



# ORGANIC MARKET NEWS



JANUARY 17 - JANUARY 23, 2025

## PEAK SEASON ORGANIC CITRUS



**GOOD NEWS!** **Organic Navel Oranges** are showing strong quality and good supply from California, with markets gradually easing. Time to promote!

**Organic Heirloom Navel Oranges** are in stock in Classic Harvest 12/3lb bags and Buck brand bulk cases for winter promotion. This tree-ripe fruit from old-line root stock shows excellent sugars and classic Navel Orange flavor.

**Organic Blood Oranges** are in season and selling well. Pink-flesh **Organic Cara Cara Oranges** are also in peak season from California with bulk and bag options to promote. California **Organic Lemons, Grapefruit, and Pummelo** are in steady supply.

**NOTE:** **Organic Mandarin Oranges** face quality challenges (puffy skin) during the transition from **Organic "Clementines"** to **"Tangos"** in California, with improvement expected by the end of January. **Organic Satsuma Mandarins** are finished for the season.

Buck brand California **Organic Specialty Citrus** available for late January in small lot volumes: **OG Buddha Hand, OG Centennial Kumquats, OG Seedless Lemons, OG Meyer Lemons, OG T'Orange Lemons, OG Cara Cara Oranges, and OG Mango Valencia Oranges.**



### OG TROPICALS

**Organic Yellow Skinned Pitahaya Dragon Fruit** will be available during late January. This sweet, juicy variety is ideal for promotion!

Florida-grown **Organic Turmeric** is back in season from Phoenix Rising, featuring premium red-skin varieties and exceptional quality.

**Organic Passion Fruit** and **Kiwano Melons** will be available in limited quantities from California mid-January.

**Organic Pineapples** are available in 6, 7, and 8-count sizes, with nice volumes.

**GOOD NEWS!** **Organic Royal Star Papayas** from Mexico are in good supply, with consistently good quality.



### OG LETTUCE

January is an ideal time to highlight the **Organic Lettuce** category.

**GOOD NEWS!** Lady Moon Farms **Organic Lettuce** from Florida continues to perform exceptionally well, with **Organic Red** and **Green Leaf Lettuce** and **Organic Romaine** plentiful and affordably priced.

Retailers can enhance sales by promoting these items, expanding displays, or setting up secondary displays to increase visibility.

East coast **Organic Romaine Hearts** from Lady Moon Farms are also performing well, while California-grown **Organic Iceberg Lettuce** and **Romaine Hearts** offer affordable and widely available options.



### OG BERRIES

**Organic Blackberry** production is recovering as weather conditions improve. Despite prior challenges from rain and cold temperatures, overall quality remains excellent with firm fruit.

**NOTE:** **Organic Strawberry** production is improving in Central Mexico and Baja, but overall availability remains light with expensive prices. Quality is good, with firm fruit, and markets are expected to stabilize until mid-to-late February when Baja production peaks.

**Organic Blueberry** prices continue to rise as Peruvian production declines. Chilean imports are arriving slowly, with a peak anticipated in early February. Week 6, 7, 8 promos could be ideal.

**ALERT!** **Organic Raspberries** are extremely limited due to light harvests in Central Mexico caused by weather and crop cycles. Shortages are expected to persist until mid-to-late February.



### OG AVOCADOS

**ALERT!** Organic Hass Avocados are in extremely short supply for January, with limited availability across sizes. Pricing is high, and retailers should remain flexible to ensure inventory. Equal Exchange Fair Trade Organic Hass Avocados are back in stock but remain very limited.

**ALERT!** Unexpected pest findings have halted importing production from certain regions in Mexico, further exaggerating the supply issues.



### OG BRUSSELS SPROUTS

Mid-January marked the start of small-scale production of Mexican Organic Brussels Sprouts. Prices are fair, and quality is great, with production anticipated to increase as the month progresses.

Bagged product will not be available until late winter, early Spring.



### OG CUCUMBERS

**GOOD NEWS!** Organic Cucumbers are abundant, with Mexican growers continuing to move load volumes. These will be promotable through January!



### OG GRAPES

Import Organic Grapes, both Red and Green, are in solid supply, but **NOTE:** with elevated pricing.



### OG LADY MOON PEPPERS

**GOOD NEWS!** Florida Organic Green Bell Peppers from Lady Moon Farms continues to have great quality and supply.

There is also Florida Lady Moon availability for Organic Jalapenos, Eggplant, Shishito Bagged Peppers, and Bagged Mini Mix Sweet Peppers.



### OG CELERY

**NOTE:** By mid-January, Organic Celery availability is gradually improving, but elevated prices are expected to persist through the month as the supply chain refills.



### OG COLOR BELL PEPPERS

Organic Color Bell Pepper production in Mexico is increasing, accompanied by better prices and higher volumes, expected to peak in late January and early February.

Israeli Organic Color Bell Peppers maintain consistent supply and exceptional quality.



### OG SQUASH

**ALERT!** Organic Green and Yellow Squash is being impacted by the cold weather in Florida and Mexico. There are no supplies from Florida, resulting in increased demand from Mexico and some quality and availability issues. Prices are spiking up.



### OG KIWI

**GOOD NEWS!** Bulk Organic Kiwi remains steady, with Italian varieties offering good volume and Homegrown Organics Organic Mammoth Kiwi clamshells from California feature attractive pricing in mid-January.

**NOTE:** Organic Sungold Kiwi supplies from Zespri's Italian crop are becoming limited and are expected to run out by the end of January.



### OG MANGOS

**Organic Mangos** are steady in mid-January.

**OUTLOOK:** **Organic Mangos** will tighten significantly as Peruvian production winds down and until Mexican production ramps up. Supplies of large and mid-sized fruit are limited.



### OG HARD SQUASH

**Organic Acorn Squash** is in a transitional phase, leading to limited supply and a price increase. This tight supply is expected to persist through most of the remainder of January.

**Organic Kabocha Squash** prices have risen due to a slight gap in supply.

**Organic Spaghetti Squash** prices are also up, while **Organic Butternut** and **Delicata** remain stable with no shortages or price increases.



### OG ENDIVE

California **Organic White Endive** is in good supply. The 6/3ct tray packs (code 42329) are selling well, and in mid-January a 10lb bulk option (code 42347) will be available as well.



### OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Organic Cauliflower** and **Broccoli** from Arizona and Southern California are abundant in January. Prices began to stabilize mid-month after a series of price cuts driven by increased production.

Due to their exceptional quality, affordability, and steady availability, these items are prime candidates for promotions.

**Organic Cauliflower** prices are expected to rise closer to February, so promotional opportunities should be seized in late January while available.



### OG CABBAGE

Florida **Organic Green Cabbage** from Lady Moon Farms is in peak season with excellent quality.

**Organic Red Cabbage** supplies are improving as California crops reach maturity, to supplement what is being harvested at Lady Moon Farms in Florida.



### OG TOMATOES

**Organic Grape, Cherry, and Medley Cherry Tomatoes** are coming into better supply in Florida from Lady Moon Farms and Sunripe, plus from Wholesum out West. Covilli Fair Trade **Organic Heirloom Tomatoes** are coming into season from their winter Mexican production.

**NOTE:** **Organic Cluster Tomatoes** from Mexico and Canada are available in January, though volumes are beginning to decline mid-January.

**ALERT!** **Organic Beefsteak Tomatoes** are becoming increasingly scarce, with some shippers experiencing complete production gaps. Expect pro-rate and occasional out-of-stock until harvests improve.

**ALERT!** **Organic Mini Aper Cherry-on-the-Vine** and **Apero Cocktail Tomatoes** are in a harvest gap at Savoura in Quebec during late January.

## OTHER STORIES

**ALERT!** There is an industry wide **Organic Herb** shortage on **Organic Tarragon, Thyme, Chives, Oregano, and Lemon Grass** in January, causing out-of-stocks and poor fill-rates on retail packs due to production issues this winter.

**Organic Mini Watermelons** remain available from Mexico, with excellent quality.

**NOTE:** **Organic Asparagus** has seen rising prices but is expected to stabilize by the end of January, with volume improvements anticipated by mid-February.

**Organic Root Vegetables** are performing well, with stable supplies and good quality.

**Organic Bunched Dill** supply has returned with reliable quality.

**Organic Snap Peas** from Mexico will come into season to arrive near the end of January, and should be in abundance for the next few months.

**Organic Chards** are arriving in good condition after resolving previous aphid issues.

# New Year, New Packaging!



**We heard you loud and clear, and we agree.**

Part of our commitment to sustainability needs to include our packaging, so we're making some updates.

In January 2025, Mother Earth Organic Mushroom products will be switching over to compostable and sustainable fiber tills made of bamboo and bagasse (sugar cane waste materials).

## What does this mean for me?

**PRICING CHANGES.** There are new costs associated with the updated packaging and Mother Earth Organic Mushroom products will have a minimal price increase in January 2025.

**PRODUCT LINEUP CHANGES.** The 10 oz. and 12 oz. organic white mushroom packages will be discontinued (This includes the 10x10 oz. Silver Dollar and 10x12 oz. White). The ten-pack of organic Sliced Shiitake will be eliminated (Options will include 12 or 6 packs of 5 oz. only).



**COMPOSTABLE PACKAGING COMING TO THE MOTHER EARTH ORGANIC MUSHROOM LINE IN LATE JANUARY! STAY TUNED FOR DETAILS.**

**- FSP**



## Why we're doing this.

**165,726 POUNDS ANNUALLY.** That's how much plastic we're eliminating by switching to our new bamboo tills. Let's put that into perspective – 165,726 pounds is equivalent to:

- 5.52M Plastic Bottles
- Waste Created by 37,665 People *Daily*

It's a significant step towards a cleaner environment. Together, we can reduce plastic waste and protect our planet for future generations.

# CONVENTIONAL MARKET NEWS

JANUARY 17 - JANUARY 23, 2025

## ABUNDANT WINTER CROP LETTUCE



**GOOD NEWS!** Leaf and Romaine Lettuce production has been thriving, with excellent yields from the West Coast desert/winter growing regions.

**GOOD NEWS!** Iceberg Lettuce and Romaine Hearts are similarly abundant, with additional volumes from Florida. Aggressive pricing and outstanding quality create a strong opportunity for promotions throughout the rest of January.



### CV TOMATOES

**GOOD NEWS!** Florida is producing strong volumes of **Grape, Cherry, and Medley Snack Tomatoes**. Improved field production has driven significant cost savings, with outstanding quality and availability. Late-January presents a great opportunity to promote these varieties, along with spot offers from Canadian greenhouse shippers on their Snacking Tomatoes.

**GOOD NEWS!** **Vine Ripe Round, and Roma Tomatoes** from Florida and Mexico continue to show robust production, offering excellent quality and declining prices throughout January. With other **Tomatoes** in the category priced higher, **Vine Ripe Tomatoes** are an excellent alternative in 2-layer and 25 lb bulk cases.

**NOTE:** **Cluster and Beefsteak Tomatoes** remain expensive due to limited production. Quality is good, but improvements in pricing and availability are not expected until closer to February. Prices should gradually decline then as production increases.



### CV CITRUS

**GOOD NEWS!** **Navel Oranges** from California are in peak season with promo opportunities!

**NOTE:** **Specialty Citrus** remains an excellent promotional opportunity, with varieties such as **Stem-and-Leaf Tango Mandarins, Blood Oranges, Cara Cara Oranges, Heirloom Navel Oranges, SUMO Citrus, Juicy Crunch Tangerines, Pummelos, and Minneolas** available.

**NOTE:** **Mandarin (Halos, etc.)** face quality issues in California as growers switch from **Clementines** to **Tangos**, plus crop losses in Morocco, leading to market inconsistencies. Relief is anticipated in February, when bag **Mandarins** should be promotable again.

**ALERT!** **Limes** remain in an unstable market, with prices higher than usual due to discrepancies between Mexico and Colombia.



### CV BERRIES

**GOOD NEWS!** **Blackberry** supplies remain steady, with consistent quality and spot deals available.

**Blueberry** pricing is increasing, though reasonable as Peruvian supplies dwindle. Chilean imports are arriving but in lower numbers than in previous years. Central Mexico is ramping up production week over week, and Chilean quality is expected to improve as growers prioritize quality over quantity.

**Raspberry** supplies are shorter, with good demand driving slight price increases. However, quality remains excellent, particularly from Central Mexico.

**Strawberry** production in Florida has been affected by showers and cooler overnight temperatures, resulting in light harvests. Quality remains very good. In Mexico, production is steady with lower pricing, and fruit quality continues to impress.



### CV ARTICHOKE

**GOOD NEWS!** Jumbo Artichokes from the Coachella Valley of California remain promotable, with exceptional quality and pricing expected to continue throughout the remainder of January and February.

Retailers are encouraged to build visually appealing displays to drive additional sales. High graphic display bins from Ocean Mist are available.



### CV AVOCADOS

**ALERT!** The Hass Avocado pipeline remains meager, with fruit from Mexico being purchased quickly upon crossing the border.

A pest detection in a key orchard has further limited supply, leading to high pricing expected to persist for the remainder of January.



### CV SWEET POTATOES

North Carolina Sweet Potato prices have increased across all packs and sizes due to shortages stemming from a poor growing season. Prices are expected to rise incrementally over the coming months to stretch the crop and avoid summer shortages.



### CV CELERY

**GOOD NEWS!** Celery availability from California has been steady throughout January. Quality continues to be favorable, and pricing remains fair, with no anticipated disruptions.



### CV NATURESWEET

**ALERT!** NatureSweet Tomatoes brand is going through a period of low yields this winter and they faced logistics challenges around the holidays that are leaving the supply chain virtually empty on their **Cherubs, Comets, D'Vines, Glories, and Twilights Snacking Tomato** lines. Expect supply gaps and 50-75%+ proration to continue into early February.



### CV MANGOS

**GOOD NEWS!** Mangos remain steady in supply, with reasonable pricing on the Peruvian **Kent Mango** variety, known for its good eating quality.

Mexican **Mango** production is expected to start in early February.



### CV POMEGRANATES

**NOTE:** Pomegranates from POM Wonderful are nearly out of stock for 22-count fruit, with limited availability for 30-count fruit. Supplies will transition to single-layer new crop **Pomegranates** from Israel, which are expected to be of good quality.

Wonderful POM POM **Pomegranate Arils** will remain available for a few weeks until California input fruit is finished. Then, supplies will switch to import.



### CV GRAPES

Import **Red** and **Green Grapes** are becoming more promotable as the Chilean harvests begin to arrive, bolstered by shipments from Peru.

February is expected to offer strong promotional opportunities on **Red** and **Green**.

Import **"Candy Dreams" Black Seedless Grapes** are available for high flavor and affordable spot buy in late January. **Cotton Candy Grapes** are in modest volume on 10/11lb clamshells and 16lb bagged cases.



### CV GREENHOUSE CUCUMBERS

**GOOD NEWS!** Euro Cello Cucumbers are highly promotable in mid-January. Increased production from Mexico has driven costs down, while additional supply from Canada remains available. Retailers can expand displays to maximize sales now, as market conditions may shift in February.



## CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Broccoli Crown** production is primarily sourced from the East Coast, complemented by supply from the West Coast and Mexico. The combination of steady pricing and great quality provides an excellent opportunity for promotional efforts, with favorable conditions across all three regions.

**GOOD NEWS!** **Cauliflower** from California offers excellent availability and outstanding quality. Pricing is favorable, making it ideal for promotions. Additional supply from the East Coast is also available, with great quality and competitive pricing.



## CV PEPPERS

Late January and early February are ideal times to promote these **Sweet Peppers**.

**GOOD NEWS!** The Mexican **Color Bell Pepper** season is ramping up, with improving costs as volumes of 11-pound **Red, Yellow, and Orange Peppers** increase.

15 lb **Elongated Red Peppers** are also steadily producing, with prices becoming increasingly favorable.

**GOOD NEWS!** XLG and Jumbo **Green Bell Peppers** are in plentiful from Mexico at reasonable pricing for in store special or ad promos.



## CV SPECIALTY BERRIES

**GOOD NEWS!** Driscoll's "**Sweetest Batch**" **Blueberries** (8/11oz) continue to be promotable out of Peru for January! Pricing is aggressive for this premium pack, and the fruit has been eating outstanding!

Driscoll's "**Sweetest Batch**" **Blackberries** (12/10 oz) are back in season from Mexico. These high flavor, high sugar berries are must-have for high end retailers.

Florida "**Sweetest Batch**" **Strawberries** (8/14 oz) are in peak season now too!



## CV WATERMELON

**Watermelons** are available from Mexico and offshore programs, offering excellent quality for cut fruit sections. **Mini Watermelons** are also available, with prices easing as supplies increase.



## CV PINEAPPLE

**Pineapple** supplies remain limited but are expected to improve toward the end of January, with pricing slightly easing as more fruit enters the market.



## CV DRAGON FRUIT

**GOOD NEWS!** **White Flesh Dragon Fruit** and **Yellow Pitahaya** are in excellent supply, with promotable pricing for mid-January.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** from California have been consistently available throughout January. Following the holiday season, demand has normalized, leading to improved prices. Both quality and pricing are expected to remain favorable for the rest of the month.

## OTHER STORIES

**GOOD NEWS!** **Green Beans** from Georgia continue to impress with excellent quality and steady pricing.

The **Asparagus** market is stabilizing as Mexican production ramps up. Current availability remains limited, with high prices.

**OUTLOOK:** The **Asparagus** market is expected to expand significantly through the start of February as Caborca, Mexico comes into season.

**Bok Choy** and **Cabbage** markets have seen a slight price uptick, but supplies remain strong and consistent.

**Green Kiwi** from Europe will remain available through January, while **SunGold Kiwi** from Zespri's Italian crop is expected to last into February.



# 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](mailto: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.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)







# Envy Apple Display Contest

January 6 - February 2, 2025

## DISPLAY CONTEST PRIZES:

(Amazon Gift Cards)

# GRAND PRIZE:

# \$500



### MOST CREATIVE DISPLAY:

- 1<sup>st</sup> Place--\$300
- 2<sup>nd</sup> Place--\$200
- 3<sup>rd</sup> Place--\$100

### LARGEST DISPLAY:

- 1<sup>st</sup> Place--\$300
- 2<sup>nd</sup> Place--\$200
- 3<sup>rd</sup> Place--\$100

### BEST SMALL STORE DISPLAY:

(3 registers or less)

- 1<sup>st</sup> Place--\$300
- 2<sup>nd</sup> Place--\$200
- 3<sup>rd</sup> 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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# Homegrown Organic Farms Organic Citrus Display Contest January 20 - February 9, 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](mailto:contests@fsproduce.com) by **February 13, 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
- 44040 - OG Mandarins Satsuma CA 25lb
- 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](http://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.



PHONE: 1.800.422.8384

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# INSPIRATION CORNER



**OG & CV HEIRLOOM NAVEL ORANGES ARE IN PEAK SEASON FROM CLASSIC HARVEST.**



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)



# INSPIRATION CORNER



**12ct Jumbo Artichokes in peak season mid-January through February!**



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)

