



ORGANIC MARKET NEWS



FEBRUARY 2 - FEBRUARY 8, 2024

PROMOTABLE ORGANIC BLACKBERRIES



GOOD NEWS! **Organic Blackberries** will be very promotable coming from USA and Mexico fields. There is a brief harvest flush. Quality on these look outstanding with great flavor. Offer out at a great retail price for consumers and push volume throughout early to mid-February.

Organic Blueberries will be more promotable to start off the FeBlueary promotion. Pricing has eased off, and supplies have increased to really promote through the month of February. Quality has been very good.

NOTE: **Organic Strawberry** supplies will be on the tighter side through Valentine's Day. Rain has slowed down production out of Baja with cooler temps. Florida fruit is also limited due to less acreage and growing conditions. Pricing will remain on the stronger side ahead of the holiday demand. Some **Organic Greenhouse Strawberries** will be available.

NOTE: **Organic Raspberry** supplies are limited but will begin improving over the start of February. Harvests are improving daily, and pricing is expected to ease off towards the end of February.



OG CITRUS

GOOD NEWS! **Organic Mandarins** continue to impress with top-notch quality as we transition into the **Tango** and **Murcott** varieties.

Organic Navel Oranges are peaking more towards choice fruit currently and larger sizes with quality remaining strong on all grades.

Organic Minneolas are in stock and will have a steady supply for the next month.

Organic Cara Cara Oranges are plentiful in supply across all sizes and grades. **Organic Blood Oranges** continue in peak season too!

Organic Grapefruit is presenting excellent quality and promotable pricing. Throughout the start of February it will be a great time to promote.

Organic Lemon pricing has continued to decline into more attractive levels. Expect this to remain with good supplies expected on the horizon.



OG LADY MOON FL VEG

While **Organic Romaine** and **Leaf Lettuce** volumes are starting to increase at Lady Moon Farms in Punta Gorda, Florida, the chilly weather has led to decreased yields.

NOTE: Lady Moon Florida **Organic Warm Veg** is okay in volume but not filling all supply needs. Sourcing is needed from other growers in Mexico to make sure our demand is covered.

Early in February, Lady Moon Farms in Punta Gorda, Florida, still has a limited supply of **Organic Greens** like **Kales** and **Collards**. First, the cold prevented growth, but as the temperature has risen, the lack of rain has now had an even greater effect on supply volume. There have been price increases because of supply constraints. Supplies at Four Seasons are being supplemented from western growers.

Lady Moon continues to harvest their **Organic Fennel** and **Parsleys** from Florida. Supplies are not abundant.



OG APPLES

Organic Apples out of Washington continue to be in excellent supply. Promote the **Organic Apple** category, variety, and packaged and bulk options to drive the category. Currently in stock are:

Ambrosia	Honeycrisp
Autumn Glory	Lady Alice
Cosmic Crisp	Opal
Envy	Pinata
Fuji	Pink Lady
Gala	Rockit
Gold Delicious	SugarBee
Granny Smith	Sweetango



OG BRUSSELS SPROUTS

GOOD NEWS! Volumes of **Organic Brussels Sprouts** coming from Mexico are rapidly rising. There will be promotional opportunities in February.

8/1 lb mesh bags are in stock and are a wonderful grab-and-go option to increase sales in the category.



OG ASPARAGUS

Mexican **Organic Asparagus** has started and will be available to kick off February. As the Mexican season begins, we will start to see better availability and pricing. Promotable opportunity is expected towards the end of February.



OG BROCCOLI

GOOD NEWS! Supplies from the West Coast on **Organic Broccoli** have increased. As February gets underway, anticipate steady volume and declining costs as a result.



OG PEARS

February marks the start of the Northwest Pear Bureau **Organic Pear** display contest and promo featuring Stemilt and other Washington shippers. Check out page 5 for details.

Organic Red and **Green Anjou**, plus **Bosc Pears** are available in bulk and pouch bag options.



OG CAULIFLOWER

Early in February, the volume of **Organic Cauliflower** will be steady. Opportunities for promotions are anticipated to come in mid-February as prices decline and quantities rise.



OG CELERY

California continues to produce **Organic Celery** consistently, but this regularity has not yet resulted in lower prices. Conditions should hold steady as February gets underway, but prices could eventually start improving.



OG HASS AVOCADOS

Organic Hass Avocado supplies are expected to be steady as we approach the "Big Game" in February. "Avocados from Mexico" Display Bins are available to help with your promotional needs!



OG CUCUMBERS

12ct **Organic Euro Cucumbers** are seeing better pricing into the middle of February. We will see more and more grower and shippers starting with new crops as we head into the start of February.

NOTE: **Organic Mini Cucumbers** are still tight as we head into the middle of February. Prices are expected to remain expensive until more volume comes.



OG ONIONS

Supplies have transitioned to **Organic Sweet Onion** from the Peri & Sons label on the Jumbo and 16/3 lb packs.

NOTE: Expect the pricing on **Organic Red, Yellow, and White Onions** to continue to increase as we head into February, but we are nicely stocked at the moment with supplies.



OG SQUASH

ALERT! Organic Green and Yellow Squash will remain tight. These prices are expected to remain tight into at least mid-March while Florida gaps and Mexico has light production due to wet and cold weather.



OG GRAPES

ALERT! Organic Grapes are becoming limited as South African vessels continue to face delays. There could be a slight gap in fruit as we approach in early February.

Organic Green Grapes are more readily available than Organic Red Grapes.



OG WESTERN LETTUCE

There will be additional production accessible from the West Coast's desert growing regions. Organic Romaine Hearts and Iceberg Lettuce from Arizona and southern California are still readily available, excellent quality, and competitively priced.



OG TOMATOES

NOTE: Organic Beefsteak, Cocktail, and Cluster Tomatoes are expected to remain steady at elevated pricing into the middle of February.

Organic Roma Tomatoes and Heirloom Tomatoes are coming into better supply for early February and prices are finally going to be more promotable.

ALERT! Organic Grape and Cherry Tomatoes continue to be limited in volume with high pricing. Relief is expected the further along February goes.



OG GREEN BEANS

NOTE: Pricing seems to have hit its peak on Organic Green Beans and will hold steady through mid-February until stronger harvests begin to arrive. Weather has been improving so the expectation is to be back in the swing of full harvests after Valentines Day.

ALERT! Due to the light supply and occasional quality issues Organic Packaged Green Beans in the Earthbound and Eat Smart labels are being pro-rated in volume.



OG TROPICALS

New crop Organic Ataulfo Mangoes will be available first from Mexico with light volume starting in early February with high prices.

ALERT! Peruvian Organic Round Mango supplies are very tight to start February. Expect occasional gaps until the new crop Mexican season gets going for the middle to end of February.

Organic Pineapples have been in steady supply as we start the month of February. Things are expected to be more limited as the month progresses.

Organic Sapodilla will be available again for the first time in a while from Florida to start February.

OG BABY ARUGULA

ALERT! Organic Baby Arugula continues to struggle in the winter growing regions due to cold weather impacting quality, with mildew and discoloration defects slashing yields. Expect fill-rates challenges from all salads brands with Organic Baby Arugula to linger well into mid-February.



OG MIZUNA

SUB ITEM: With the low yields, out of stocks, and pro rates on Organic Baby Arugula due to seceptability to mildew this time of year, Organicgirl is offering a like item substitute to keep retailer shelves full: Organic Peppery Mizuna (Code: 238557) Mizuna has a similar flavor to Arugula but it responds better during these growing conditions out in the field.

FEBRUARY 2 - FEBRUARY 8, 2024

ORGANIC CUTIES AND CV VINTAGE SWEETS NAVEL DISPLAY CONTEST

FEBRUARY 4 - FEBRUARY 25, 2024



ATTENTION ALL CITRUS ENTHUSIASTS!

Four Seasons Produce has partnered with Sun Pacific Fruit to offer you a chance to be creative, sell some awesome fruit, and win some really cool prizes. OG Cuties and CV Vintage Sweets Navels are two volume driving SKU's in the citrus category and perfect for promotion in February. While the fruit itself is absolutely amazing, the packaging is razor sharp and the high graphic bins and boxes make for a very attractive display in your produce department. A perfect opportunity to build an eye-catching seasonal display with two incredible pieces of citrus!

DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of Organic Cuties or CV Vintage Sweets navels in your department. All fruit MUST be purchased from Four Seasons Produce.
- Must purchase at least 10 cases of fruit during the contest period.
- Displays need to highlight the Cuties or Vintage Sweets Navel branding in your display, using the high graphic display bins or boxes.
- All displays must remain up for a minimum of one week.
- Send all display contest pictures to contests@fsproduce.com by Thursday, February 29, 2024.



DISPLAY CONTEST CODES:



- 12169—CV 10/3lb Vintage Sweets Navel
- 234479—CV 36ct Vintage Sweets Navel
- 12165—POS Vintage Sweets Display Bins
- 234480—POS Vintage Sweets Display Box
- 44503—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)

FIVE winners in each of the categories below will have the opportunity to choose their prizes!



Prizes:

- Apple or Galaxy Smartwatch
- AirPods Pro 2nd Generation
- YETI Cooler
- Weber Charcoal Grill
- Gaming Chair and Headset
- New Golf bag and balls (choose from Titleist, Callaway, Nike or Cobra)

Categories:

- Best Organic Cuties Display
 - Best Vintage Sweets Navel Display
- THREE winners in each category will receive a \$50 Visa Gift Card!

So lets gear up, get our construction hats on, and have some fun building some sweet displays and selling some amazing citrus together.

For more information or tips on building an awesome contest display, please contact your Four Seasons Sales Rep or Merchandiser.



NORTHWEST PEAR DISPLAY CONTEST

February 5 - March 4 2024

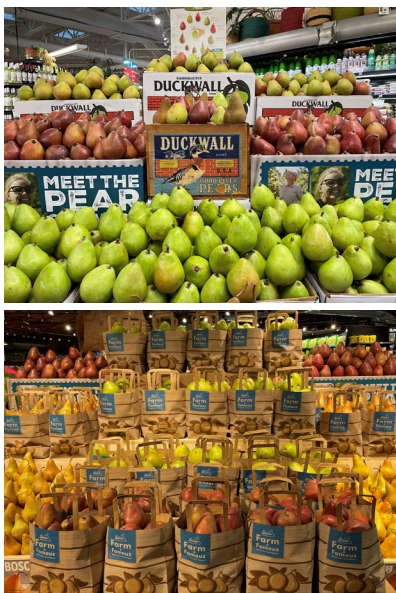


Want to hear about a “pear”-fect way to build your pear category sales?

Four Seasons Produce has teamed up with the Northwest Pear Bureau to bring you a display contest sure to have you go for the gold in pear sales and profits. Pears, both conventional and organic, have shown outstanding quality all season and the month February will surely be no different. Now is the perfect time to take advantage of some awesome promotional pricing, show off your pear flair, and have the chance to win some super cool prizes. So, “pear” up with your Four Seasons Sales Rep or Merchandiser and get some great plans in place for pear display builds and promotions in your stores!

CONTEST CRITERIA:

- Build a “PEAR”-fect display of beautiful pears from the Pacific Northwest. All fruit MUST be purchased from Four Seasons Produce.
- All displays must contain three (3) pear varieties of pears, either CV or OG (or both). Pear varieties for the duration of this contest will be Anjou, Red Anjou, and Bosc. We will also have Bartletts, Comice, Forelles, and Seckels while supplies last to help boost the category. All codes are provided on page 2.
- Must use Northwest Pear point of sale material in your displays. Point of sale signs will be provided by your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a minimum of one week.
- Send all display pictures to contests@fsproduce.com by Thursday March 7th 2024



CONTEST PRIZES:

BEST SMALL STORE DISPLAY

(4 registers or less)

- 1st Place—55in Flat Screen TV
- 2nd Place—Chromebook
- 3rd Place—Ring Security Camera

MOST CREATIVE DISPLAY

- 1st Place—iPad
- 2nd Place—Smartwatch
- 3rd Place—JBL Bluetooth Earbuds

BEST SOCIAL MEDIA POST PROMOTING PEARS

\$100 Gift Card

BEST PEAR DISPLAY THEME

\$100 Gift Card

BEST ALL ORGANIC DISPLAY

YETI Cooler

HIGHEST % OF INCREASE YOY IN PEAR CATEGORY SALES

\$100 Gift Card



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CONVENTIONAL MARKET NEWS

FEBRUARY 2 - FEBRUARY 8, 2024

IDAHO POTATO LOVERS MONTH



Potatoes are in great supply across the board which is perfect timing to promote for "Idaho Potato Lovers Month".

Pricing is stable and quality remains very nice.

The following items are available from Idaho at Four Seasons:

- Green Giant 10/5 lb and 5/10 lb Russet Potatoes
- Green Giant 10/5 lb Red and Gold Potatoes
- Green Giant Minute Masher COOK-MASH-SERVE (12/1 lb Assorted Flavors)
- 50 ct, 70 ct, 100 ct Idaho Premium Bulk Russet Potatoes 50 lb

Idaho Potato Lovers Display Kits and Point-of-sale material is available by request. This includes Minute Masher Pop Up Displays and Green Giant Man cutouts. Ask your rep for more details.

National contest details at idahopotato.com/retail



CV BERRIES

GOOD NEWS! Blackberries will remain promotable out of Mexico. Supplies are strong with excellent quality and flavor.

GOOD NEWS! Blueberries will become promotable out of Chile, Peru, and Mexico. Supplies are strong and pricing will ease off to reach more attractive levels. Quality has been excellent from all regions.

Raspberry supplies are improving, and pricing should begin easing down. Quality has been excellent out of Mexico.

ALERT! Strawberries will be very tight ahead of Valentine's Day. Mexico and California have significant rain and due to cooler temperatures Florida fruit is not coloring up leaving markets extremely short. Pricing will increase significantly from where they've been due to added demand.



CV APPLE & PEAR VARIETALS

February will feature our Washington Pear Bureau display contest and promo. Increase your **Pear** sales with some great varieties like **Anjou**, **Red Anjou**, and **Bosc**. Learn more on page 4.

Make sure you try some of the great Eastern and Western specialty and/or proprietary varieties now in stock like the **Ambrosia**, **Autumn Glory**, **Envy**, **Hunnyz**, **Juici**, **Pazazz**, **Ruby Frost**, **Snap Dragon**, **Sugarbee**, and **Wild Twist Apples**.

NEW! February will usher in Washington **Sweet Emerald Apples**. This amazing apple looks like a Granny Smith, but when you bite into it you'll get a very sweet and crunchy surprise. Make sure to bring these in and sample to your customers so they get to experience this masterpiece.

Despite a large reserve of Washington **Gala Apples** in controlled atmosphere rooms, shippers are slowing the packing of these to make sure they last until the new crop, causing prices to increase slightly.



CV CITRUS

Stem and Leaf Mandarins, **Heirloom Navels**, **Sumo Citrus**, **Minneola Tangelos**, and **Blood Oranges** are available to promote!

Mandarins from California have transitioned into **Tangos** and **Murcotts**, some of the best eating varieties there are. Supply is in great shape from Halos brand and others. Continue to push and promote.

Navel Oranges are peaking on XL and Jumbo fruit and will continue for the month of February. Small fruit will remain tight. Bag pricing and bulk 88 ct and smaller pricing is staying firm.

Lemons will size large through mid-February so promote those bigger sizes.

NOTE: Lime supplies are very unstable right now, pricing is consistent but expect this market to surge again soon.



CV CAULIFLOWER

GOOD NEWS! Once again, **Cauliflower** grown in the desert regions of the West Coast is about to enter a promotional phase. **Cauliflower** can be very volatile, with strong volume rapidly turning into little volume.

Due to this, it is critical to seize promotional chances quickly. Increase sales by highlighting deals and adding displays entering February.



CV GREEN BEANS

NOTE: Pricing seems to have hit their peak high pricing on **Green Beans** and will stay limited through February until stronger harvest numbers arrive. Weather has been improving so the expectation is to be back in the swing of full harvests by late-February.



CV MANGOS

ALERT! **Mangos** are going to be very tight for early to mid-February. Prices are very high as fruit from Peru is limited, and Mexico is just starting to pick fruit but are not quite ready yet to fill demand. Pricing from Mexico will be very high to start the season.

Ataulfo Mangos will be available sometime in the beginning of February. Pricing is expected to be higher as well.



CV LETTUCCES

The West Coast's southern agricultural regions have continued to yield consistent amounts of **Lettuce**. Although some volume and harvestability were impacted by the weather in late January, the supply of **Leaf** and **Romaine Lettuce** remained constant.

Due to those rainy El Nino systems, **Iceberg Lettuce** did see a minor uptick in cost; but, as February approaches, prices have stabilized. **Romaine Hearts** are still able to provide a good supply at competitive prices into early February.



CV AVOCADOS

Hass Avocado sales remain strong as we move into February. Look for opportunities to promote 32, 48, 60 ct and bagged fruit as we approach the "Big Game". Ask your Four Seasons rep for point-of-sale display bins to help drive sales from Avocados from Mexico!



CV GREENHOUSE CUCUMBERS

GOOD NEWS! **Euro Cucumbers** 12ct will be promotable as we head into mid-February. Better volume coming from all Mexico, Canada, and US production. Quality is looking great.

Mini Cucumbers are still on the tighter side, but we can expect this pricing to start to drop by the middle of February.



CV PREMIUM BERRIES

Driscoll's Sweetest Batch Blueberries, Sweetest Batch Blackberries, and Rainbow Pack Berries are all in good supply.

Jumbo Blueberries are available from Family Tree Farms' Peru operations.

Pineberries (White Strawberries) are back in season in 6/10oz packs.



CV ARTICHOKE

GOOD NEWS! It is **Jumbo Artichoke** promotion season! February is the ideal month to create expansive displays for **Artichokes** from Coachella, CA. Throughout the month expect promo pricing on exceptional quality products. Including **Giant Purple Artichokes** to bring a pop of color.



CV POMEGRANATE ARLS

"Pom Pom" brand **Pomegranate Arils** from Pom Wonderful out of California are now done for the season. Supply will be switching back to the "I Love Pomegranates" label for imports.

Pomegranate Aril supplies may be limited until the Peruvian Import season is up and running late February and into March.



CV GRAPES

NOTE: Red Grapes will remain very tight for February, and we could see higher pricing.

Green Grapes will be more plentiful, however we most likely won't see promotable pricing.

Overall, Peru is finishing earlier than expected and Chile can't keep up with demand while dealing with their issues such as growing and climate conditions.



CV PEPPERS

Color Bell Peppers are seeing more affordable pricing as we head into mid-February with more volume available crossing from Mexico.

Green Pepper pricing has increased through the start of February. Larger size **Peppers** are expected to be tight in supply during this time as well.

NOTE: Mini Sweet Peppers are still tight in supply, but we are seeing more availability coming into the supply chain out of Mexico which will help get better pricing by mid-February.



CV ONIONS

NOTE: Red, Yellow, and White Onion prices continue to rise in every region where they're being harvested. Strong domestic and export demand coupled with decreased pack outs due to quality are making supplies very tight.

ALERT! White Onions remain very limited on supply, and the supply that is available is mediocre at best in terms of quality.

NOTE: Sweet Onion supplies should get better by mid-February as Mexico brings more product to the market. Jumbo Sweet Onions have been sporadic in supply, forcing reliance on mediums.



CV TOMATOES

Beefsteak and Cluster Tomatoes are seeing a drop in pricing as growers try to reset the supply chain and spur some extra movement. Quality still remains great.

Roma, Round, and Vine Ripe Tomatoes, both 2-layer and 25 lb volume fill boxes will see promotable pricing with product from Mexico. USA-grown product is still bringing a premium. Quality has been outstanding from both regions.

ALERT! Snacking Tomatoes (Grapes, Cherry, Medley) are still expensive but are seeing a very slight decline in pricing along with better availability. Volumes should improve throughout the month.

ALERT! Naturesweet brand **Snacking Tomatoes** continue to see heavy pro-rates and out of stocks due to light supply in February.



CV BROCCOLI

For early to mid-February, **Broccoli Crowns** are once again a promotable commodity!

California's **Broccoli** production is expected to rise through February with promotional alternatives, while Florida and Georgia continue to produce prolifically. Mexican product is still a reliable secondary option.

To increase sales, extend **Broccoli** displays and put emphasis on promotions in the first part of February.



CV STONE FRUIT

Chilean **Cherries** supplies are expected to get shorter and shorter week after week and finish about the end of February. Expect prices to rise each week.

Nectarine supplies are expected to greatly improve for the start of February.

Peaches will stay in firm supply through the start of February, stronger pricing should be expected.

Lemon Plums are here for the start of February, but this specialty variety will be in and out, once and done, so make sure you grab these while available. **K-Plums**, a sweet all yellow variety will also be available.

Ruby Red Plums out of South Africa are here. These also are expected to be very limited, so

Cantaloupe and **Honeydew** got relief as the Honduran volume was stronger than expected at the end of January. We will start to see smaller fruit due to cool temperatures in growing regions.

GOOD NEWS! Prices for **Brussels Sprouts** are excellent, and the volume had been constant throughout January. With plenty of volume and competitive pricing, that trend is anticipated to continue into February.

OTHER STORIES

ALERT! Yellow and Green Squash remains very tight and expensive. It is expected to stay this way through February. This is still all due to weather challenges both in Mexico and Florida.

Pineapple supplies will begin to tighten a bit for the month of February. Expect pricing to slightly increase as a result.

Mexican **Asparagus** has started and will be available to kick off February. As the Mexican season begins we will start to see better availability and pricing.

Promotable opportunities are expected towards the end of February on **Asparagus**.

NOURISH
COLD PRESSED JUICE



OUR STORY

Nourish Cold Pressed Juice is pressed straight from our Farmhouse Kitchen in Kennett Square, PA. We are local and within 100 miles of New York. We create handcrafted immune-boosting beverages that inspire the community to care about the source of their food, the health of their body, and their connection to the health of our planet.

Nourish is a lifestyle. When you drink our functional beverages you have the power to support your immune system, reduce inflammation, increase antioxidants, hydrate your skin, improve gut health, detox, and balance hormones & brain chemistry to improve your mental health.

Being a B Corp means caring about people and the planet, being inclusive, equal, and diverse. Putting social & environmental responsibility at the heart of our decision-making, we lead by example. Together, we are a force for good!

Our juice gives back 1% of our annual sales towards protecting our planet for future generations. When you purchase our juice, you become a part of a collective global community taking action.

To read more click [here](https://www.nourishjuicebar.com) or go to www.nourishjuicebar.com.



WOMEN OWNED



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WHY JUICE?

Fruits, vegetables and their juices are packed with vitamins and minerals and a whole host of other essential nutrients needed for optimum health, nourishing every cell and helping to cleanse toxins from the body. Juicing floods the body with micro-nutrients that are easily digestible, so your body will get more of what it needs with less food.

Drinking fresh fruit and vegetable juices every day will:

- Boost the immune system.
- Help prevent and manage chronic diseases.
- Improve brain health and prevent Alzheimer’s disease.
- Boost absorption of nutrients from vegetables and fruits.
- Hydrate the body and improve your complexion.
- Increase your energy.
- Lead to weight loss.



CODE	DESCRIPTION	PK/SZ	UPC
238057	OG Juice Begin Again	6/12 oz	711841890087
238058	OG Juice Bitter Sweet	6/12 oz	632726364427
238059	OG Juice Ever Glow	6/12 oz	711841890070
238060	OG Juice Love It Up	6/12 oz	711841927714
238061	OG Juice Lemonade Charcoal	6/12 oz	711841890063
238062	OG Juice Heart Beet	6/12 oz	711841890094
238063	OG Juice Oh Snap	6/12 oz	632726364410
238064	OG Juice Stripped Down	6/12 oz	711841927875
238065	OG Juice Turmeric Pineapple	6/12 oz	711841890056
238067	OG Juice Lemonade Elderberry	6/12 oz	632726159177
238066	OG Juice Lemonade Lavender CBD	6/12oz	632726159214
238068	OG Juice Lemonade Ginger	6/12oz	632726159191
238069	OG Juice Wild One	12/4oz	711841890049
238070	OG Juice Golden Sun	12/4oz	711841890025
238072	OG Juice Black Magic	12/4oz	711841890032