

"MINI" MARKET NEWS

OUTLOOK FOR NOVEMBER 25 - DECEMBER 3, 2015

RED HOT - ORGANIC

Organic Broccoli is in extremely short supply and prices remain high this week.

Organic Leaf Lettuce and **Organic Romaine** production is very low out West and Florida harvests have been crimped by cool, wet weather. Pricing will remain high and pro-rates can be expected in early December. **Organic Romaine Hearts** have increased in price too, due to smaller harvests.

Organic Carrots supply in California is dropping sharply. Cal-O/Bunny-Luv are beginning to pro-rate all orders of whole carrot 1lb, 2lb and 5lb bags. **Organic Rainbow Carrot Bags** are done for the season. This extreme situation will be an issue during December and January. **Organic Baby Peeled Carrots** will remain steady.

Organic Berries remain expensive and limited. **Organic Strawberries** are the tightest in supply. **Organic Raspberries** are available but not promotable. **Organic Blackberry** quality has been questionable from Mexico so far this season. **Organic Blueberries** from Argentina and Chile are still trading at high prices.



PROMOTABLE - ORGANIC



Organic Cucumbers from Mexico are in nice supply, plus Lady Moon is harvesting in Florida.

Organic Cherry Tomatoes from Florida are coming into better supply for December.

Organic Greens like Kale, Lacinato Kale and Collards are in steady supply with good quality from California and exceptional quality from Lady Moon Farms in Florida.

Fresh crop **Organic Navel Oranges** from California are in peak season and ready for winter promotions. **Organic Clementine Mandarins** and **Organic Satsuma Mandarins** from California are tasting great.

Organic Lemons and **Organic Meyer Lemons** will be abundant in December.

Deal pricing can be secured in early December for **Organic Avocados** and **Organic Mini Seedless Watermelons** from Mexico.



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RED HOT - CONVENTIONAL

Iceberg Lettuce prices continue to be very high due to light harvests during transition from California to Arizona production.

Larges sized **Apples** from Washington State are becoming more difficult to source, especially **Honeycrisp** and **Golden Delicious**.

Green Bean demand was strong for Thanksgiving, driving up the price. Major shippers ran short on input product from Mexico on their 'cleaned and snipped' microwave packs due to weather in their Mexican growing regions.

Strawberry supplies remain very low, making prices spike. More Florida production this week will prevent pricing from going any higher in December.

Cauliflower harvests are so light right now that many retailers have been able to keep shelves filled even at high pricing. Meager supplies of local **Cauliflower** will be available.



PROMOTABLE - CONVENTIONAL



California **Navel Oranges** are coming into better peak season supplies and 4lb bag promos are available for December. Large sizes remain harder to source.

California **Clementine Mandarins (like Halos)** are in excellent supply and retail demand. Big flavor **Satsuma Mandarins** are now at their very best.

Blackberries and **Raspberries** are in better supply than **Strawberries**. **Blueberries** from South America are poised in drop in price in early December.

Florida Tomatoes – Vine Ripes, Roma, Cherry and Grape – are becoming more abundant, so expect deal pricing for early December.

HAPPY THANKSGIVING!



New!

AT FOUR SEASONS

CONVENTIONAL

- 06922 - CV Pears Asian Singho 2-LYR 20 ct
- 06938 - CV Pears Ya Chinese 60 ct 40 lb.
- 13944 - CV Clementines Halos Bag 30/2 ct
- 13800 - CV Oranges Navel CA Bin 75/8 lb.
- 13620 - CV Oranges Navel Sunkist 150/4 lb.
- 13643 - CV Oranges Navel Florida Bin 75/8 lb.
- 14205 - CV Tangelo Orlando Florida 80 ct
- 14260 - CV Tangelo Orlando Florida 100 ct
- 00689 - CV Brussels Sprouts Recipe Clam 12/1 lb.
- 04466 - CV Potatoes Klondike Yellow 6/24 oz.



ORGANIC

- 44357 - OG Tangelo Golden Sweet FL 32/40 ct 20 lb.
- 44028 - OG Tangerine Sunburst FL 100s/50 ct 16 lb.
- 44296 - OG Tangerine Sunburst

- 44302 - OG Clementines 60-90 CA ct 25 lb.
- 44429 - OG Clementines Bagged CA 12/2 lb.
- 44136 - OG Tangerines Daisy 25 lb.
- 44249 - OG Pummelos CA 14-18 ct

- 44111 - OG Eggfruit (Canistel) 5 lb.
- 46109 - OG Kiwano Melons 12/14 ct



BUCK BRAND

- 45357 - OG Lemons Pink Variegated 10 lb.
- 42050 - OG Buddha Hand 9 ct
- 43181 - OG Kumquat Centennial (Mandarinquat) 10 lb.

Variegated Pink Lemons



New!

BRUSSELS SPROUTS CLAMSHELLS WITH RECIPE



Code: 00689

SIZE: 12/1 lb.

UPC: 0-33383-70154

- **CREATE DEMAND AT POINT OF PURCHASE:**

Finished Recipe Pictures on the top of the pack helps shoppers imagine what they can make with the brussels sprouts

- **HOW-TO:** Recipe Label peels back to reveal the actual recipe, plus How-To Storage and Preparation Instructions

- **VARIETY:** 3 different recipes repeat on the label rolls so it each case should contain a few of each recipe. **Recipes for Winter:**

1. Winter Chowder
2. Roasted Brussels Sprouts with Hazelnuts
3. Orecchiette with Roasted Brussels Sprouts
(random in the case)

- UPC and required packaging information label on the bottom of the clamshell



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