

ORGANIC MARKET NEWS



NOVEMBER 13 - NOVEMBER 20, 2020

PEAK SEASON ORGANIC PEARS



November is a good time to promote the full variety of peak season **Organic Pears** from Washington and Oregon!

Organic Green Anjou, Red Anjou, Starkrimson Red and Golden Russet Bosc Pears continue in excellent supply.

Washington **Organic Bartlett Pears** are in decent supply with steady pricing, though that pricing is higher than last season. Promote **Organic Bartlett Pears** while you can since the season will wrap up in late November or early December.

Organic Asian Pears out of the Pacific Northwest continue in season with the brown-skin Olympic variety from Columbia Gorge.

Washington **Organic Concorde Pears** continue in steady supply. This elongated variety is crunchy and sweet, with hints of vanilla in the flavor.



FREIGHT RATES

ALERT! For mid-November through the holidays, the cost of goods on fresh produce items coming from the west coast could climb 50¢ to \$3.00+ a case depending on the size of the box as refrigerated truck rates are increasing sharply.

For example, bringing a load of apples and pears from Washington to Pennsylvania, had recently been costing around \$7,000 on the open market, but now it's costing as high as \$10,000.

What seems to be causing this spike is more loads than available driver capacity. This is being influenced by the huge jump in e-commerce during the pandemic headed towards the holidays. So, it's less about a driver shortage than a demand increase in cross-country dry van and refrigerated freight.

Logistics professionals anticipate expensive cross-country freight to continue through the holidays, but have not made many predictions for 2021 at this point.



OG BERRIES

Organic Blueberries out of Argentina, Chile, and Peru are arriving more and more each day. Expect prices to come down and supplies to be excellent on both 6oz and pints.

Premium variety Driscoll's **Organic Blueberries** are available out of Mexico in limited supply with high prices. Supplies should improve over the next couple of weeks and prices should come down.

Organic Blackberries out of Mexico are now in excellent supply with promotional opportunities available. Driscoll's **Organic Blackberries** are in steady supply and trading at a higher price.

Organic Raspberry supplies and prices are steady. Driscoll's and Cal-Giant will be available.

ALERT! Driscoll's **Organic Strawberry** supplies continue to decline out of California, and Mexico production is very limited, causing high pricing and very low fill rates. Expect occasional out-of-stocks. Other brands are gapping and are in very sporadic supply.



OG CITRUS

California **Organic Satsuma Mandarins** are now in season from several growers. We expect to see some Buck Brand product available for the week of 11/16 as well.

California **Organic Navel Oranges** are now in good steady supply on all sizes and bags. Prices are easing down.

New crop California and Mexican **Organic Grapefruit** supplies are improving daily with prices coming down. The most promotable size will be 48ct, where growers have strong availability.

California and Mexican **Organic Lemons** are in excellent supply on all sizes. Prices continue to come down.

Buck Brand **Organic Pink Variegated Lemons** are in good steady supply for mid-November.

Mexican **Organic Limes** continue in excellent supply this week.



OG SQUASH & CUCUMBERS

Organic Mini Seedless Cucumber prices are coming down this week as production in Mexico ramps up. Quality has been very nice on the new crops.

Organic Seedless Cucumber prices will be steady this week out of Mexico. Quality has looked very nice.

Organic Cucumbers, Zucchini, and Yellow Squash from Mexico all continue to yield strong quality and volumes at an excellent price point.

Lady Moon Farms **Organic Zucchini and Cucumbers** from FL have decreased in volume in early November due to rain. The crop will inch along until the end of the month.



OG LETTUICES

ALERT! **Organic Leaf, Iceberg, Romaine Hearts, and Romaine Lettuces** are amidst the transition to new growing regions in Yuma, AZ. Many suppliers have concluded their harvests from Salinas, CA, yet aren't fully ramped up in Yuma. Expect to see potential gaps in supplies or inconsistent availability for mid-November, as pricing will also remain elevated.

OUTLOOK: Lady Moon Farms is expecting to begin harvesting **Organic Leaf and Romaine Lettuce** at their Florida facility during the final week of November.



OG CAULIFLOWER

Organic Cauliflower from California is beginning to experience lighter supplies amidst transition from CA to AZ. Stronger demand as the holiday approaches and weak supplies are driving prices higher. Product will be available, however it's not expected to be promotable for Thanksgiving.



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in FL continue steady yields in early November. Look for promotional opportunities. **Organic Green Peppers** also have strong supplies from NC and GA.

Organic Red, Orange, and Yellow Bell Peppers are transitioning from Holland and Canada to new crop production in Mexico and Israel. Look for excellent quality but prices are up some for November.

ALERT! **Organic Mini Sweet Peppers** continue in limited availability while many shippers are completely out. Expect to see a gap in supply on this product until further notice.



OG BROCCOLI

Organic Broccoli from California is experiencing light yields and rising prices once again as the transition from Salinas, CA to Yuma, AZ is under way. Expect these market conditions to continue through the Thanksgiving holiday.

East Coast **Organic Broccoli** from GA and NC have started their harvest in early November, providing a potential relief for limited Western supplies. Expect mainly East Coast grown **Organic Broccoli** for Thanksgiving with excellent quality, however pricing will be elevated.



OG SWEET POTATOES

Now is a great time to start stocking up on **Organic Sweet Potatoes** and building some larger than normal displays for the holidays. Pricing on all items will be steady through the end of the year!



OG BEANS

ALERT! **Organic French Bean** supplies will be very short and expensive heading into Thanksgiving. Hurricane Eta dumped heavy rains across the growing regions in Guatemala, causing crews to stop harvesting. Expect prorates or supply gaps through the rest of the month.

Organic Green Beans from our Florida grower escaped major damage from Tropical Storm Eta. Yields are expected to stay fairly consistent through Thanksgiving. Initial inspection of the fields revealed no damage to the crop and should not affect the volumes during the Thanksgiving holiday pulls.



OG GRAPES

California **Organic Red Grapes** continue in excellent supply with great quality and promotional opportunities are expected through mid-December with no gap and a smooth transition to Peruvian fruit.

California **Organic Black and Green Grape** supplies are dwindling fast, with prices going up, and the end of the season is near. We expect to have a small gap and then imports out of Peru should begin mid-December.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are in strong supply as the Thanksgiving holiday approaches. Look for nice quality, promotional pricing, and excellent availability.



OG GREENS

Organic Green, Red, & Lacinato Kale, Collards, and Dandelion are all available out of Lady Moon Farm's Florida fields.

Look for **Organic Bok Choy, Baby Bok Choy,** and many more items to join throughout November.



OG CELERY

Organic Celery continues to see steady supplies in November. As Thanksgiving approaches, demand is expected to cause pricing to rise. However, with excellent quality and strong production, it's expected to be promotable for holiday pulls.

Organic Celery Hearts are expected to take a tick up in pricing, but availability will remain strong.



OG ASPARAGUS

NOTE: Organic Asparagus prices are rising this week ahead of Thanksgiving. Cold weather out of Mexico has slowed production way down, creating short supplies.

Quality remains very nice, but product will be very tight going into Thanksgiving.



OG FALL FRUIT

Organic Cranberries out of British Columbia continue to be in excellent supply through the holiday season in both 6oz and bulk 22lb bulk.

Organic Pomegranates from California are steady. Few growers are already dropping out of supply as we approach Thanksgiving.

Organic Pomegranate Arils continue in season.

Organic Hachiya Persimmons are in full swing and supplies should be steady. **Organic Fuyu Persimmons** have been tighter, and some growers are beginning to dwindle in supplies.

Organic Black Mission Figs are in steady supplies from Mexico. Condition has finally rebounded from the challenges we were all experiencing from the end of CA season.



OG TROPICALS

Organic Mangos are finally back! The Tommy Atkins crop from Ecuador is available. They're sizing smaller to start, so only 12ct fruit is available. We will offer larger sizes as we can get our hands on them.

Organic Hass Avocado prices remain very promotable! We also carry a full line of **Fair-Trade Organic Avocados**. This fruit has been beautiful and is available in a pre-conditioned option as well.

ALERT! Organic Formosa Papayas continue to be out of stock. Weather and loss of trees by the grower have played a big part in this extended shortage.

Organic Pineapple supplies have been steady with pricing and availability through Thanksgiving.

Organic Passion Fruit will be available for the last time this season for late November from California. Supplies will be very limited.

Organic Magenta Dragon Fruit from California is done for the season.



OG TOMATOES

Organic Beefsteak Tomatoes will be available this week out of Canada and Mexico. Supplies remain on the tighter side, but overall demand is weak. Quality continues to be excellent from both regions.

Organic Cluster Tomatoes will be promotable this week out of Canada. Quality has looked excellent. Mexico is also harvesting and bringing in strong numbers, but we continue to promote the Canadian grown product.

Organic Grape Tomato prices will be rising some this week as Florida production slows down due to Hurricane Eta. It's still early to assess all the damage from the storm but product should remain available with great quality through Thanksgiving. Mexico continues to harvest and cross product as well, and we will transition over if needed.

Organic Field Grown Round Tomatoes out of South Carolina will be promotable this week. Wat-sonia Farms is coming into a flush of product, offering a nice promotion with great quality.

Organic Roma Tomatoes will be available this week out of Mexico or South Carolina. Volume remains very light as cold weather out of Mexico has slowed down production. Quality has been very nice.

OTHER STORIES

- **ALERT!** New Zealand **Organic SunGold Kiwi-fruit** are done from New Zealand for the year. Italy will have a limited crop available in a few weeks from Zespri.

- **Organic Green Kiwifruit** will be available next week. Both Italian and New Zealand fruit will be available.

- **Organic Onions** are looking fabulous right now in terms of quality. Pricing will be steady through the end of November and product is very promotable.

- Oregon grown **Organic Chestnuts** are available in very limited supply. Make sure to get your share before they're gone as these will be the only ones for the season.

- **Organic Garlic** from Spain is steady. We will continue to offer California Organic Garlic through the fall for those who prefer it. Quality in all Garlic has been good.

- **ALERT! Organic Ginger** has really tightened and prices will jump up. Peru will be tighter though the next few weeks.

CONVENTIONAL MARKET NEWS

NOVEMBER 13 - NOVEMBER 20, 2020

NOVEMBER PROMOTABLE BLUEBERRIES



Blueberries are in excellent supply from Peru! Now is the perfect time to promote.

6oz are trading at the deepest discounts, there are spot buys on pints, and 18oz deals are available upon request. Quality has been beautiful.

Driscoll's **Blueberries** are in decent supply out of Mexico. Quality and texture is outstanding.

Also available for the rest of November are Driscoll's high-flavor, jumbo "Limited Edition Sweetest Batch" **Blueberries**. Contact your rep if you're interested in participating in this exclusive program.



Blackberries and **Raspberries** are in excellent supply from Mexico, and the good supplies look to continue as we head into the holiday. Quality is really nice.

ALERT! Strawberries will be in extremely tight supply for the rest of November from Mexico and California. Look for pricing to jump significantly and expect prorates and out-of-stocks.



CV POTATOES & SWEETS

Mid-November is the time to build those holiday **Sweet Potato** displays. Quality out of North Carolina has been nice.

Between strong demand from the holiday pulls and the USDA box programs, most shippers are running close to capacity, so if you have special requests for 12/3lb bags or other specs, please give us lead time.

Check out the **Red, Gold, and Russet Potatoes** out of Prince Edward Island, Canada. Pricing is promotable on these items, and the **Gold and Russet Potatoes** are some of the nicest potatoes we have seen from that region in years!

We will have the full line up of 5lb bags from Green Giant, plus all of the convenience packs from Little Potato Company.

Locally grown **White Potatoes** are also in promotable supply in 10/5lb and 100/10lb.



CV CITRUS

New crop California **Citrus** update! Some very nice **Satsuma Mandarins** are available in 22lb Stem & Leaf, and in 10/3lb bags.

For the week of 11/16, we'll be transitioning from the import South African "**Halos**", over to new crop California "**Halos**" **Mandarins** (Clementine variety). Pricing on the Halos will be up a few dollars with the new crop domestic fruit. There will be spot buys at a discount on 2 and 3lb import **Mandarins** of other brands.

The **Navel Orange** prices are starting to show a little flex downward. Many are asking for large bin **Navel Oranges**, but it's a little too soon to jump in. 36ct - 48ct are still limited and prices very high.

Florida **Juice Oranges** are in - both 80ct and bags. We will stop bringing in **Fall Glo Tangerines** as quality has been poor.

Pummelos are now in season from California. Texas **Rio Star Grapefruit** are also ramping up their peak season.



CV BEANS

NOTE: Tropical Storm Eta saturated Florida **Green Bean** growing regions with heavy rains and wind. Some growers are feeling ok about filling their ad commitments, while other growers are expecting 50% or less yields for the Thanksgiving pulls. Georgia and North Carolina have finished up for the season.

At this point, it does not appear that **Cleaned & Trimmed Microwave Green Bean** supply will be majorly impacted for the holiday.

ALERT! French Beans will also look to be very short this Thanksgiving as Eta ripped through Guatemala prior to Florida before it was a hurricane. Heavy rains flooded fields, not allowing crews to harvest. Quality issues are also expected, if this is the case, farms will not harvest or pack leading to very short availability for the next couple of weeks until new areas start up.



CV LETTUCE

ALERT! California **Iceberg Lettuce** is finishing up in Huron and Salinas. Yuma, AZ is behind in getting started. There's very limited availability during this transition time in November.

ALERT! **Romaine, Romaine Hearts, Red Leaf, and Green Leaf Lettuce** from CA remains limited. Yuma, AZ is slightly behind and isn't just ready yet. In addition, labor is thin in all locations. Prices are up dramatically!

Improvement in the **Lettuce** markets may not come until December.

There was a [recall](#) on T&A single-head bagged Romaine. Four Seasons Produce was NOT involved.



CV PEPPERS

11lb **Red, Yellow, and Orange Bell Pepper** prices look to be steady this week. Mexico continues to ship very nice product and demand remains weak keeping markets steady. **Orange Peppers** seem to be a little tighter.

Green Pepper prices are expected to rise this week as supplies become hampered on the east coast after Tropical Storm Eta. Some areas of Florida will be okay, however other farms in Florida were flooded, causing major issues. GA is still harvesting and looking to ship with confidence for at least another week. Mexico has started very lightly, and Coachella, CA will also have supplies with nice quality.



CV CUCUMBERS

NOTE: **Super Select Cucumber** prices have gone up notably significantly this week. GA finished for the season and Tropical Storm Eta has damaged Florida crops with all the rain. We're transitioning our sourcing to Mexico to assure the best quality heading into Thanksgiving.

Euro Seedless Cucumber prices remain steady this week. Quality has looked nice coming out of Mexico.

Mini Seedless Cucumber prices are coming down this week as production out of Mexico starts to ramp up. Quality has been very good.



CV ARTICHOKE

NOTE: Disease, followed by rain, then frost, heavily limited **Artichoke** yields. Availability is day to day.

The product we do get for the rest of the November will be "**Frost-Kissed**" **Artichokes**. These are known for great flavor in spite of their appearance.



CV BROCCOLI

We'll be sourcing our **Broccoli Crowns** for the holiday primarily out of new growing regions in Georgia for the best culmination of quality and value.

CA and Mexico **Broccoli** are limited due to cooler temps and high demand. Generally, pricing is up.



CV CHESTNUTS

Italian **Chestnuts** are available with excellent quality!

We are offering a traditional AAAA (jumbo) 25lb bulk pack, plus a 16/1 clamshell packed with AAA (XL) **Chestnuts**.



CV CAULIFLOWER

PA local bin **Jacket Cauliflower** in 60ct bins and 9ct cartons has been available with nice quality in early to mid-November.

Green, Purple, and Orange Cauliflower are available but in limited quantities.

NOTE: 12ct cello **Cauliflower** is limited from CA. Prices are rising fast.



CV PERSIMMONS

Fuyu and Hachiya Persimmons are steady and in great supply for your holiday needs!

Available starting 11/18, we'll also have "**Percinnamon**" **Persimmons** in 21lb bags. Percinnamons do have a similar shape to the Hachiya, however, this variety requires no ripening, has good flavor, and is sweet and ready-to-eat as consumers buy it.



CV PEARS

The Washington **Bartlett Pear** crop that remains in storage is peaking on 100ct and smaller. 90ct and larger (our normal spec) have been limited and more expensive. Ask about spot-buys on 100ct.

Anjou and Bosc have been steady and good quality.



CV GREENHOUSE TOMATOES

Cluster Tomatoes will continue to be promotable for mid-November from US greenhouses. There's also a little volume coming from Mexico and Canada too.

Greenhouse **Beefsteak Tomato** prices are set to increase this week for the rest of November as field grown product is more scarce.

Campari Tomatoes are back in stock out of Mexico. Supplies will be very steady heading into the holiday with excellent quality as well.



CV FIELD GROWN TOMATOES

NOTE: Roma Tomato prices are rising for the rest of November as Florida battles the rain and wind damage from Hurricane Eta. Mexican product is short after cooler weather slowed down production, causing the rise. Quality has looked very nice.

NOTE: Vine Ripe Round Tomato prices rose significantly this week out of Florida and Mexico. 4x5 2-layers out of Mexico became extremely short as cold weather slowed harvests. Florida is battling Hurricane Eta and the rains continue to fall creating damages and preventing any harvests.

Grape Tomatoes will be steady for now, but growers are keeping their eye on the impact from Storm Eta. So far, damages from the Hurricane have been minimal in the short term. Stay tuned.

- NOTE: Snow and Snap Pea** prices are rising for the rest of November as Hurricane Eta devastated growing regions in Guatemala. Peru is shipping very little product which is causing shorts and high markets.

- Green Cabbage** continues to be promotable this week from NJ and PA farms. Quality has been excellent. **Red Cabbage** remains available as well and quality is looking good.



CV SQUASH

Between PA and Michigan supply, we'll have high quality **Hard Squashes** available for Thanksgiving promotion.

Green and Yellow Squash prices are rising for mid-November following the heavy rains from Tropical Storm Eta in Florida.

Mexico will have great quality and steady supplies heading into Thanksgiving. We will look to stay with Mexican product to assure the best quality for the holiday sales.



CV TROPICALS

Pineapples will be steady through the holiday, but Hurricane Eta did impact certain sizes in Honduras. We will be offering 5ct, 7ct, and 8ct.

Hass Avocado prices from Mexico continue to be promotable! Availability will still be strong.

Mangos saw pricing begin to drop as Brazil and Ecuador competed for business. Both are offering Tommy Atkins fruit.

Ataulfo (Honey) Mangos are also available in limited supplies right now.

Maradol Papayas from Guatemala and Mexico are steady. **Solo Papayas** will be limited from Brazil.

OTHER STORIES

- Green Kale and Collards** will be promotable out of NJ this week! Quality has been excellent.

- Sugar Bee Apples** should run through December. We expect to ship our first **Cosmic Crisp Apples** the week of November 23.

- Pomegranates** from California are steady. Go big with POM Wonderful bulk bins in both 22 and 30ct



CV BRUSSELS SPROUTS

25lb and 24/1lb **Brussels Sprouts** prices are rising headed into the holiday but still reasonable enough to build nice displays of.

Brussels Sprouts On-the-Stalk are available on a limited basis.

Ocean Mist Season 'n Steam **Brussels Sprouts** bags make an easy "grab and go" item.

Eat Smart **Microwave Brussels Sprouts Bags** are selling well.



CV GRAPES

We may see the **Grape** season in California shorten up a bit due to heavy rains in early November and a freeze this week. There are good supplies on both **Red and Green Grapes** as growers had fruit already under roof and are still checking the damage of what is still in the field.

Pretty Lady Grapes should be in very good shape as most of their fruit is harvested and unlike most others, their vineyards are all under plastic.

Imports **Green and Red Globe Grapes** are arriving on the east coast from Peru. So, if we start seeing any issues, we will be able to make the transition at least on the green.

On **Cotton Candy**, there has been some Spanish fruit in clamshells, but quality is poor and not much sugar. We should see some **Cotton Candy** and **Red Seedless Grapes** from Peru around Thanksgiving. Good quality is expected.

size profiles. **Pomegranate Arils** are available in both 4oz and 8oz cups from POM Wonderful!

- Cherry** season has just started in Chile. However, with less flights/air space to come to New York, the first of the season fruit is being flown into Miami, and very little is being trucked north. We'll get started on our **Cherry** program as soon as the logistics can get worked.

2020 THANKSGIVING PLANNING



THANKSGIVING IS THURSDAY, NOVEMBER 26. PLAN NOW WHILE THERE'S THE LUXURY OF TIME!

Why all the effort and planning?

As a retailer, you want to help your shoppers create that special meal for Thanksgiving. To do that, you need to anticipate what ingredients they will be using, when they'll need them, and how much they'll need. And if you do this well, you'll create big sales and build goodwill with your shoppers that can help them make you their choice for all of their holiday shopping needs.

As a buyer or manager, Thanksgiving is all about maximizing sales and profits by building massive, fresh, and seasonal, and holiday related displays. Some of these displays can stay up through Christmas. Let's get planning! Be creative to encourage impulse purchases.

What can we expect for Thanksgiving 2020?

Some consumer research has indicated that up to 40% less shoppers plan to host or attend large Thanksgiving meal gatherings with people outside of their own household due to the ongoing pandemic. But there is a belief that many will still want the traditional flavors and dishes of Thanksgiving for their own family. With more single household gatherings, there could be more holiday ingredient buyers, just with smaller quantities.



Like other times during the pandemic, the supply chain may be strained. Manufactured fresh items and value-added products have been subject to prorates and logistical delays this fall. For example, some Cider producers can't keep up with demand, and once-a-year items like Candied Fruit for fruit cake, are arriving much later than expected and not in the right quantities. So, some level of flexibility and adaptability will be needed.

What is Four Seasons Produce doing to prepare for the holidays?

The first focus is keeping our people safe and facilities running as smoothly as possible. The COVID-19 protocols, facilities investments, and extra sanitation measures we've put in place will continue.

The second focus is adding staff to our warehouse and packing operations teams to support the heavy case-pick demand from our retailer partners. Over 30 selectors have been on-boarded during October to prepare for the higher levels of demand we expect, and our hiring efforts continue.

Finally, the third focus is working to anticipate item level demand during this unprecedented Thanksgiving holiday.



Invest in preparation:

Planning, scheduling, and ordering are going to be crucial for your department's success. This is especially true in a year where retail food business has been trending way up and logistical challenges and delays have been frequent. In the following pages, we've laid out some ideas and reminders to help you prepare your department, create excitement, and drive sales.

Four Seasons Produce 2020 Thanksgiving Office & Delivery Schedule

Sunday 11/22 - Tuesday 11/24: Normal office and delivery schedule.

Wednesday 11/25: Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

Thursday 11/26: Happy Thanksgiving!! Office closed and no deliveries.

Friday 11/27 & Saturday 11/28: Normal office and delivery schedule.

**Please contact your rep if you have any questions or requests.

We are extremely grateful for all of our hardworking associates, loyal customer partners, and supportive suppliers. 2020 has thrown a lot at us, but together, we've kept communities around the Mid-Atlantic and Northeast fed. Thank you!

10 TIPS & REMINDERS TO HELP YOU THIS THANKSGIVING

1

Nut and Baking Displays should be built during early to mid-November. Nuts are not just for baking, they are good sellers as healthy, high energy snacks. Nuts and baking products will sell well through New Year's.

What to Include: *In-shell & Shelled Mixed Nuts* and *Walnuts, Fresh Chestnuts and Roasted/Peeled Chestnuts, Pistachios, Almonds, Raisins, Dried Cranberries, Baking Dates, Medjool Dates,* and *Dried Figs*. Some stores continue to have customers ask for *Candied Fruit* for making fruitcake.

Refill: Initial *Diamond California Shelled*, and *In-shell nut* orders have had prorates, shipping delays, and other pandemic related challenges. We'll be re-filling throughout November and December from East Coast storage centers as available. Re-order early so you can stay ahead as product sells down.



2

Convenience and Recipe-Ready Products save time for busy meal preparers and sell well the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwavable package.

- **Trimmed & Washed Microwaveable Green Beans** - 2 lb family bags available by preorder
- **Season & Steam Microwaveable Brussels Sprouts**
- **Peeled** and **Cubed Butternut Squash**
- **Bagged Cut Vegetables & Veg Trays**
- **Fresh Cut Vegetables** and **Fruits & Trays** - available by preorder to help you stay in stock
- **Stuffing Mix (Diced Onion & Celery with Herbs)** - available by preorder



3

Build a Big Sweet Potato Display to capture Big Sales!

Promote the full variety of **Sweet Potatoes (Yams)** with some aggressive pricing too!

TIP #1: Post a full case price or make random weight tote bags full of potatoes for grab & go.

TIP #2: Add **3lb Bagged Sweet Potatoes** for November.

TIP #3: Purple is hot! Add **Stokes Purple Sweet Potatoes** for consumers that want a conversation-sparking side dish.

4

Potatoes & Onions - the staples matter. This is the time of year to build large displays of **bagged** and **loose Potatoes & Onions, Shallots,** and **Garlic.**

- The best varieties for **MASHING** include: **Yellow/Yukon Gold** and **White Potatoes** (traditional), **Red Skin** (for skin-on recipes) and **Idaho Russets** (for fluffy texture).
- Having some jumbo sized **Russets** are nice for shoppers that care for ease of peeling at home.
- **Fingerling Potato** varieties and **Baby Potatoes** are ideal for **ROASTING** and do not need to be peeled.



5

Classic Thanksgiving ingredients for holiday side dishes drive sales. Be ready with:

Traditional Veg - Green Beans are a favorite! **Broccoli, Asparagus, Brussels Sprouts,** and **Cauliflower** are in peak demand.

Did you know? Thanksgiving week sales are often higher than at any other week of the year for: **White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.**



6 Be ready with Fresh Herbs! Pre-book your FRESH HERBS.

Do not wait - plan ahead so you're in stock.

Thyme, Rosemary, Sage, Poultry Mix, and Chives will be the top 5 fastest moving herb packs for Thanksgiving.



7 Pay attention to Stuffing and Filling ingredients.

Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- **Celery** or **Celery Hearts** and **Yellow Onions** or **Sweet Onions** are on almost everyone's shopping list. Be ready and fresh!
- **Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples,** and **Cranberries** are key stuffing ingredients in many recipes.

8 Greens Sell! Collards, followed by Kale, Mustard, Turnip Greens, are important for many ethnic and vegetarian holiday dinners.

TIP #1: Get pre-books in for **Washed & Chopped Collards** and **Kale** bags.

TIP #2: Get pre-books in for bunched **Collards** and **Kale** at stores where that is an in-demand traditional side dish.

TIP #3: Post a case price for **Collards** where appropriate.

9 "Whoops, I forgot these sell so well for Thanksgiving!" Some items just move surprisingly well around Thanksgiving. Be ready on:

Clementines & Satsuma Mandarins, Navel Oranges, Pomegranates & Pomegranate Arils, Fresh Apple Ciders, Artichokes, Fennel (Anise), Cabbage & Cole Slaw Mixes, Parsnips, Rutabagas, Bananas (stay ahead on color), **Grapes, Jarred fruits** and **Citrus salad,** and **Pineapples.**

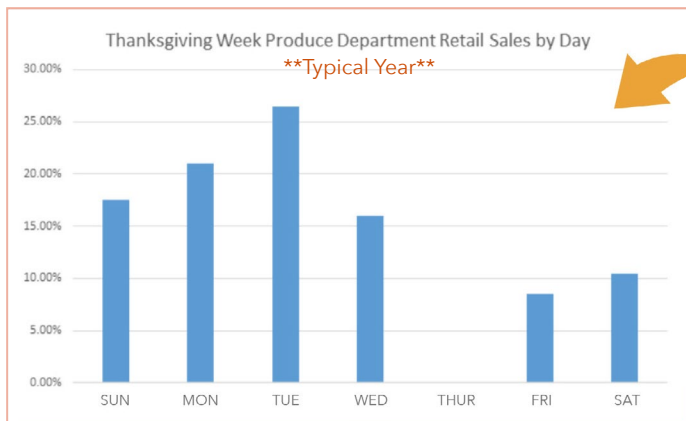
10 Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.

ORDERING TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for **WED 11/25**, that should be for last minute fill in and Friday sales.

ORDERING TIP #2: Bring in warm table and hard items in for **THURS 11/19 - SAT 11/21** and fresh items in by **SAT 11/21 - MON 11/23 BEFORE** Thanksgiving so you and your staff are on the sales floor **TUES 11/24** and **WED 11/25**, not in the back room waiting on and unloading trucks.

LABOR TIP #1: Your produce department should be set and ready to shop by 9:00 AM **MON - WED** for your customers' convenience. Do not get behind the '8' ball or you will disappoint your customers. Stay ahead and your holiday business will go smoothly. It's possible to expect a 5% sales bump vs current trends the week before Thanksgiving, and a 15-20% bump the week of Thanksgiving but packed into 6 days. Sales will then likely drop sharply for the week after Thanksgiving.

LABOR TIP #2: Schedule evening help on **SUN - WED**. Have your evening associates fill all hard goods like potatoes, onions, and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings - apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.



PRO TIP:

Plan your ordering with this "sales at retail" curve in mind."

To be in stock for the Sunday, Monday, and Tuesday rushes, you need to have product ordered and delivered 2-3 days ahead of these peak selling days.

Be Organized! Be Fresh & Full! And Be Successful! Have a great holiday! And THANK YOU for being our customer!

*Want more advice or tips individualized for your store situation? Contact your Four Seasons Produce Merchandiser or Sales Rep!