

ORGANIC MARKET NEWS

FEBRUARY 11 - FEBRUARY 18, 2022

ORGANIC BRUSSELS SPROUTS UPDATE



Organic Fair-Trade Brussels Sprouts from Co-villi in Mexico are in excellent condition during mid-February.

There are now strong supplies, stable pricing, and excellent quality. This is a great opportunity to promote **Organic Fair-Trade Brussels Sprouts** while the overall market continues to experience light supplies.

UPC'd 11lb mesh bag **Organic Brussels Sprouts** from Queen Vic have returned to stock after a seasonal hiatus. This pack is great for "Grab and Go" options for any store, so consider adding it to your veg set.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** remain in steady supplies. Like many other desert region commodities, warmer temperatures and less demand have improved conditions.

Organic Romaine Hearts pricing is expected to decrease throughout the month. Quality remains excellent, and expect promotional opportunities in February with stable supply volumes.

Organic Leaf and **Romaine Lettuce** from Lady Moon Farms in Florida are experiencing lighter supplies after colder temperatures in early February. Supplies are expected to remain stable in mid-February, and quality will remain top-notch as expected, but pricing will be on the rise after weeks of promotional opportunities.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** conditions from the SoCal/Yuma, AZ growing regions remain stable. Warmer temperatures in the desert are expected in mid-February, bringing potentially stronger yields.

Pricing of **Organic Cauliflower** improved drastically during early February creating promotional opportunities with strong supplies. This is expected to stabilize as the month continue, pricing will rise slightly but stabilize at normal pricing.

Organic Broccoli has experienced a slower decline in pricing, but warmer weather is expected to bring stronger harvest volumes, driving the cost down in mid-February.

Organic Broccoli Rabe and **Sweet Baby Broccoli** will continue to experience steady availability and excellent quality.



OG BERRIES

Organic Blueberries out of Chile are very promotable. Fruit is flowing in from the ports in excellent supply. Quality has been good. Continue to promote the Chilean product! Mexico has steady production coming in. Quality has been excellent, but prices are a bit higher.

Organic Blackberry prices are expected to remain steady for mid-February. Production and demand have been good, and quality has been nice out of Mexico.

Organic Raspberry prices remain high for mid-February as production begins to slow down. Supplies have been steady out of Mexico, but there isn't a lot of volume coming in. Quality has been nice.

NOTE: Organic Strawberries remain steady in volume but very expensive for mid-February out of Mexico and Florida. Quality continues to improve from both regions.



OG APPLES

Organic Ambrosia Apples will transition from Washington to Canada for mid-February.

Organic Gala and **Honeycrisp Apples** are getting tighter as growers sort and pack their controlled atmosphere storage rooms. Expect prices to rise before imports get started mid to late May.

On the premium variety side of things, **Organic SugarBee, Opal, Envy,** and **Cosmic Crisp Apples** remain in good supply for February displays.



OG CITRUS

Organic Lemons, Blood Oranges, Cara Cara, and **Navel Oranges** are in good supply with promotional opportunities available.

Organic Mandarin prices remain rather firm. The good news is that there is fruit to put out on display! Decent quality and availability, but at elevated prices, will continue to the end of the season in late April or early May (if we are lucky).

ALERT! Organic Lime prices continue to be expensive. Expect this trend to continue until weekly prices return to more normal later in spring with better supply.



OG PEPPERS

Organic Mini Sweet Peppers from Mexico continue to yield stable supplies in mid-February with excellent quality and price point. Promotional opportunities will be available in mid-February.

Organic Colored Bell Peppers from Mexico are experiencing lighter supplies and price increases in mid-February. Adjust pricing accordingly as conditions are expected to remain throughout February.

Organic Colored Bell Peppers from Israeli continue to experience steady supplies and are still trading at a premium over Mexico. Look for top-notch quality from this growing region and a great supplement from Mexican Peppers as supplies tighten.



OG ASPARAGUS

Organic Asparagus is being priced in line with conventional in the short term while supplies on all asparagus is tight.

Expect to see a drop in market price toward late February. Product is coming out of Mexico and Ecuador. New inbounds have shown some outstanding quality and steady availability.



OG CUCUMBERS

Organic Cucumbers from Mexico are yielding steady supplies and great quality as mid-February approaches.

Expect promotional opportunities in mid-February with excellent supply volume and quality with much improved pricing.



OG CELERY

Organic Celery supply availability and costs continue to improve from southern growing regions. Mid-February will experience further price decreases as yields are stronger.

Promotional opportunities on **Organic Celery** and **Celery Hearts** will be available throughout the month. Quality from the desert growing region have been outstanding.



OG AVOCADOS

Organic Hass Avocado supplies are steady for mid-February. Pricing is expected to be stable through most of the month.



OG SQUASH

Organic Zucchini and **Yellow Squash** from Mexico remain in steady supply during February.

Subpar **Organic Yellow Squash** quality could create some shortages as the month progresses.



OG POTATOES

Organic Russet Potatoes continue to increase in price for mid-February as we transition over to Idaho product for mid-February. Expect this pricing to level off and stay steady through the remainder of the month.



OG GREEN BEANS

Organic Green Beans from Mexico are in steady supply and yielding good quality in mid-February. Moving towards late February, pricing is expected to improve providing potential promotional opportunities.



OG GRAPES

Organic Red and Green Grapes are available in limited volumes out of South Africa. Peruvian fruit is almost nonexistent this season.



OG HARD SQUASH

Organic Butternut, Spaghetti, and Kabocha Squash from Mexico are in very good supply for mid-February.

Organic Delicata and Acorn Squash continue to be rather limited in supply and price is a reflection of availability.



OG EGGPLANT & PEPPERS

Organic Eggplant and **Green Bell Peppers** from Lady Moon Farms in Punta Gorda, Florida remain in tighter supplies during February. Colder temperatures in early February created lost production on **Organic Eggplant**, but conditions are expected to improve as the month continues.

Gaps in Lady Moon **Organic Eggplant** supply is to be expected in mid-February, however stable supplies should return by the end of the month.

Weather conditions have not affected **Organic Green Bell Peppers**, and supplies are expected to remain plentiful. Mexican supply is available for both items to supplement any shortages that may arise.



OG TOMATOES

Organic Beefsteak Tomatoes from Quebec are improving in harvest volume, and quality is outstanding.

Organic Heirlooms and Darkloom Tomatoes from Mexico continue to be available into the middle February. Steady supplies will be available with a lot of volume out of Mexico, and quality has been outstanding. An overall great color, great tasting, excellent eating tomato.

NOTE: Organic Grape Tomatoes from Lady Moon Farms will be in short supply as we head into the middle of February and the market price will increase. Supplies will be short as we head into the middle of February following cool temps. It is not expected that there will be long term prorates on this item as the plants are expected to make a recovery from the frost but only time will tell.

Organic Roma Tomatoes market tightens a bit as we head into the middle February. Quality has been outstanding out of Mexico and there will be steady availability.



OG MANGOS & PINEAPPLES

Organic Tommy Atkins Mangos will start in the middle of February. Four Seasons will begin carrying them as early as mid-February. Peruvian Organic Kent Mangos will also be available. Pricing remains elevated.

Organic Ataulfo Honey Mangos from Mexico will be available through February. Prices to start the season are higher but should start to drop by the beginning of March.

Organic Pineapple supplies and prices will be steady for February.

ASK US ABOUT OUR EXTENSIVE SELECTION OF UPC PACKAGED ORGANICS!





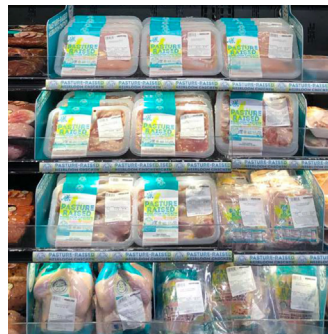
PREORDER NOW AT FOUR SEASONS!

**PASTURE-RAISED | HEIRLOOM BIRDS | NON-GMO | NO ANTIBIOTICS EVER
AIR-CHILLED | G.A.P. ANIMAL WELFARE CERTIFIED | CERTIFIED HUMANE | SLOW GROWTH**



CODE	DESCRIPTION	PK/SZ
229461	CV Chicken BSL Breast NGMO	16/1-1.25lb
229463	CV Chicken BSL Tenders NGMO	16/1-1.25lb
229471	CV Chicken BSL Thigh NGMO	16/1-1.25lb
229469	CV Chicken Bone in Thigh NGMO	16/1-1.25lb
229473	CV Chicken Leg Whole NGMO	16/1-1.25lb
229467	CV Chicken Party Wings NGMO	16/1-1.25lb
229465	CV Chicken Split Breast NGMO	16/1-1.25lb
229456	CV Chicken Whole Pasture NGMO	12/3-4lb

**ORDER BY NOON TUESDAY FOR
DELIVERY MONDAY 14 DAYS LATER.**



PHONE: 1.800.422.8384 | www.fsproduce.com



ORGANIC BLUEBERRY DISPLAY CONTEST

January 31 - February 27, 2022

It's Feb-BLUE-ary!

Four Seasons Produce is holding our 5th Annual Organic Blueberry Display Contest, and this year we have partnered with Hippiie Organics to bring this to you in the month of February! Organic Blueberry season from Chile will be in the sweet spot, with a great crop projected with amazing quality fruit. Blueberries are a perfect snack for consumers and great tonnage item for your stores. So, time to “peace out”, build some amazing displays, and add some positive “vibes” into your Organic Blueberry sales.

CONTEST CRITERIA:

- Build an “righteous” display of Hippiie Organics Blueberries somewhere in your department that will blow the judges’ minds!
- Fruit purchased from Four Seasons Produce is not only super “groovy”, but a requirement for entry. A minimum of 16 cases of fruit must be purchased during the contest period in order to qualify. Product code will be 216708.
- All displays must have **BOTH** Hippiie Organics and Blueberries from Chile point of sale signage on your displays. Point of sale kits are available through your “hip” Four Seasons Sales Rep or Merchandiser.
- Contest displays must remain up for at least one week, “ya dig”?
- Send all display photos to contests@fsproduce.com by March 4, 2022.



CONTEST PRIZES:



“THE OUT OF SIGHT” (BEST OVERALL DISPLAY)

\$750 Gift Card

(Displays will be judged on creativity, use of Hippiie Organics and Blueberries from Chile signage, and overall eye appeal)



“THE FAR OUT” (LARGEST DISPLAY)

- 1st Place - **\$500 Gift Card**
- 2nd Place - **\$300 Gift Card**
- 3rd Place - **\$150 Gift Card**



“THE FREE SPIRIT” (MOST CREATIVE DISPLAY)

- 1st Place - **\$500 Gift Card**
- 2nd Place - **\$300 Gift Card**
- 3rd Place - **\$150 Gift Card**



There will be five Honorable Mentions in each category with each receiving a **\$75 Gift Card!** So many chances to win!



Get a **free t-shirt** just for entering!

Get ready for a GREAT month of selling fresh organic blueberries from Chile! For more blueberry contest information, display tips or ideas, please contact your Four Seasons Sales Rep or Merchandiser.

LITTLE POTATO COMPANY DISPLAY CONTEST

January 23 - February 26, 2022

Are you ready for some football? This year Four Seasons Produce will be “kicking off” a display contest with Little Potato Company to support “The Big Game” sales. This will provide each of you with an opportunity to gain additional sales for the Big Game and beyond. The contest is geared to support the 1.5lb and 3lb bags and will entice your customers to think of creative side dishes. The contest will also run through Valentine’s Day and Presidents weekend which will provide plenty of chances to help your customers plan their parties and special dinners. So let’s “drop back” and aim for the end zone to score some additional points (Sales). Please contact your Sales Rep or Merchandiser to come up with a game plan.

CRITERIA:

- Build an inviting display using Little Potato’s 1.5lb and 3lb bags either in the Produce Department or in a strategic location in the store.
- All product must be purchased from Four Seasons Produce with a minimum purchase of five cases
- Displays must be kept in place for at least 1 week
- Use of Social media is recommended
- Send all display pictures to contests@fsproduce.com no later than Monday, 2/28



PRIZES:

1ST PLACE
\$250 VISA GIFT CARD!

2ND PLACE
\$200 VISA GIFT CARD!

3RD PLACE
\$150 VISA GIFT CARD!

4TH PLACE
\$100 VISA GIFT CARD!



CODES:

213073 - LPC Blushing Belle 16/ 1.5 lb bags
213062 - LPC Boomer Gold 16/1.5 lb bags
213075 - LPC Dynamic Duo 16/ 1.5 lb bags
213076 - LPC Fingerlings 16/ 1.5 lb bags
226693 - LPC Morning Pearl 16/ 1.5 lb bags
213074 - LPC Terrific Trio 16/ 1.5 lb bags

218907 - LPC Blushing Belle 8/ 3 lb bags
218906 - LPC Boomer Gold 8/ 3 lb bags
218908 - LPC Terrific Trio 8/ 3 lb bags
218909 - LPC Dynamic Duo 8/3 lb bags
218975 - LPC POS Display Bin 1ct





OCEAN MIST FARMS JUMBO ARTICHOKE DISPLAY CONTEST

FEBRUARY 7 - FEBRUARY 27, 2022

Four Seasons Produce has partnered up with **Ocean Mist Farms** to bring you an awesome promotion to get all “choked” up about!



BIG, beautiful artichokes are in great supply and promotable, so now is a great time to build some creative displays and spread some artichoke love! These jumbo 12ct chokes are complete show stoppers, and will look amazing gracing the counters in your departments. And some even better news is these artichokes have been “Frost-Kissed”, and are the best tasting artichokes of the year!

THE RULES HERE ARE SIMPLE:

- Build a super attractive and creative artichoke display using Ocean Mist Farms artichokes purchased from Four Seasons Produce and submit all display photos to contests@fsproduce.com by Friday, March 4.
- Utilize the Ocean Mist Farms Point of Sale material in your displays. We have some sharp bins also available (code: 218367), and great informational sign cards. These must be used on displays to quality.
- You must include at least 2 artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, and olive oil.
- All displays must be kept up for at least 1 week.
- There is an 8 case minimum for stores to quality.
- Judging will be based off creativity, eye appeal, and the use of Point of Sale material and tie-ins. Please tag Ocean Mist Farms in all social posts @oceanmistfarms.



PRIZES:

There will be **SIX WINNERS** chosen and each will receive a \$250 voucher to spend in the Ocean Mist Online Store for branded merchandise that includes jackets, shirts, vests, hats, etc.



FOR MORE INFORMATION ON ARTICHOKE AND GREAT RECIPES, CHECK OUT OCEANMIST.COM!



PHONE: 1.800.422.8384 | www.fsproduce.com



CONVENTIONAL MARKET NEWS

FEBRUARY 11 - FEBRUARY 18, 2022

WINTER CROP MELONS

During the winter months, the United States is supplied with fresh **Melons** grown in Central American countries and brought by boat to US ports.

Cantaloupes are very promotable heading into mid-February. Volumes that arrived to North America are much higher than usual, and deals are being made on jumbo 9ct.

Get ready to promote some of the best and largest fruit of the season from Costa Rica!

Honeydews are also in excellent supply on 5ct and 6ct.



CV SUMO CITRUS

SUMO Citrus is finally in steady supply, and the quality is amazing! Our first arrivals were mostly 18ct and 22ct, and it looks like this crop will size very large this season.

Most growing seasons would produce primarily 25ct and 28ct, but we won't see many of those this season. Unfortunately, the lack of size means that we won't see many of the 12/3 lb bag **SUMO's**.

Get your orders in today. **SUMO Citrus** is the real deal for big flavor fans and fruit connoisseurs.



CV BLUEBERRIES

Blueberries still have mixed pricing based on origin and quality.

Chilean **Blueberry** volumes are flowing in heavy now, (**NOTE**) however quality has been fair at best on recent arrivals with soft texture and other issues. Importers are trading this product at low prices to keep product flowing fast, but the eating experience may not work for most customers so we are avoiding this product.

Peruvian **Blueberry** production continues, and quality has been nice and solid. Prices out of Peru are commanding more money due to better quality than the Chilean.

Mexican production continues to be steady through the end of the month. More volume is expected in March, and then peak volume is expected in April. Quality continues to be outstanding from Mexico, especially from Driscoll's.



CV BERRIES

Strawberry prices will begin to ease down for late February as volume out of Florida and Mexico is expected to pick up at the end of the month.

Strawberries should be a promotable product headed into March. Quality has been excellent from both regions.

Blackberries remain steady for mid-February. Quality has been nice out of Mexico and volumes remain steady.

Raspberry prices will begin to rise for mid-February as production is expected to taper off towards the end of the month. There will be spot deals available for mid-February to help move the last flush. Quality has been exceptional, and volume is expected to remain steady headed into March.



CV MANDARINS

Mandarins are still in shorter supply from California, but the overall demand has clearly slowed as pricing has jumped up.

We will have multiple options for mid-February on 10/3lb and 15/2 lb bags, which includes **Halo's** and **Sunkist** from California, and other labels of imported Moroccan fruit. This market does look to remain strong into the final weeks of the month.

Keep in mind we're also carrying top shelf **Stem & Leaf Mandarins**. These are absolute beauties, and the flavor is phenomenal.



CV CUCUMBERS

Euro Seedless Cucumber prices have rock bottom for mid-February. Demand may increase with concerns that progress at the Canadian border but that is yet to be decided. Canada will come into production by the end of February and start overloading the market with **Cucumbers** already coming out of Mexico. Quality has been great on inbounds.

Super Select Cucumbers remains steady - not much change in price, quality has been outstanding, and there have been no issues with availability.



CV SPECIALTY CITRUS

Minneola Tangelos are in excellent supply right now from California, and now is the perfect time to build nice displays and promote this high-flavor citrus. We've got all options and sizes available from 56's, 64's, and 80's, to 12/3 lb. bags.



CV LIMES

ALERT! Limes continue to be tight from Mexico, and it seems like this market will become even stronger as we head into the end of the month. Weather challenges in the main growing regions of Mexico have not been ideal, and this has prevented normal volumes from being harvested.

Although the Mexican market on **Limes** will be extremely high, we will have other options in South American fruit from Colombia or Peru. Quality is good from these regions, and pricing will not be quite as expensive.



CV ASPARAGUS

Asparagus prices went up fast for 11lb and 28lb cases and look to be tight for mid-February. Expect to see more consistent and steady supply towards late February as weather in Mexico has drastically improved with warm days and cool nights.

Get ready to promote Mexican **Asparagus** headed into March as volume rebounds quickly. Quality is expected to be excellent as it has been on recent inbound deliveries.



CV ORANGES

Navel, Cara Cara, and Blood Oranges are in steady supply from California, and pricing will remain the same heading into mid-February. Quality continues to be solid on all fruit being shipped to the east coast.



CV LEMONS

Lemon supplies from California have improved, and pricing has started to slide down, especially on large sizes. Quality across the board has been very nice on both fancy and choice fruit.

Wonderful Citrus has a newer item worth mentioning – **Seedless Lemons**. These are packed as a 12/2 lb bag, and the interest continues to grow with consumers across the country.



CV GRAPES

Finally, good news on **Grapes!**

Green and Red Seedless Grapes are in much better supply, and volumes will really ramp up as we head into the final week of February. We will continue to experience higher pricing, but all indications are that promotional opportunities are right around the corner in March. Quality has been very nice.

We will also have steady supplies of **Cotton Candy** and **Sweet Sapphire Grapes** for mid-February.



CV CABBAGE

The **Green Cabbage** market remains steady, and quality is outstanding with West Coast product. **NOTE:** Many farms were damaged with frost in Texas which may cause a stir in the market for St. Patrick's Day, but availability is not expecting to be a concern.



CV PINEAPPLES

Supplies and prices on **Pineapples** are steady and arrivals have been nice from both Dole and Del Monte.

NOTE: HoneyGlow Pineapples from Del Monte will be limited through the month of February.



CV HASS AVOCADOS

Hass Avocado supplies are good as we head into the middle of February. Demand may drop a bit after the Big Game.



CV MANGOS

Mangos from Peru have seen prices rise over the past few weeks. Mexican fruit will soon be in the marketplace and should help drive pricing down.

Ataulfo Honey Mangos from Mexico are available for the middle of February. Expect pricing to drop as we head into March.



CV PEPPERS

Green Pepper prices dropped as fast as they went up. The better weather in Mexico, along with pepper growers cutting colored bells green before they turned, caused a fast flush in the market. Prices dropped significantly and are expected to hold steady for the next couple weeks toward the end of February.

11lb **Hothouse Color Bell Pepper** prices will continue to rise into the middle of February.

Many growers cut **Color Bell Peppers** early with the weather and we are seeing the result of that when we look green peppers. Quality is excellent and availability is not a concern as of right now. Canadian **Peppers** are expected to start last week of February and into early March.



CV TOMATOES

Vine Ripe Round Tomatoes remain in steady supply. The larger vegetables fared better in the frost than others. Quality has been excellent, and availability has been steady.

Cluster Tomatoes will stay steady as we head into the middle of February. Prices are expected to stay at the bottom as there is plenty of product from Mexico and at the beginning of March, Canada will start hothouse production in large volume.

Roma Tomatoes tightened a bit because of demand from the Big Game. This increase is not expected to hold past mid-February. There is an abundance of product out of Mexico. Quality has been excellent. Supplies will remain steady.



CV APPLES & PEARS

Late season PA/NY **Evercrisp**, **Ruby Frost**, and **WildTwist Apples** are in excellent supply.

Eastern and Western **Honeycrisp Apple** prices are on the rise as supplies dwindle and demand remains strong.

Braeburn Apples are back for a short time and are expected to finish up over the next few weeks.

Eastern **Cortland** and **Empire Apples** will finish for the season in mid-February.

Seckel Pears have finished for the season.

Asian Pears have shifted to smaller sizing out of California with just a few weeks left to the season.

mojo
take a liquid vacation™
IN STOCK NOW!



- #1 in Taste
- Zero Cholesterol
Zero Fat
- Eco-Friendly
- Electrolytes
- No Preservatives
- Naturally
Gluten-Free
- Naturally
Low in Sodium
- Keto / Paleo Diets
- Vegan
- NON GMO
Project VERIFIED