

ORGANIC MARKET NEWS



MARCH 8 - MARCH 14, 2024

PROMOTABLE ORGANIC APPLES







GOOD NEWS! Continue to sell and promote Washington Organic Apples.

Most varieties of Organic Apples continue to be in excellent supply with not much difference from conventional markets. It is a great time to emphasize organics in your department if you haven't already and add some new varieties or packs that you haven't sold before.

Organic Cosmic Crisp Apples are exceptionally promotable this month; reach for the moon and sell these awesome apples!

Mid-March begins our huge Cosmic Crisp Apple promotion. Connect to the theme of the total Solar Eclipse on April 8th, as a way to introduce your customers to the apple that is out of this world. Display bins, boxes, and signage is available.



OG LETTUCES & GREENS

NOTE: California Organic Lettuce faces increasing limitations in early March. As prices rise and availability declines out west, the month is expected to bring heightened limitations during the transition to Salinas.

NOTE: Organic Romaine Hearts and Iceberg Lettuce will see significant price increases as harvest volumes decline in mid-March.

Fortunately, Organic Leaf and Romaine Lettuce from Lady Moon Farms in Punta Gorda, Florida, remain favorable, offering solid availability and fair prices throughout March. Seize these opportunities!



OG CITRUS

GOOD NEWS!

Organic Navel Oranges are showing excellent quality with great taste. This goes for large fruit as well.

Organic Cara Cara Oranges continue in peak season with nice quality and flavor. Bags and bulk are available.

Organic Mandarins have superb quality and supply, with Tangos and Murcotts being the varieties available. We have both Organic "Cuties" Mandarins and Organic "Halo" Mandarins available.

Organic Minneola Tangelo quality is superb and promotable for the middle of March. Organic Gold Nugget Mandarins and Blood Oranges are currently in stock and showing great quality.



OG BERRIES

GOOD NEWS! Organic Strawberries are peaking out of Mexico. Growers continue to flush with big volumes, and pricing has been promotable. The quality has been good overall.

GOOD NEWS! Organic Blueberries remain abundant as we come to the end of the Chilean season in mid-March. There are still some Peruvian imports coming in as well. Pricing will begin increasing through the month of March as we move into Mexico new crops and then domestic season.

Organic Blackberry supplies remain steady out of Mexico. Quality has been very nice, and pricing is steady.

Organic Raspberry supplies are improving out of Mexico. Pricing will remain higher, but volume is increasing. The quality has been very nice.



OG AVOCADOS

Organic Hass Avocado supplies are fairly steady for the middle of March. Eating quality from Mexico is excellent.

Equal Exchange Fair Trade Organic Hass Avocados have good supplies of fruit for the middle of March. Be sure to check out their "ReadyCycle" 8/4ct Tray Pack option, which features smaller fruit, enabling their Fair Trade growing partners to use the "whole tree" when packing. This is an excellent way to be a good steward of all fruit sizes!



OG PEARS

New crop import Organic Bartlett Pears are starting to arrive from Argentina. Supplies are very limited on top-quality large fruit. Fruit is peaking at a small size.

Organic Pears are winding down in a big way. Organic Anjou Pears are expected to be done for the season by mid-March, and Organic Bosc Pears will finish completely before April.

The one bright spot is Organic Red Anjou Pears; they are promotable and should be until at least the end of April.



OG CAULIFLOWER

West Coast-grown Organic Cauliflower remains readily available in March, with average pricing and strong quality. Production is expected to remain fairly consistent throughout March during the transition periods.



OG POTATOES

NOTE: Organic Count Russet Potatoes have been tightening up through the end of February, and it seems things will continue to tighten throughout March. Shippers in multiple growing regions are reporting either poor quality or storage product that is of smaller size.



Organic Sungold Kiwi from Italy is now done for the season.

Overall, Organic Green Kiwi supplies are fair, with volumes coming off a bit from Italy and Greece. Pricing will see a slight jump.



OG GRAPES

NOTE: Organic Grape supply remains limited, with prices very high. Expect this trend to continue for the rest of the import season.



OG CELERY

Early March marks a notable improvement in Organic Celery quality after a less-than-ideal February.

Conditions are trending positively, with strengthened quality, slightly eased pricing, and strong availability. While prices may not be highly promotable, they will remain consistent.



OG MINI WATERMELONS

NOTE: Organic Mini Watermelons are in a gap out of Mexico as we transition from winter plantings to spring plantings. Product will start back up for the week of 3/18.



OG DRAGON FRUIT

Organic Dragon Fruit will be available in limited supplies during March! These will have red skin with white flesh and are being sold in 10-pound cases.

There may be some Organic Yellow Pitahaya available in the middle to late March!



OG MANGOS

GOOD NEWS! Organic Mangos from Crespo Organics in Mexico will see volumes increase as March progresses.

Organic "Tommy Atkins" Round Mangos and Ataulfo Honey Mangos will be in steady supply for the month with nice quality expected.



OG BRUSSELS SPROUTS

GOOD NEWS! March sees peak production for Mexican-grown Organic Brussels Sprouts, offering high yields and strong quality. As Easter approaches, expect promotional opportunities on both bulk and bagged products. Build large displays to drive increased sales.



ORGANIC ASPARAGUS

GOOD NEWS! Organic Asparagus pricing is dropping lower as volume increases creating wonderful opportunities in early to mid-March!

The middle of March will also kick off our "Hippie brand" **Organic Asparagus** display contest and promo. Time to rock some **Organic Asparagus!**



OG BROCCOLI

Organic Broccoli from the desert regions of Yuma and El Centro continues to enjoy excellent availability and quality. Prices have slightly increased in early March but remain favorable. Looking ahead to April, East Coast Organic Broccoli will commence its Spring season.



OG HARD SQUASH

NOTE: We will be entering into a gap situation on the Organic Delicata Hard Squash from roughly the middle of March through the middle of April. The next growing region in Mexico got started and will be going for late April sales.



OG POMEGRANATE

Organic Pomegranate Arils are now back in stock from Peru.

NOTE: Organic Whole Pomegranates will not be available as there are irradiation requirements that prevent **Organic Pomegranates** from being imported.



















CONVENTIONAL MARKET NEWS

MARCH 8 - MARCH 14, 2024

MARCH HARVEST-FLUSH OF STRAWBERRIES



GOOD NEWS! Strawberries are super abundant right now in Florida and Mexico. We are offering primarily Florida fruit now, and pricing is aggressive, and fruit is plentiful. Take advantage while you can during mid-March. Pricing will turn around ahead of the Easter holiday as Florida winds down.

GOOD NEWS! Blackberries are promotable out of Mexico. New crops kicked in, and fruit is plentiful with aggressive pricing. Quality has been excellent on new arrivals.

GOOD NEWS! Blueberries continue to be promotable as we move to Peruvian imports. The quality is strong and looks good. There are still some end-of-season Chileans around.

Once we are through Peru, we will move to Mexico in the coming weeks on new crop **Blueberries**. Florida has started lightly harvesting for premium money. The bulk of the domestic deal (FL, CA) will begin in early April.

Raspberry supplies are improving, and pricing has eased off. Quality has been very nice out of Mexico. Expect pricing to continue to decrease as the month continues and supplies to keep improving.



CV CITRUS

Mandarin Oranges are in ample supply from both California and Morocco currently. Quality, variety, and price are all favorable for both regions. This is a great time to push or promote.

Build your **Halo Mandarin** "March Madness" Displays. FREE Halo-hoop themed Point of Sale material is available. Contact your rep.

Navel Oranges continue to show heavy surpluses of large fruit, while smaller fancy fruit is sparse for most growers. Promote large **Navels** through March.

"Vintage Sweet" Heirloom Navel Oranges will be a great item to promote for the month of March.

Cara Cara Oranges, Blood Oranges, Lemons, Meyer Lemons, Minneola Tangelos, and Gold Nugget Mandarins, are in peak season from California.

Ojai Pixie Tangerines will come into season for the week of 3/18!



CV APPLES

Mid-March begins our huge **Cosmic Crisp Apple** promotion. Connect to the theme of the total Solar Eclipse on April 8th, as a way to introduce your customers to the apple that is out of this world. Display bins, boxes, and signage is available.

NOTE: Eastern **Honeycrisp Apples** are approaching the end of the season. Bagged fruit is finishing, and premium bulk fruit is expected to completely end by April at the latest, but supplies will be in and out of stock due to sporadic packing.

Washington **Honeycrisp Apples** from controlled atmosphere storage will continue further into spring with steady availability.

Overall, Washington has a large amount of **Apples** in storage on most varieties and prices are reasonable.



CV SPECIALTY BERRIES

Driscoll's **Sweetest Batch Blackberries** and **Sweetest Batch Blueberries** from Mexico are in season. Supplies are good for late march making these high flavor packs a promotable item.

Sweetest Batch Strawberries are back in season with the 8/14 oz pack.

Peeled Golden Berries are in steady supply. Red Currants will be available sporadically.







CV LETTUCES

ALERT! In the Lettuce category, the growing region transition back north to Salinas is affecting availability. With heightened demand and reduced production as the desert season concludes, limited product availability and continued price increases are anticipated. Expect these conditions to persist throughout the majority of March.

ALERT! Romaine Hearts are particularly higher in price. Some **Packaged Salad** producers have warned of possible fill-rate challenges on **Romaine** based items.



CV CELERY

GOOD NEWS! Celery production peaks in early March, offering outstanding quality at aggressive prices, creating ideal deal opportunities. Combine with other vegetable offerings to drive overall sales.



CV BROCCOLI

Broccoli Crowns maintains a steady volume and quality throughout March, accompanied by a slight price increase early in the month.

While East Coast **Broccoli Crown** remains the primary growing region, additional supply from Mexico and the West Coast's desert regions ensures an extra volume boost.



CV DRAGON FRUIT

Yellow-skinned **Pitahaya Dragon Fruit** is promotable for March.

Red Skin Dragon Fruit will be in good supply from Ecuador for the start of March. Look to promote through March.



CV AVOCADOS

Hass Avocados remain steady in pricing despite volume being down a bit from Mexico compared to the first week of March. The size curve is weighed towards 48s, and very large sizes and smaller sizes are more limited.

Oil content and eating quality is excellent!



CV POMEGRANATES

Pomegranate Arils will be steady in supply through March. They are currently being imported from Peru.

NOTE: Pomegranates will gap for the beginning of March. Peruvian whole **Pomegranates** will be available in late March.



CV VIDALIA SWEET ONIONS

The official start date for genuine **Vidalia Sweet Onions** will be 4/17, so we should have our first **Vidalia Sweet Onions** from Georgia in stock to deliver to our customers between 4/20 and 4/22.



CV STONE FRUIT

Yellow K-Plums have finally arrived. This solid Yellow Plum with no blush is very sweet and comes wrapped in individual sleeves to protect them.

NOTE: Import **Cherries** are virtually finished, and we expect a gap until the first California **Cherries** around the last week of April. Right now, CA crop is looking great, but we still need to get through the month of March before we know for sure, as any weather event could change things quickly.



CV MELONS

NOTE: Mini Watermelons are available; however, supplies will be on the lighter side through the start of April as off-shore fruit is in a gap.

NOTE: Watermelons are limited and pricey. Offshore programs are in a big gap for about 2–3 weeks due to quality challenges and weather. Early Florida fruit will begin the last week of March with very light supplies. Expect high prices and tight supplies for the remainder of March.



CV MINI PEPPER RINGS

Mini-Mix Sweet Pepper Rings 6/8 oz, courtesy of Pero Family Farms are now available.



CV ARTICHOKES

GOOD NEWS! For March, California Jumbo Artichokes are thriving, offering numerous display opportunities. The past month has seen a surge in displays, and with consistently competitive prices, these opportunities are set to persist.

Consider adding a unique touch with **Purple** and **Baby Artichokes** to enhance your displays.



CV TOMATOES

GOOD NEWS! Due to the high volume coming from Mexico, Canada, and the USA, both Cluster and Beefsteak Tomatoes will have promotable pricing going forward for mid to late March.

Grape and **Cherry Tomatoes** are becoming more readily available.

Campari Cocktail Tomatoes are expected to improve by mid-March, offering an alternative to address pricing concerns.

NOTE: Nature Sweet Snacking Tomato items are still limited but are set to experience improved availability, marking a smoother transition into April.



CV KIWI

Green Kiwi supplies from Italy and Greece are starting to see a decline in volume. Pricing is expected to increase through the middle of March.

NOTE: Sungold Kiwi from Zespri's Italian crop is now done for the season. New crop New Zealand Sungold Kiwi will arrive in late spring.



CV IMPORT PEAR OUTLOOK

Northwest storage crop **Bartlett Pears** are expected to end for the season through the end of March. We will transition smoothly into new crop imports.

Large sizes of imported **Bartlett Pears** are more limited, so pricing is expected to be strong.

We expect to see some imported **Asian** and **Forelle Pears** toward the end of March, followed by **Bosc** and **Red Pears** sometime in April and then **Anjou Pears** in May.



CV CAULIFLOWER

GOOD NEWS! Cauliflower's market dynamics continue to fluctuate in early March. After a period of tightening, a pocket of promotional opportunities will emerge, but act swiftly as these deals are likely to disappear quickly by late March. Build impressive displays to draw attention and boost sales.



CV GRAPES

ALERT! Grapes continue to show a lack of supply, as Chile sends far less to the USA than years prior. Pricing will remain expensive while supply is tight, with large and jumbo fruit being the hardest to procure. XL will be the main size. The end of March should provide some relief to this difficult



CV CABBAGE

St. Patrick's Day is approaching, and we're anticipating good supply of high-quality **Green Cabbage** from Florida.

Connect with your rep to secure prebooks, and let's make this holiday season a success with attractive displays that draw in customers.



CV MANGOS

GOOD NEWS! Ciruli Brothers popular "Champagne" Ataulfo Mangos are now in season! Look to stock your shelves with this premium piece of fruit. These will be available in a 14-ct option in high graphic boxes.

18-ct smaller **Ataulfo Honey Mangos** will be the value play for the season.

GOOD NEWS! Round Mango volumes from Mexico continue to increase weekly. Prices will continue to drop throughout the month.









ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

MARCH 18 - APRIL 7, 2024

Ready to "spear" head your asparagus sales and watch your Brussels movement "sprout"! Four Seasons Produce has teamed up with Alpine Fresh (Hippie Organics) to bring you a display contest and promotion that is sure to drive volume and put the green into your registers. BEAUTIFUL Hippie label Asparagus is in season with OUTSTANDING quality and sales potential, and when coupled with now a customer favorite in Brussels Sprouts, you have a display surely built for success! Beautiful organic product plus razor sharp packaging is great math for great sales. Let's get creative and build some awesome displays of Hippie label Organic Asparagus and Brussels Sprouts!

CONTEST RULES

- Build an amazing display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product MUST be purchased from Four Seasons Produce.
- Must purchase at least 15 cases of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- All stores must cross merchandise at least two (2) items within your display to add color and some flair. Some great tie ins and codes are listed below.
- All displays must include Hippie Organics signage or utilize the Asparagus or Brussels Sprouts boxes to show off the Hippie brand. Point of sale can be gotten through your Sales Rep or Merchandiser.
- All displays must remain up for at least one week.
- Send all contest entries to contests@fsproduce.com by Thursday, April 11, 2024.





PRODUCT CODES

40325 - OG Hippie Asparagus 11lb 231119 - OG Hippie Brussels Sprouts 16/1lb



BUILD YOUR BASKET

Asparagus and Brussels Sprouts are great bases for building a shoppers basket, both in and out of the produce department! Tieing in the following will add color to your display and create meal suggestions and ideas for your customers!

Also, don't forget to tie in olive oil, bread crumbs, pasta, and sauce from grocery to round out an awesome looking display!

41971 - OG Potatoes Honey Gold One-Bite 12/24oz

41970 - OG Potatoes Ruby Sensations One-Bite 12/24oz

41972 - OG Potatoes Sun Medley One-Bite 12/24oz

44019 - OG Lemons FCY 115ct

44020 - OG Lemons FCY 18/2lb Bag

40802 - OG Peppers Red Import 11lb

40803 - OG Peppers Yellow Import 11lb

43381 - OG Peppers Orange Import 11lb

40788 - OG Peppers Mini Mix Sweet 12/1lb

40964 - OG Garlic Colossal 30lb

CONTEST PRIZES



Top six (6) displays will receive a \$150 gift card. Displays will be judged on creativity, overall eye appeal, and use of Hippie Organics signage.



Every qualifying entry will receive a cool Hippie Organics t-shirt!











COSMIC CRISP APPLE PROMOTION MARCH 11 - APRIL 8, 2024

TO INFINITY AND BEYOND!

Four Seasons Produce has partnered with Stemilt and their World Famous Fruit to bring you an "out of this world" promotion that is sure to send your apple sales into orbit! The Cosmic Crisp has quickly become a household favorite and the marketing centered around this apple over the past couple of years is second to none. It has a great flavor profile, tremendous crunch and is overall just a picture perfect looking piece of fruit. A definite show stopper for sure!





As we head towards the solar eclipse on Monday April 8, 2024, let's take this opportunity to send your customers taste buds into outer space, and create some "sun"-sational excitement for the Cosmic Crisp apple!



COSMIC CRISP CODES:

Conventional

- 221614 CV Apples Cosmic Crisp 72/88ct 40lb
- 230228 CV Apples Cosmic Crisp 12/2lb pouch

Organic

- 233983 OG Apples Cosmic Crisp 72/88ct 40lb
- 230244 OG Apples Cosmic Crisp 12/2lb pouch

Display Boxes

- 229657 Cosmic Euro Display Box 1ct
- 229658 Cosmic Tray Pack Box 1ct



POS signage will be available through your Four Seasons sales rep or merchandiser.

For more information on Cosmic Crisp, as well as some super cool recipe ideas, please visit:

https://cosmiccrisp.com

For pricing information, as well as display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser and plan a display build and promotion sure to be seen from across the galaxy.

Keep it fun and keep it fresh!







Sunkist Four Seasons



SUNKIST CITRUS DISPLAY CONTEST

FEBRUARY 26 - MARCH 31, 2024

March Madness is already upon us, and this time, we aren't talking about a basketball tournament! We are talking Sunkist Citrus and our annual Sunkist Display Contest! Four Seasons Produce has partnered with Sunkist Citrus for the 7th straight year to offer a chance to win some SWEET prizes, show off your creative flair, and boost your sales in the citrus category. This year's citrus quality has been nothing short of outstanding, and the forecast for March will be no different. As the cold weather warms up (hopefully), let's sizzle up the sales floors with Sunkist Citrus, grow your sales and profits, and delight your customers with the many varieties and flavor profiles the citrus category has to offer.

DISPLAY CONTEST CRITERIA:

- Build an AWESOME display of Sunkist Citrus in your produce department. All fruit MUST be purchased from Four Seasons Produce.
- All displays must include at least four (4) varieties of citrus in it. Codes are listed on page two.
- Must purchase at least 12 cases of citrus during the contest period time. This can be a combination of all varieties.
- All displays must highlight the Sunkist brand, using the high graphic bins, POS signage, or display cartons. Point of sale materials will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a minimum of one week.
- Send all display contest photos to contests@fsproduce.com by Thursday, April 4, 2024.



CATEGORIES:

MOST CREATIVE DISPLAY

BEST SMALL STORE DISPLAY (4 REGISTERS OR LESS)

BEST ALL ORGANIC DISPLAY

DISPLAY CONTEST PRIZES:

CHOOSE your prize!

The Top 3 Winners in each category will get a chance to choose their prize.

CHOOSE FROM:

- Grill
- Yeti Cooler
- Breville Juicer
- Apple or Samsung Smart Watch
- Camping Package (tent, sleeping bag, chair, backpack)



NATIONAL SUNKIST DAY:

Friday, March 1, 2024 is National Sunkist Citrus Day! Special prize for the best Sunkist Citrus Day Promotion will win an authentic Vintage Sunkist Crate.



Sunkist



SPLAY CONTEST

MARCH 31, 2024



POINT OF SALE DISPLAY BIN CODES:

- 32250 POS Display Blood Bin CV Sunkist Rectangle
- 32247 POS Display Blood Bin CV Sunkist Square
- 32246 POS Display Cara Bin CV Sunkist Square
- 32244 POS Display Cara Bin CV Sunkist Rectangle
- 227240 POS Display Meyer Bin CV Sunkist Rectangle
- 32243 POS Display Meyer Bin CV Sunkist Square
- 223541 POS Display Bin Multi Variety CV Sunkist Square
- 223671 POS Display Bin Lemon CV Sunkist Square
- 223679 POS Display Bin Multi Variety OG Sunkist Square
- 218196 POS Display Bin Multi Variety OG Sunkist Rectangle
 14214 CV Minneola 80ct
- 218197 POS Display Bin Multi Variety CV Sunkist Rectangle 14345 CV Minneola 12/3lb bag

PRODUCT CODES:

Grapefruit

12211 CV Red Grapefruit 40ct

Lemons

- 13005 CV Lemons 95ct Fancy
- 13080 CV Lemons 95ct Choice
- 13085 CV Lemons 115ct Choice
- 13040 CV Lemons 18/2lb bags
- 13053 CV Meyer Lemons 18/11b bags
- 44057 OG Lemons 95ct/115ct Fancy
- 44020 OG Lemons 18/2lb bag

Navel Oranges

- 13563 CV Navel Orange 56ct
- 13565 CV Navel Orange 72ct
- 13615 CV Navel Orange 10/4lb bags
- 44121 OG Navel Orange 56ct
- 44099 OG Navel Orange 10/4lb bag

Cara Cara

- 13818 CV Cara Cara Orange 56ct
- 13774 CV Cara Cara Orange 12/3lb bag
- 43571 OG Cara Cara Orange 56ct
- 234488 OG Cara Cara Orange 12/3lb bag

Blood Orange

- 14105 CV Blood Orange 36ct/72size
- 13912 CV Blood Orange 18/2lb bag

Minneolas







TOP SELLING CRAFT PICKLE

Made with only garden-fresh ingredients

| BIGGEST GROWTH RFG PICKLE

Bringing the most new \$ to the RFG pickle

NEW BUYER RETURN
RATE

Return rate of new category shoppers is nearly 2x+ other craft brands

cold, crunchy, and insanely fresh #[

MOST VALUABLE BUYERS

Highest basket ring and most \$ spent on complimentary products

MOST MAGNETIC BRAND

A single Grillo's facing is 2x as likely to convert a new buyer





238578



238577



238583



238579



238580



238581



238582

	CODE	DESCRIPTION	PK/SZ
NEW!	238578	CV Pickles Chips Bread&Butter	6/16 oz Grillo's Pickles
NEW!	238577	CV Pickles Chips Italian Dill	6/16 oz Grillo's Pickles
NEW!	238583	CV Pickles Chips Thickle	6/25 oz Grillo's Pickles
NEW!	238579	CV Pickles Sandwich Ital Dill	6/16 oz Grillo's Pickles
NEW!	238580	CV Pickles Spears Italian Dill	6/32 oz Grillo's Pickles
NEW!	238581	CV Pickles Spears Italian Hot	6/32 oz Grillo's Pickles
NEW!	238582	CV Pickles Whole Half Sour	6/32 oz Grillo's Pickles

DELIVERY STARTING 2/26!







SUNJA'S **NEW AT FOUR SEASONS**



















KALE KIMCHI







Gluten Free



Vegan/Raw



Probiotic



Vermont Made

DESCRIPTION CODE

238241	CV Kimchi Spicy Medium
238257	CV Kimchi White Mild
238344	OG Kimchi Beets & Cabbage
238261	OG Kimchi Cucumber
238259	OG Kimchi Kale
238260	OG Kimchi Napa

PK/SZ

12/16 oz Sunja's Oriental
12/16 oz Sunja's Oriental
12/16 oz Sunja's Oriental
5/16 oz Sunja's Oriental
5/16 oz Sunja's Oriental
5/16 oz Sunja's Oriental

AVAILABLE NOW!







