



ORGANIC MARKET NEWS



MARCH 14 - MARCH 20, 2025

LADY MOON FARMS FLORIDA ORGANICS



GOOD NEWS! Lady Moon Farms in Florida continues to increase volumes of **Organic Snacking Tomatoes!** Every variety—including **Organic Sungold Cherries, Rainbow Cherry Tomatoes, Cherry Tomatoes, and Grape Tomatoes** are experiencing significant growth. Feature these premium **Organic Tomatoes** in displays to drive consumer interest and sales!

NEW! Lady Moon Farms **Organic Rainbow Cherry Tomatoes** soon will feature plastic-free, high-graphic, environmentally friendly packaging—same great product, now in a sustainable, eye-catching package!

GOOD NEWS! **Lady Moon Organic Romaine Hearts** are also performing strongly, with promotional opportunities available. Lady Moon Farms' **Organic Leaf and Romaine Lettuce** continue to see strong production in mid-March out of Florida. These top-quality items will remain highly available and exceptional through the remainder of the month.

Organic Green Bell Peppers from Lady Moon Farms continue to show strong quality and consistent supply heading into the end of March. **Organic Mini Sweet Peppers** and **Shishito Peppers** are available in beautiful high graphic pouch bags.

Organic Collard Greens continue a strong season at Lady Moon Farms' Florida farm, with excellent supplies expected through the end of April.

Also arriving from Florida from Lady Moon Farms with gorgeous quality are **Organic Kale, Lacinato Kale, Red Kale, Flat & Curly Parsley, Fennel, Green & Red Cabbage, Red & Green Dandelion, and Eggplant.**



OG APPLES & PEARS

GOOD NEWS! Argentinean **Organic Bartlett Pears** are in excellent promotional supply.

ALERT! Washington **Organic Bosc Pears** are completely done for the season and will gap until imports arrive in mid-April.

Washington **Organic Anjou Pears** will also wrap up in early April, but new crop imports should follow immediately with no expected gap.

The promotion continues on lower-grade Washington **Organic Fuji Apples** in 72-88 ct—take advantage of this great opportunity before it's gone!

NOTE: Large-size premium Washington **Organic Gala, Fuji, and Granny Smith Apples** remain in very limited supply with strong pricing. **ALERT!** **Organic Honeycrisp Apple** supply is even tighter with stronger prices.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! **Organic Broccoli and Cauliflower** remain readily available in mid-March. However, as the transition to the Salinas Valley progresses in the coming weeks, expect changes in availability and pricing.

This year's transition from winter to summer growing regions should be fairly smooth, with production already underway in northern areas while southern desert regions continue harvesting. That said, conditions can shift quickly during these periods.



OG BERRIES

GOOD NEWS! **Organic Strawberries** remain promotable out of Baja later in March, with sharp quality and heavy supplies. California harvests will begin later this month out of Santa Maria.

GOOD NEWS! **Organic Blueberries** remain highly promotable out of Chile, but 3/17 is expected to be the final week before supplies finish.

NOTE: Once Chilean fruit is done, we will transition to Mexico/California-grown **Organic Blueberries**, where availability will be much lighter—expect significant price increases post-Chilean season closer to April.

Organic Raspberry production continues to improve out of Mexico, with increasing harvests and easing prices. Quality has been excellent!

NOTE: **Organic Blackberry** availability is tightening out of Mexico as yields slow due to recent cool temperatures and storms. Quality remains nice, but supplies could become limited later in March.



OG POTATOES

NOTE: Tasteful Selections is facing quality issues with Organic Purple Potatoes used in the **Organic Sunrise Medley**. The next arrivals will have only Organic Red and Organic Yellow Potatoes, with no Organic Purple Potatoes expected until April or May.



OG BRUSSELS SPROUTS

GOOD NEWS! Organic Brussels Sprouts remain highly promotable throughout March as Mexican production is in full swing. Excellent availability, top-tier quality, and favorable pricing create strong promo opportunities extending into April.

High-graphic bagged and mesh bagged options offer a great grab-and-go solution for merchandising **Organic Brussels Sprouts!**



OG ASPARAGUS

GOOD NEWS! The Hippy **Organic Asparagus** Promo and Display Contest has officially begun! This exciting opportunity runs through the end of March, and despite rising market trends, Mexican **Organic Asparagus** prices will remain steady for participating customers.



OG POMEGRANATE ARILS

Import **Organic Pomegranate Arils** are now available from Sun Belle under the "Green Belle" label, with steady supply expected through March.



OG CILANTRO

Organic Cilantro prices are dropping as we approach late March, with excellent quality.

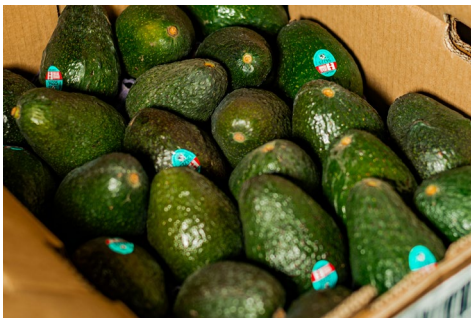
The local **Organic Herb** season is expected to start by the end of April.



OG GRAPES

Import **Organic Red** and **Black Grapes** are in okay supply from Peru and South Africa, but prices remain elevated.

ALERT! Import **Organic Green Grapes** are virtually finished, with very limited arrivals until the Mexican season begins.



OG AVOCADOS

NOTE: **Organic Hass Avocado** supplies are steady for mid-March, though at high pricing with 60ct, 48ct, and an organic bagged option available.

ALERT! Equal Exchange Fair Trade **Hass Avocados** will wind down their 2025 campaign in late March or early April.



OG SWEET POTATOES

NOTE: **Organic Stokes Purple Sweet Potatoes** are now done for the season. Once the remaining inventory sells out, there will be a gap until September or October.

As we enter mid-March, California storage crop **Organic Sweet Potato** prices are rising. **Organic Hanna Sweet Potatoes** pricing will increase, while **Organic Japanese Sweet Potatoes** will see a slightly higher per case jump.



OG MUSHROOMS

CASE PACK CHANGES:

12/5oz **Organic Sliced Shiitake Mushrooms** are now packed 6/5 oz (use FSP code 243151).

6/6 oz **Organic Royal Trumpet Mushrooms** are now packed 4/6 oz (use FSP code 243150).



OG COLOR BELL PEPPERS

Organic Color Bell Peppers continue to be sourced primarily from Israel, with strong production and top-tier quality.

Mexican **Organic Color Bell Peppers** remain in slower production this year, a trend continuing through March. Expect consistent supplies and excellent quality, though prices will remain marginally higher through the end of the month.



OG CELERY

NOTE: Organic Celery is becoming increasingly limited in early to mid-March. Reduced production and fair quality are driving costs up, though not to extreme levels. These shortages and higher costs will persist through March but are expected to improve in April.



OG SOFT SQUASH

Organic Green and Yellow Squash are experiencing a major demand surge. **Organic Green Squash** remains available but will see a price increase.

Organic Yellow Squash is scarce, with meager supplies coming from Florida, where quality issues persist. Prices will remain high until Mexican harvests recover and Florida reaches full production later in March. Expect out of stocks.



OG RADISHES

Organic Radishes are in peak season in California! Available varieties include **Bunched Red**, and **Easter Egg**, plus bulk **Watermelon**, **Black Daikon**, and **Purple Daikon**.



OG CITRUS

Organic Navel Oranges are sizing smaller, with prices dropping to help move supply. The current peak is 72/88 for most shippers. Consider bag promos.

Organic Cara Cara Oranges had a strong season, but are now nearing their end. Supply and demand both remained stronger than expected.

Organic Lemon prices continue to ease gradually across all sizes.



OG TROPICALS

Organic Mango pricing remains steady for mid-March, though supply out of Mexico is still a few weeks away from keeping up with demand.

Organic Royal Star Papayas are in good supply for mid-March.

ALERT! Organic Pineapple supplies will remain very tight through March, with shortages expected to persist for months.

NOTE: Organic Delicata Squash has been unavailable in March. The upcoming harvest was expected for mid-March but remains too green. If the weather cooperates, growers hope to begin harvesting near the end of the month.

NOTE: Organic Shallots are winding down and will sell out by late March, with one or two more arrivals expected. A gap will follow until new California crop becomes available in May or June.

OTHER STORIES

On the West Coast, **Organic Romaine Hearts** and **Iceberg Lettuce** continue to produce consistently. **NOTE:** However, as March progresses and the transition to northern growing regions nears, costs are rising.

GOOD NEWS! Organic Carrots are thriving in California, with solid supplies and exceptional quality.

NOTE: Organic Kiwi supplies are tightening as Italian and Greek seasons wind down quickly. Limited fruit remains from California as their season also comes to an end.

CONVENTIONAL MARKET NEWS

MARCH 14 - MARCH 20, 2025

ABUNDANT BERRY OPPORTUNITIES



GOOD NEWS! **Strawberries** continue to be super promotable out of Florida! Growers are hitting peak volume, and pricing is aggressive to help push the extra fruit. Keep promoting Florida **Strawberries!** Rain in California may impact the transition from Florida later this month.

Blueberries continue to have separate markets as Chilean fruit remains available. Unexpected container arrivals are stretching the import season, keeping Chilean pricing low.

Meanwhile, new crop Mexico and Florida **Blueberry** production are also available, but their high-quality fruit commands a premium.

Raspberry production remains steady out of Mexico, with consistent harvests and excellent quality.

Blackberry availability has tightened due to wind damage from recent storms in Mexico. Good-quality fruit remains limited, driving up pricing and demand. Expect tighter supplies through the end of March before fields begin to recover.



CV TOMATOES

GOOD NEWS! **Romas** and **Round/Vine Ripe Tomatoes** from Mexico remain highly promotable in March, with strong quality and abundant supply. Expand offerings and highlight these tomatoes to increase customer interest!

GOOD NEWS! **Cluster Tomatoes** and **Beefsteak Tomatoes** from Canada remain in excellent supply through March! Outstanding quality and strong pricing make these ideal for large promotional displays—feature them in promos to drive additional sales!

GOOD NEWS! **Grape Tomatoes** are abundant, affordable and promotable for the rest of March.



CV PEARS & APPLES

GOOD NEWS! Import **Asian Pears** have arrived with excellent large sizing and quality.

GOOD NEWS! Argentine **Bartlett Pear** pricing continues to ease with strong supplies.

Washington **Cosmic Crisp Apples** have been an excellent promo item but supplies are tightening as shippers have been selling even faster than planned. With eight months left until the 2025 crop, expect prices to rise somewhat through March and April.

Both Eastern and Western **Gala Apple** supplies are tightening on large premium fruit, with rising prices expected through March.



CV CITRUS

NOTE: Heavy rains are impacting California in mid-March, pausing **Citrus** harvests until closer to the final two weeks of March. Most shippers worked ahead to build inventory.

Navel Orange crops remain strong, peaking at smaller sizes, with availability expected into June.

GOOD NEWS! **Mandarin Oranges** from California and Morocco continue to offer excellent quality—now is a great time to promote!

Limes remain in a split market, with supply coming from Colombia, Peru, and Mexico.



CV CORN

GOOD NEWS! Fresh **Sweet Corn** is on the way as temperatures warm up. Florida's early season continues to perform well. **Bi-color Sweet Corn** is currently available in both crates and tray packs.



CV CELERY

GOOD NEWS! Celery remains in excellent supply throughout March! Strong quality and ample availability create a great promotional opportunity through early April. Expand displays and highlight promotions to boost sales!



CV MELONS

GOOD NEWS! Honeydew and Cantaloupe supplies are arriving daily on the East Coast, causing prices to drop just in time for warmer weather! Plan melon promotions to drive sales while the pricing and supply remains favorable in late winter and early spring.



CV ARTICHOKE

GOOD NEWS! California **Artichokes** continue to experience excellent availability and aggressive pricing. Quality remains outstanding, and promotable prices are holding steady.

In April, expect volume to decrease and costs to rise as the transition season nears.



CV GRAPES

GOOD NEWS! The **Grape** market remains abundant, with ample fruit available to continue aggressive price promotions into April.

Green Grape pricing is firming up more than **Red Grapes**.

There are excellent spot buys available on **Specialty Grapes** like **Muscat, Cotton Candy, Candy Heart, and Red-Green Bi-Color** clamshells. Ask your rep for more details.



CV VIDALIA SWEET ONIONS

OUTLOOK: Currently, all indicators point to a first ship date of Monday, April 21st for Georgia **Vidalia Sweet Onions**, with first arrivals expected by Wednesday, April 23rd.

All reports indicate healthy Georgia **Vidalia Sweet Onion** crops with strong yields. Despite recent adverse weather conditions, no major quality issues are expected. Acreage is down slightly from last year due to Hurricane Helene impacting early seed beds, but supply should still be ample.



CV GREENHOUSE CUCUMBERS

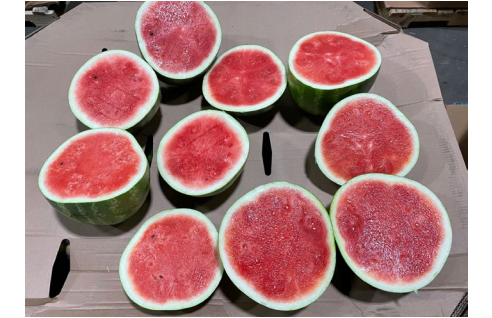
GOOD NEWS! Euro and Mini Cucumber availability and pricing remain favorable from Canada through March. Costs are expected to increase slightly as the month progresses, but no major shifts in pricing or supply are anticipated. Quality will remain strong.



CV POMEGRANATES

Pomegranate Arils under the Sun Belle label will remain steady in 4.4 oz cups throughout March.

Imported **Pomegranates** from Peru will return in mid-March, available in a single-layer pack.



CV WATERMELON

Watermelon quality remains excellent out of Mexico, with both bins and cartons available.

OUTLOOK: Early Florida product is expected by the last week of March, with most growers ramping up production in mid-to-late April.



CV CABBAGE

GOOD NEWS! Cabbage continues in peak season supply! Full availability across all colors in time for promotional displays.



CV MANGOS

Mango supplies from Mexico still trail demand, keeping prices slightly higher on the new crop fruit.

Champagne Mangos will remain in steady supply for mid-March, offering a 14ct premium Aaulfo Honey Mangos. A non-branded 18 ct case option will be stocked too for a value.



CV STONE FRUIT

GOOD NEWS! Excellent supplies of Chilean-imported Cherries, Nectarines, White Nectarines, Donut Nectarines, Peaches, Donut Peaches, Pluots, and Black and Red Plums continue—maximize sales by building strong displays!



CV ASPARAGUS & BRUSSELS

Cooler weather is causing Asparagus supply issues in Mexico and pricing to trend upward, with higher pricing expected through the end of March. Still reasonable, just less promotable than some years for this part of the season.

GOOD NEWS! Brussels Sprouts remain readily available at promotable prices with strong quality. Prices will begin a gradual upward trend in late March, but conditions should remain favorable into mid-April.



CV CAULIFLOWER & BROCCOLI

Cauliflower costs out of California are rising in mid-March as transition season approaches. Quality remains strong, but availability is becoming increasingly limited, leading to price increases. Expect this trend to continue into early April before we see any relief.

Broccoli Crown availability remains strong in March, with outstanding quality. However, costs are beginning to increase as the month progresses. This upward trend is expected to continue into early April, though pricing is not anticipated to reach high levels.



CV LETTUCES

Iceberg Lettuce availability is tightening, with pricing increasing due to limited production in mid-March. Other lettuce varieties—including Leaf, Romaine, and Romaine Hearts—are also seeing price increases, though not as sharply as Iceberg.

This trend is tied to the upcoming transition from the southern desert regions to the northern Salinas Valley. Expect pricing and supply fluctuations to continue into early to mid-April.

Green Kiwi from Europe is tightening as the Italian and Greek seasons wind down. Expect prices to increase.

NOTE: Pineapple supplies remain limited for mid-March, with overall pricing ticking up.

ALERT! Dole “Golden Selection” Premium Pineapples and Del Monte’s “HoneyGlow” fruit will also be limited.

OTHER STORIES

Hass Avocado supplies from Mexico are steady for mid-March, but lower yields of smaller fruit have made 60 ct fruit tighter.

New crop Honduran Butternut and Spaghetti Squash have arrived, offering excellent quality and better pricing than recent Mexican supplies.

Color Bell Peppers from Mexico remain steady in availability and pricing, though Orange Peppers are more limited, causing a premium price. Expect similar conditions through the end of March.

Green and Yellow Squash remain in high demand. The market has adjusted with prices going up. Florida production is expected to begin now in mid-March.



SUNKIST CITRUS EXTRAVAGANZA DISPLAY CONTEST

MARCH 3 - MARCH 30, 2025

March Madness is here - CITRUS Madness, that is!

For the 8th year in a row, Four Seasons Produce has teamed up with Sunkist Citrus to bring you an exciting opportunity to boost sales, showcase your creativity, and win fantastic prizes! With vibrant, juicy citrus at its peak, now is the perfect time to brighten up your department displays and drive customer excitement. This season's citrus quality has been outstanding, and some of the best-tasting varieties are still to come in March. Take advantage of this prime citrus season to increase sales, maximize profits, and delight your customers with an array of bold flavors and refreshing options. Let the citrus madness begin!

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 **4 varieties of citrus**. Product codes are listed on page 2.
- Must purchase **at least 10 cases of citrus** during the contest period. 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 codes are listed on page 2.
- All displays must remain up for a **minimum of 1 week**.
- Send all display contest photos to contests@fsproduce.com by **April 3, 2025**.



DISPLAY CONTEST PRIZES: CHOOSE your prize!



The top two winners in each category will win their choice of the prizes below:
(There will also be 1 Honorable Mention in each category which will receive a \$100 gift card)

CATEGORIES:

**BEST LARGE
STORE DISPLAY**
(4 REGISTERS OR MORE)

**BEST SMALL
STORE DISPLAY**
(4 REGISTERS OR LESS)

**MOST CREATIVE
DISPLAY**

CHOOSE FROM:

- Blackstone Grill
- Adirondack Chairs
- Solo Stove
- Mountain Bike
- Pizza Oven



Let's get our creative caps on, build some amazing Sunkist Citrus displays, and keep it fun and keep it fresh.
Thank you for your continued support of Four Seasons Produce.



PHONE: 1.800.422.8384

www.fsproduce.com



Sunkist



SUNKIST CITRUS EXTRAVAGANZA DISPLAY CONTEST

MARCH 3 - MARCH 30, 2025



PRODUCT CODES:

Oranges

- 13567 CV Oranges Navel CA 88ct Sunkist
- 13615 CV Oranges Navel CA 10/4lb Sunkist
- 44096 OG Oranges Navel CA FCY 72ct
- 44099 OG Oranges Navel CA 10/4lb bag

Lemons

- 13080 CV Lemons Choice 95ct SK
- 13085 CV Lemons Choice 115ct SK
- 13040 CV Lemons Choice 18/2lb SK Pouch Bag
- 44019 OG Lemons FCY 115ct
- 44020 OG Lemons 18/2lb bag

Cara Cara

- 13818 CV Oranges Cara Cara 56ct Sunkist
- 13774 CV Oranges Cara Cara 12/3lb Sunkist

Blood Oranges

- 14004 CV Oranges Blood 88/113sz/44ct
- 13912 CV Oranges Blood 18/2lb Sunkist
- 44125 OG Oranges Blood 72/113sz 1/2 carton

Grapefruit

- 12205 CV Grapefruit Red CA PREM 27ct
- 12211 CV Grapefruit RED CA 40ct
- 12231 CV Grapefruit RED CA Choice 8/5lb
- 43994 OG Grapefruit Red/Pink FCY 40ct
- 44257 OG Grapefruit Red/Pink FCY 48ct

Specialty Citrus

- 14214 CV Tangelos Minneola CA FCY 80ct

POINT OF SALE DISPLAY BIN CODES:

- 218196 POS Display Multi Variety OG 1ea Sunkist Rectangle
- 218197 POS Display Multi Variety CV 1ea Sunkist Rectangle
- 223541 POS Display Multi Variety CV 1ea Sunkist Square
- 223679 POS Display Multi Variety OG 1ea Sunkist Square
- 230186 POS Box Empty Formed OG 1ea Sunkist
- 239243 Lemonade Stand Bin Rectangle 1ea Sunkist
- 239245 Lemonade Stand Bin Square 1ea Sunkist
- 238895 POS Box Empty CV 1 ea Sunkist White Box
- 238850 POS Display Box OG 1 ea Sunkist Brown



PHONE: 1.800.422.8384

www.fsproduce.com





HIPPIE ORGANICS



HIPPIE ORGANICS ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

MARCH 10 - MARCH 30, 2025

Four Seasons Produce has partnered with Alpine Fresh (Hippie Organics label) to bring you a display contest sure to drive volume in your departments. Spring is knocking on the door, and beautiful Hippie Organics Asparagus and Brussels Sprouts are two vegetable powerhouses set to welcome in the spring season in the Produce Department! Let's get our groove on, build some out of sight displays, and keep it fun and keep it fresh!

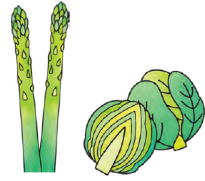
DISPLAY CONTEST RULES:

- Build a display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product **MUST** be purchased from **Four Seasons Produce**.
- **Must purchase at least 12 cases** of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- All stores must **include and cross merchandise at least 2 items**.
- All displays **must include Hippie Organics signage or utilize the Asparagus or Brussels Sprouts boxes** to show off the Hippie Organics brand. Point of sale can be obtained through your Sales Rep or Merchandiser.
- There will be a **limited amount of Hippie Asparagus and Brussels Sprout bins** available. Ask your Sales Rep or Merchandiser for availability.
- All displays must remain up for a **minimum of 1 week**.
- Send all contest entries to contests@fsproduce.com by **April 3, 2025**.



PRODUCT CODES:

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



BUILD YOUR BASKET

Organic Asparagus and Brussels Sprouts are excellent staple items for building a shopper's basket, both within and beyond the produce department. Cross-merchandising can enhance your displays with vibrant color, provide meal inspiration for customers, and ultimately boost overall store sales.

- 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
- 40267 - OG Peppers Red Mex 11lb
- 40778 - OG Peppers Yellow Mex 11lb
- 40791 - OG Peppers Orange Mex 11lb
- 40788 - OG Peppers Mini Mix Sweet 12/1lb
- 40964 - OG Garlic Colossal 30lb
- 236749 - OG Minced Garlic Jar 12/4.5oz Spice World

DISPLAY CONTEST PRIZES:

DISPLAYS WILL BE JUDGED ON ALL DISPLAY CONTEST CRITERIA MET AND OVERALL EYE APPEAL

BEST SMALL STORE
(3 registers or less)

1ST PLACE - \$250
2ND PLACE - \$150
3RD PLACE - \$100



BEST LARGE STORE
(4 registers or more)

1ST PLACE - \$250
2ND PLACE - \$150
3RD PLACE - \$100



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

For more display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser. Thank you for your continued trust and support in Four Seasons Produce.



PHONE: 1.800.422.8384 | www.fsproduce.com



ENVY APPLE DISPLAY CONTEST WINNERS

JANUARY 6 - FEBRUARY 2, 2025



GRAND PRIZE WINNER



COMMON MARKET 7TH STREET

Frederick, MD

BEST YOY % INCREASE



DONELAN'S SUPERMARKET

Littleton, MA

BEST YOY UNIT INCREASE



DONELAN'S SUPERMARKET

Acton, MA



PHONE: 1.800.422.8384

| www.fsproduce.com







NEW!

**AVAILABLE AT FOUR SEASONS
PRODUCE IN CODE 41385
STARTING IN LATE MARCH**

*100% Plastic-Free, Compostable
Packaging!*

Always Organic, Since 1988.



**SOIL GROWN
IN THE USA**

- **Compostable, plastic-free window and 100% recycled paperboard eliminates waste.**
 - **Low profile, stable and stackable package enables easy merchandising.**
 - **6+ tomato varieties! May include black cherry, sunpeach, green bee, red torch, purple bumblee along with grapes and cherries to name a few.**

Distributed by Lady Moon Farms
Certified Organic by:



Organic Cherry Tomato Medley	
Unit Size	Pallet Information
12-1 Pint	12-1 150, 10 Ti x 15 Hi

ORGANIC CHERRY TOMATOES 10 oz



8 34106 00199 5

share the love at ladymoonfarms.com