harvesting. If it's too muddy and wet to get into the fields, growers will simply have to wait to pick and pack more. Some varietals may be impacted more than others.

California **Navel Oranges**, "Halos" **Mandarins**, **Stem & Leaf Mandarins**, and **Lemons** are in full swing and should remain in decent supply to kick off Diet Season.

Cara Cara Oranges, **Blood Oranges**, and **Minneola Tangelos** are now in season. Rain could hinder the ramp up of supply volume somewhat during early January, but a great season is expected after that.

NOTE: Rain is definitely impacting the **SUMO Citrus** harvest. Supplies will be light for the first two weeks of January due to the rain.

ALERT! Limes pricing is increasing daily out of Mexico as demand is exceeding supply when the crop goes to a seasonal low volume time. Four Seasons will supplement supply on 150ct and 230ct full cases out of Colombia and Peru.



CV BERRIES

Blackberries will be promotable headed into the new year. Quality out of Mexico has been excellent.

Blueberry prices are on the higher side as supplies are lighter than in early December. Peruvian arrivals are lower, but Chile is starting to arrive with new crop fruit in January. We're looking to continue with Peruvian and Mexican fruit as quality has been excellent and strong.

NOTE: Raspberries are short and remain expensive. Mexico is production is very limited creating the surging markets. Quality is excellent.

NOTE: Strawberries are light in volume due very cold overnight temps in Florida during late December. Temperatures will warm up during early January and should create a quick rebound in harvests. In the meantime, there will be more reliance on supplies from Mexico.



CV SWEETEST BATCH BERRIES

Driscoll's has several special packs available right now on their best-tasting varietal **Berries**. These are sold in their "Driscoll's Sweetest Batch" line.

From Mexico, Driscoll's 12/10oz **Sweetest Batch Blackberries** are in season. These taste great to almost any palate.

Driscoll's 8/11oz **Sweetest Batch Blueberries**, also from Mexico, feature XL to Jumbo sizing, firm texture, and very impressive sweetness and flavor.

Out of Florida, Driscoll's 8/14oz **Sweetest Batch Strawberries** are in season for the winter months. These are packed in a single layer and have a full aroma and deep strawberry flavor.



CV TOMATOES

Grape and **Cherry Tomato** prices are affordable even though Florida was hit with a cold spell since there is plenty of volume from Mexico and greenhouses.

NOTE: Cluster and **Beefsteak Tomato** prices continue to increase and are expected to continue to rise as we head into the New Year. This increase is due to limited supply and strong demand.

Vine Ripe Tomato prices have become more affordable due to better volume and availability out of Mexico and Florida field production. **Vine Ripes** and **Mature Green Rounds** are plentiful and offering good volume for the healthy eating season.

Roma Tomato prices will increase due to the cooler weather in Mexico and higher volume pulls as we head into the new year. The cooler weather is slowing the growth of the tomato and not allowing the sizing. There is also product out of Florida.



CV CUCUMBERS & SQUASH

Super Select Cucumbers, Green Squash and Yellow Squash pricing will start to inch up as we head into the new year. Availability has slowed out of Mexico due to cooler weather. Florida is finishing up their crop and will start to import from Honduras. Quality out of Mexico is fantastic and we will continue to source from that region.



CV GREEN BEANS

Green Bean prices will most likely remain steady into the new year due to cold weather that hit Florida. It is not projected that crops were damaged, but picks will be slower as the cooler weather will slow the growth. Product will be available in Florida and Mexico. Quality has been looking great and availability looks excellent.



CV GRAPES

Peruvian **Grapes** are getting into premium varieties, so pricing is up but quality will be excellent.

For example, the Jumbo line of "Autumn Crisp" **Green Grapes** are some of the biggest you'll see.

There are some import **Specialty Grapes** available as well: **Cotton Candy** in clam and bags, plus **Candy Snaps** in clam.



CV RUSSET POTATOES

Count Russet Potatoes are in better supply out of Idaho, and the costs on the large sizes have come down from this fall's high points.

Bagged Russet Potatoes from Idaho and PEI, Canada are steady in price and volume.



CV CELERY

ALERT! The big harvest supply gap on **Celery** is here. Prices have soared as there is little to no product available. Growers are struggling to cover their contract business, let alone open market business. Quality is mediocre. Inventory gaps are expected as we head into Diet Season.



CV ARTICHOKEs

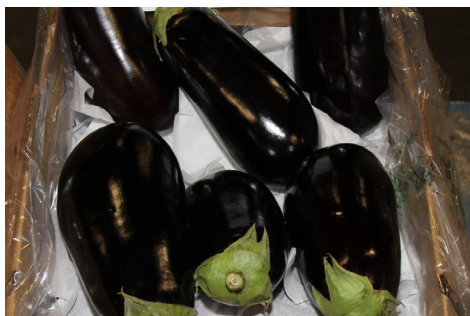
NOTE: 12ct and 24ct **Artichokes** continue to be limited and pricey as we head into the New Year. This will be "Frost Kissed" product from Ocean Mist when we can get it.



CV STONE FRUIT

January is expected to be packed with plenty of import **Stone Fruit** from South America where summer has started there.

Apricots, Cherries, Nectarines, and Peaches can be added to your fruit sets.



CV EGGPLANT

Eggplant prices will continue to be promotable as we head into the new year. Quality and availability have been great out of Mexico, Florida, and Georgia.



CV LETTUCE

Lettuce availability is getting better now that Yuma, AZ harvests are beginning to increase.

Iceberg Lettuce is still somewhat pricey compared to normal levels but much more affordable than it's been the past two months. **Romaine Hearts** are also coming down in price for January.



CV APPLES & PEARS

As we move into Diet Season, make sure you are carrying a good selection of **Apples**, even though the crop is short overall, there will be plenty of fruit.

In particular, **Cosmic Crisp, Envy, Pink Lady,** and **SugarBee Apples** will be in promotional supply.

Great items for January promotions are **Anjou, Red Anjou, Bosc,** and **Bartlett Pears**. **Bartletts** will tighten each week when they finish for the season in February.



CV BROCCOLI & CAULIFLOWER

ALERT! There's limited volume and increasing pricing on **Broccoli Crowns** due to the south-east growing regions experiencing freezing temps. California growers are at the end of their plantings. New crop out of Yuma, Arizona has really slowed due to frosty mornings, and now Mexico is joining in on the cold temps.

ALERT! California **Cauliflower** continues to be limited, and Yuma, Arizona is struggling to bring product to size due to cool temps. Inventory gaps are expected as we head into the new year.



CV PEPPERS

15lb **Elongated Sweet Red Pepper** prices will remain steady out of California and Mexico right into the new year. Quality has been excellent. Pricing is reasonable.

11lb **Hothouse Color Bell Peppers** are poised to drop in price in mid-January with more production starting in Mexico.



CV ASPARAGUS

Asparagus prices are expected to increase as more pressure is being put on Peru product.

New crop Caborca, Mexico has not started yet, and current Mexico fields are coming to an end. Quality is excellent out of Peru and Mexico. Better promotability is expected at the end of January.



CV LETTUCE FILLETS

The Garden Life brand of whole leaf lettuce fillets has seen good demand lately, and we're expanding the offering from **Romaine, Green Leaf, and Lettuce Boat/Wraps** to also include **Red Leaf Lettuce**.



CV FLORENTINO

Sweet Baby Cauliflower, aka **Florentino**, is similar to sweet baby broccoli. It is tender and mild in flavor.

Whether you roast, sauté, or grill **Florentino**, it is a great way to add color and nutrition to any meal! In stock now!

T&A ARTISAN LETTUCES AVAILABLE AT FOUR SEASONS PRODUCE!

