

JANUARY 3 - JANUARY 9, 2025

PEAK SEASON ORGANIC ENVY APPLES



GOOD NEWS! Organic Envy Apples are in peak season supply and quality, and are ready for premium snacking apple promotion this January. Envy are a special cross between **Braeburn** and **Royal Gala** varieties that presents excellent red color, familiar aroma, and pleasing sweet taste and crunch.

Four Seasons is pleased to offer **Organic Envy Apple Promo** and **Display Contest** is ready to boost sales in January (see page 8 for details). Build prominent displays for increased sales with this on-trend, delicious apple, and for a chance to win prizes.

Most **Organic Apples** are in good supply to start 2025 including varieties like **Cosmic Crisp**, **Fuji**, **Gala**, **Lady Alice**, **Opal**, **Pink Lady**, **Rockit**, **SugarBee**, and **Sweetango**.

NOTE: Organic **Granny Smith** and **Honeycrisp Apples** remain more limited due to lighter yields with strong, rising pricing. **TIP:** **Organic Cosmic Crisp Apples**, (which have **Honeycrisp** parentage) are in great supply and thus recommended to replace **Organic Honeycrisp** in promotions this winter, while also increasing display size of **Organic Cosmic Crisp Apple** sets.



OG CITRUS

GOOD NEWS! It is a great time to promote **Organic Mandarins** from California. Excellent supply, great flavor, and strong quality is here.

GOOD NEWS! **Organic Navel Orange** pricing will continue to slowly decrease as harvest supply ramps up.

Organic Cara Cara and **Blood Orange** harvests are improving and the supply chain is filling on these specialty oranges for January.

Organic Grapefruit are in decent supply on all sizes right now out of Mexico and California.

Ask your rep about seasonal "Buck Brand" **Organic Specialty Citrus** offerings for early January.



OG LETTUCE

GOOD NEWS! East Coast **Organic Lettuce** from Lady Moon is in peak availability from Florida. **Organic Green Leaf** and **Red Leaf** supplies are strong, with favorable pricing.

GOOD NEWS! **Organic Romaine Lettuce** is yielding excellent volumes and has promotable costs in January.

Lady Moon Farms is also shipping moderate volumes of their packaged **Organic Romaine Hearts** line from Florida. Fresh, premium stuff.

From California, both **Organic Iceberg Lettuce** and **Romaine Hearts** are readily available with aggressive pricing. January is an excellent month to promote **Organic Lettuce**.



OG BERRIES

Organic Blueberry pricing will begin increasing as the Peruvian supplies begin to slow down. **Organic Blueberries** will remain available and the most promotable of organic berries, but the peak of the Peruvian season is now over, and supplies are slowing down. Quality remains excellent.

Organic Blackberries continue to be available out of Mexico. Supplies and pricing are steady, and quality remains excellent. There is a major price-spread between Driscoll's and other brands.

NOTE: **Organic Raspberries** continue to be available out of Mexico. Pricing continues to be high as availability remains limited and is expected to remain limited. Harvests continue to fall short of projections.

ALERT! **Organic Strawberries** remain limited out of Mexico and Baja, with high pricing. Baja production has helped with supplies as Central Mexico production remains limited. Florida production has paused and will be another few weeks before new harvests are expected again.



OG AVOCADOS

NOTE: Organic Hass Avocado import volumes took a huge dip, as many Mexican growers took time off for the holidays. 48 and 60 ct sizing will be limited for the start of January as the supply chain tries to recover with fruit. Pricing is on the high side.

Equal Exchange Fair Trade **Organic Hass Avocados** are gapping and will be returning to stock for mid-January in limited supplies.



OG BRUSSELS SPROUTS

NOTE: Organic Brussels Sprouts remain limited in early January; however, production from California is available in small quantities, and Mexican production is expected to begin in early to mid-January. Costs are expected to remain elevated for most of the month before improving with increased volume mid-month.



OG BEANS

GOOD NEWS! Organic Green Beans from Mexico are plentiful and Fair Trade Certified, adding an ethical choice to your offerings.

Organic French Beans 10/1 lb are back in steady supply for January.



OG GRAPES

Organic Grape supplies are in good shape; however, prices are high, and pack sizing is fluctuating between 16 lb and 18 lb boxes.

Organic Red (Sweet Celebrations) and **Green Grapes** (Sweet Globes) from Peru are available.



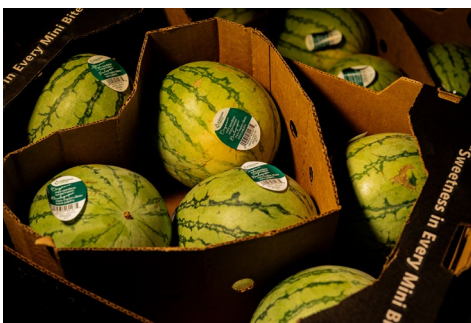
OG CUCUMBERS

GOOD NEWS! Organic Cucumbers are in great supply for January from Mexico, allowing for healthy eating promos this month!



OG CELERY

ALERT! Organic Celery is extremely limited during early January. While quality has remained decent, reduced volumes have led to drastic cost increases. These elevated prices are expected to persist throughout January.



OG WATERMELON

Organic Mini Watermelons continue to be available out of Mexico. Quality has been excellent, and supplies are steady.

NOTE: Organic Cantaloupe and **Honeydew** are out of season and will gap until Mexico starts Spring production.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli and **Cauliflower** from Southern California and Arizona are readily available, with prices easing down weekly as production increases.

Outstanding quality, aggressive costs, and consistent availability create the perfect recipe for promotions on both items throughout January, particularly on **Organic Broccoli**.



OG KIWI

Organic Kiwi will be steady at the start January. Italian fruit will be available in a volume-filled option.

Homegrown Organics **Organic Mammoth Kiwi** 1 lb clamshells will be a beautiful **Organic Green Kiwi** package option from California.

Organic SunGold Kiwi from Zespri's Italian crop is now available in steady supplies in an 8/1lb clamshell option.



OG MANGOS

A gap in container arrivals is affecting **Organic Mangos** from Peru to start the new year. Sizing is larger. 10 and 12 ct options with a gap until the week of January 12th. 9 ct fruit is the main size option for early January.



OG PINEAPPLES

Organic Pineapples are in good supply in 7 and 8 ct sizing. While 6 ct are in light supply or out for early January.



OG COCONUT CHUNKS

Organic Coconut Chunks from Genuine Coconut have been a popular item over the past few years, and now Four Seasons will begin stocking **Organic Vanilla Flavored Coconut Chunks** as well from Genuine Coconut. Consider promoting these for January healthy eating.



OG ONIONS

NEW: Starting around the week of January 12, FSP will be switching to Peri & Son's "Earthbag" compostable and biodegradable packaging for **Organic Yellow** and 3lb **Red Onion** bags.

Onions are showing nice quality and supply overall, though **Organic Red Onions** are inching up in price at this point in the season.



OG CABBAGE

GOOD NEWS! Lady Moon Farms has abundant supply of **Organic Green Cabbage** with exceptional quality from their Florida farm for January promotion.



OG TOMATOES

GOOD NEWS! **Organic Cluster Tomatoes** are available in January from Mexico and Canada. Volumes are promotable, and costs reflect the improved availability. These **Organic Tomatoes** are ideal for promotion in early January.

Organic Beefsteak Tomatoes remain available but are less promotable. Production and costs are average for January, though quality continues to be strong.

OTHER STORIES

GOOD NEWS! **Organic Royal Star Papayas** are in good supply to start January from Mexico. The quality has been nice.

ALERT! **Organic Pomegranate Arils** are now done for the season. The import **Organic Pomegranate Aril** season is expected to start sometime in February.

NOTE: **Organic Fuyu Persimmons** are now done for the season.

Organic Root Vegetable bulk packs are at their peak, with outstanding quality coming from growers in Wisconsin and Vermont, ensuring a stable market.

Cal-O **Organic Bunched Carrots** are boasting robust availability, ideal for January healthy eating demand.

CONVENTIONAL MARKET NEWS

JANUARY 3 - JANUARY 9, 2025

PROMOTABLE BLUEBERRIES FOR JANUARY



GOOD NEWS! Blueberries remain promotable as Peruvian and Chilean imports continue to arrive. Quality has been excellent from both regions. Harvests from Mexico are beginning to increase as well, leading to promotable markets from all regions.

12/1 pt and 12/18 oz Blueberries are priced aggressively to hit attractive retails for January, and the fruit has been eating excellent.

Driscoll's "Sweetest Batch" Blueberries continue to be promotable out of Peru. Pricing is aggressive for this premium pack, and the fruit has been eating outstanding!



CV TOMATOES

GOOD NEWS! Grape, Cherry, and Medley Snacking Tomatoes are in good availability from Florida in early January. Price drops have followed this better production. Expect outstanding quality and availability throughout January.

Vine Ripe Round Tomatoes (25 lb and 20 lb 2-layer) are experiencing improvements in production daily. Improved prices and outstanding quality from Florida will be seen in early January, while Mexican production is beginning to ramp up during this time too. Expect excellent quality and continued price improvements throughout January.

NOTE: Cluster and Beefsteak Tomatoes remain elevated in cost as production remains limited in January. Quality remains favorable, but limited availability and elevated costs are expected to continue into mid-to-late January before improvements are seen.



CV CITRUS

GOOD NEWS!

California will transition into "Tango" Mandarins in early January on the Halo brand, and quality will remain outstanding.

Value options are available on imported Mandarins from Chile and Morocco.

There are great supplies of Navel Oranges out of California with outstanding quality. Promote all sizes and bags!

Available right now are SUMO Citrus Dekopons, Pummelos, Stem & Leaf Mandarins, Heirloom Navels, Cara Cara Oranges, Blood Oranges, and Autumn Honey Tangerines.

NOTE: Noble's Florida Juicy Crunch Tangerine program has been delayed from mid-January.



CV BERRIES

GOOD NEWS! Florida Strawberries are available on spot buys in early January. Pricing to start the week of 1/6 will be promotable due to slower demand and increased harvests over the holidays. But act fast...

NOTE: Rain is expected early in January, followed by a cold front to hit the Florida growing region. Strawberry volumes will decrease very quickly once the weather hits, driving pricing to rise back up and supplies to be tight again. Mexico harvests will continue to be steady, with pricing increasing.

Blackberries will be fairly promotable out of Mexico. Harvests continue to be strong with aggressive pricing. Quality has been excellent.

Raspberry volumes will begin to slow down out of Mexico due to harvest cycles. Expect pricing to increase back to more normal winter levels as availability tightens up. Quality has been good.



CV KIWI

Zespri's Italian **SunGold Kiwi** crop is available in clamshells in steady supply.

Green Kiwi will be in good supply to start the year from Italy and Greece. 1lb and 2 lb clamshells, as well as a bulk option on the European fruit, will be available.



CV AVOCADOS

NOTE: With many Mexican growers taking multiple days off for the holidays over the end of 2024, supplies will be tighter on all sizes of **Hass Avocados** for the start of January. Prices are elevated.



CV LETTUCE

GOOD NEWS! The **Lettuce** category is very promotable in early January, just in time for healthy eating season in the New Year.

Iceberg and **Romaine Hearts** are quite plentiful, and quality is outstanding. Expand displays to help drive additional sales.

Leaf Lettuce and **Romaine** are readily available at promotable costs too.



CV CELERY

NOTE: **Celery** from the West Coast continues to be limited, and pricing remains elevated. However, quality has been strong during these periods of lighter supply. Similar conditions are expected to persist into late January.



CV BUNCH GREENS

Little Bear's **Bunch Greens** are in good shape to kick off the New Year, including **Dandelion Greens, Kale, and Spinach** from Texas, all offering superb quality and strong availability.



CV GRAPES

NOTE: Import **Grape** supplies remain tight for the first few weeks of January. Peru and Chile will provide relief later in the month, though expect elevated prices for the remainder of January.



CV SNACKING TOMATOES

NOTE: Due to limited harvests during the holidays in Mexico and logistics, NatureSweet **Snacking Tomato** lines will be in light to sporadic supply for the first part of January until they can refill their supply chain.



CV MANGOS

GOOD NEWS! **Mangos** remain promotable and in good supply from Peru to start the New Year. Ecuador and Brazil have finished their season, so Peru will be the source of fruit for most of January.



CV CUCUMBERS

GOOD NEWS! Greenhouse **Euro Seedless Cucumbers** and **Mini Seedless Cucumbers** are in promotable supply with affordable pricing for early January.



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! Broccoli and Cauliflower from the desert growing regions of Southern California and Arizona are yielding excellent volume in early January.

Additionally, Florida production is ramping up for both Broccoli and Cauliflower in January. As both regions are going strong with production, expect promotable pricing and excellent availability. Promote these items side-by-side to drive additional sales.



CV GREEN BELLS PEPPERS

Prices are finally easing down in early January as more Green Bell Pepper supply arrives from Mexico.



CV MELONS

ALERT! Record-high prices, weather events in central American country growing regions, vessel delays, lack of containers, and decreased production are all causing limited supply on imported Cantaloupes and Honeydew.

ALERT! Expect these expensive prices and supply gaps on Cantaloupes and Honeydews through January.



CV BRUSSELS SPROUTS

Brussels Sprouts availability has improved in early January. Expect continued price improvements in January.



CV GREEN BEANS

GOOD NEWS! To start off the year, Green Beans from Georgia are thriving, with an abundant supply and excellent quality.



CV DRAGON FRUIT

White Flesh Dragon Fruit will be in good supply to start the New Year. Yellow Pitahaya will also be available.



CV ARTICHOKEs

GOOD NEWS! Artichokes from California are becoming more promotable in January and that will carry into February. As production ramps up, larger-size Artichokes will be most prevalent.

After months of limited volume and expensive prices, enlarge displays and take advantage of advantageous pricing to drive extra volume.



CV FIGS

Black Mission Figs from Mexico are available in 12/8oz Clamshells for the beginning of January.



CV PINEAPPLE

NOTE: Pineapple supplies are tight to start January. Customers may need to flex on available sizing from day to day to stay in stock. Larger sizing (6ct, 5ct) is most limited.

Del Monte PinkGlow Pineapple are available.

ORGANIC CUTIES AND CV VINTAGE SWEETS NAVEL DISPLAY CONTEST

DECEMBER 23, 2024 - JANUARY 12, 2025



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 AMAZING prizes. OG Cuties Mandarins and CV Vintage Sweets Navels are two high volume driving SKU's in the citrus category and perfect for promotion in December and early January. Four Seasons Produce will have high graphic display bins and boxes to help you make a statement with your displays. This is a perfect opportunity to build an eye catching and seasonal display with two incredibly popular pieces of fruit.

DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of Organic Cuties Mandarins 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 **must highlight the Cuties or Vintage Sweets Navel branding** in your displays, using the high graphic display bins or boxes. See POS code information below.
- All displays must remain up for a **minimum of one week**.
- Send all display contest pictures to contests@fsproduce.com by **Thursday, January 16, 2025**



DISPLAY CONTEST CODES:



- 12169—CV 10/3lb Vintage Sweets Navel
- 12165—POS Vintage Sweets Display Bins
- 234480—POS Vintage Sweets Display Box
- 223189—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)

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

Prizes:

- Apple or Galaxy Smartwatch
- New Golf Driver (Titleist or Callaway)
- YETI Cooler
- Blackstone grill
- 55" TV
- Mountain Bike



Categories:

- Best Organic Cuties Display
 - Best Vintage Sweets Navel Display
 - Best Small Store Display (3 registers or less)
- 3 honorable mention winners in each category will receive a \$100 Amazon Gift Card!

For more information on Sun Pacific, please visit www.sunpacific.com

So let's 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.



PHONE: 1.800.422.8384

| www.fsproduce.com





Envy Apple Display Contest

January 6 - February 2, 2025

MAKE YOUR COMPETITION "RED" WITH ENVY...

Four Seasons Produce has teamed up with Envy Apple and The Oppenheimer Group to bring you a display contest sure to make your competition ENVY-ous. Beautiful conventional and organic Envy Apples are ready to promote and make some sweet displays with! High graphic bins and great point of sale materials are available to build some super attractive and creative displays.

DISPLAY CONTEST CRITERIA:

- **ALL fruit MUST be purchased from Four Seasons Produce** in order to qualify. Your display may contain other apples in it to add some color, but will need to be at least **75% Envy Apples**.
- Must purchase a total of **8 cases of apples** during the contest period in order to qualify for entry. This can be a combination of CV or OG fruit, both bulk and pouch bags.
- **Must use Envy Apple display bins/boxes OR Envy POS signage in/on your displays.** We also have some sweet Envy Display Banners that are available! Talk with your Four Seasons Sales Rep or Merchandiser for info on how to grab one of these.
- All Envy displays must remain up for a **minimum of one week**.
- Send all contest photos to contests@fsproduce.com by **Thursday, February 6, 2025**.



ENVY APPLE PRODUCT CODES:

- 238137 - CV Envy 12/2lb pouch
- 6076 - CV Envy 45/55ct 27lb Euro
- 238035 - OG Envy 12/2lb pouch
- 42089 - OG Envy 45/55ct 27lb Euro
- 23377 - POS Envy Display Bins
- 229828 - POS OG Envy Display boxes (brown box)
- 242584 - POS CV Envy Display Boxes (red box)



Really sharp Envy Apple tote bags will be available as well. Please ask your Four Seasons Sales Rep or Merchandiser for detail on how to get some.

For additional Envy Apple information, click on the link below:
[The Ultimate Apple Experience | Envy Apple](#)

For more information or display tips and ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser.



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Envy Apple Display Contest

January 6 - February 2, 2025

DISPLAY CONTEST PRIZES: (Amazon Gift Cards)

GRAND PRIZE:

\$500



MOST CREATIVE DISPLAY:

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

LARGEST DISPLAY:

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

BEST SMALL STORE DISPLAY:

(3 registers or less)

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

There will be **ONE** Honorable mention in each of the four categories above receiving a Produce Department Pizza Party!

BEST YOY SALES INCREASE:

(In store scan data will be needed in order to be considered to win)

\$100

BEST YOY UNIT INCREASE:

(In store scan data will be needed in order to be considered to win)

\$100

Everyone is a winner! Every qualified entry will receive an Envy Apple/Four Seasons Produce pair of scissors and pen! Check it out!



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

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

For more information or display tips and ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser.



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envy™



THE ULTIMATE APPLE EXPERIENCE

TASTE • CRUNCH • AROMA • APPEARANCE



ONE APPLE HAS IT ALL

BITE & BELIEVE

Envy™ was born using natural plant-breeding methods, crossing between Braeburn with Royal Gala apples, we have taken full advantage of the best nature has to offer. The result is pure bliss, heightened enjoyment like no other.

ENVY IS THE ULTIMATE APPLE EXPERIENCE

There are people who simply accept what life offers up and then there are those who seek more.

Envy™ shows that you choose to make each moment supremely delightful and that you know the difference between ordinary and extraordinary

Envy™ is an invitation to enjoy a small moment to savour and raise your expectations of what an apple can be.

Whatever you are doing right now, Envy™ apple makes the experience so much more memorable and remarkable for you and the ones you love.

THE ULTIMATE APPLE



Envy™ emerged as the most preferred apple, favored for its **taste, texture and appearance.***

*Source: Forward research April 2019



envyapple.com



Homegrown Organic Farms Organic Citrus Display Contest January 13 - February 2, 2025

ORGANIC CITRUS EXTRAVAGANZA!

Four Seasons Produce has partnered with Homegrown Organic Farms to bring you a display contest sure to brighten up your produce department. Beautiful, bright, and vibrant Organic Citrus, grown by our amazing partner at Homegrown Organic Farms, is primed and ready for some promotions. Help your customers beat the winter blues by adding a display as bright as the sun on your department floors!



DISPLAY CONTEST CRITERIA:

- Build a display of Organic Citrus using Homegrown Organic Farms' amazing fruit! **ALL fruit MUST be purchased from Four Seasons Produce** in order to qualify.
- Displays **MUST contain at least 4 varieties** in your displays. These can be a combination of bulk and bagged fruit.
- Displays **must have Homegrown Organic Farms/EFI signage** in them OR use the **HGO boxes** in your displays. Get your point of sale signage from your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of one week**.
- Send all contest pictures to contests@fsproduce.com by **February 6, 2025**.

DISPLAY CONTEST CODES:

- 43994 - OG Grapefruit Red/Pink FCY 40 ct
- 43978 - OG Grapefruit Red/Pink FCY 10/4 lb bag
- 44019 - OG Lemons FCY 115 ct
- 44020 - OG Lemons FCY 18/2 lb Bag
- 44503 - OG Mandarins 15/2 lb Bagged
- 44125 - OG Oranges Blood 72/113 sz 1/2 carton
- 43571 - OG Oranges Cara Cara CA 56 ct
- 234488 - OG Oranges Cara Cara 12/3 lb
- 44121 - OG Oranges Navel CA FCY 56 ct
- 44100 - OG Oranges Navel CA FCY 88 ct
- 44099 - OG Oranges Navel CA 10/4 lb Bag
- 44249 - OG Pummelos USA 12-18 ct
- 232602 - Homegrown Organic Farms citrus display box

DISPLAY CONTEST PRIZES:

CATEGORIES:

The **top 2 stores** from each of the following categories will receive their choice of prizes (see list to right):

- Largest Display
- Most Creative
- Best Small Store Display (3 registers or less)

PRIZES:

- Yeti Cooler
- AirPods Pro
- Blackstone Grill
- Solo Stove
- Ninja Creami Deluxe



HONORABLE MENTION:

There will be an **honorable mention** in each category with a \$75 Amazon gift card.

ENTRY PRIZE:

Each qualified entry will receive a **Homegrown Organic Farms beanie** just for entering!



For more information on Homegrown Organic Farms, please visit www.hgofarms.com.

For Citrus merchandising tips and contest info, please contact your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



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sumo
CITRUS®



**ENORMOUSLY
DELICIOUS®**

THERE'S ONLY ONE SUMO CITRUS. HERE'S WHY:



SUPER-SWEET



ENORMOUS



**EASY-TO-
PEEL**



NO MESS



SEEDLESS

Bursting with juicy sweetness, Sumo Citrus is one of the world's largest and sweetest mandarins. Distinguished for its Top Knot and uneven skin, this rare seedless hybrid variety delivers the ultimate citrus experience: incredibly sweet and easy-to-peel, without the mess! Born in Japan and raised in California, Sumo Citrus is grown with care by our passionate, expert growers. Each Sumo Citrus tree is pruned and harvested by hand, which means we hold this notoriously difficult-to-grow fruit to high standards so only the best are called Sumo Citrus.

CODE	DESCRIPTION	PK/SZ
227060	CV Oranges Sumo Citrus 25ct	18lb
234095	CV Oranges Sumo Citrus	12/2lb
223548	POS Display Bin	1 ea



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BACK IN SEASON!



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