

# ORGANIC MARKET NEWS



OUTLOOK FOR NOVEMBER 11 - NOVEMBER 18, 2016

## ORGANIC GREENS IN NOVEMBER



Lady Moon Farms is now in good supply right now out of Florida:

- Organic Green Kale**
- Lacinato Kale**
- Red Kale**
- Chards (red, green, and rainbow)**
- Collards**
- Dandelion**
- Baby Bok Choy**
- Bok Choy**

Arriving 11/20, **Organic Fennel** and **Dandelion** are expected to begin from Florida as well.

California growers like Cal-O, Lakeside, and Foxy, report abundant supplies of all of these **Organic Greens** as well. **Organic Parsleys, Cilantro, Bunch Beets, Dill, Spinach, and Leeks** are also shipping out of CA.



### OG ROOT CROPS

Expect good supplies/steady pricing on the following during November:

- 25lb Organic Red Beets (CA/PA)**
- 25lb Organic Gold Beets (WI)**
- 25lb Organic Rutabagas (CA/WI)**
- 25lb Organic Parsnips (CA)**
- 25lb Organic Turnips (Maine/CA)**
- 25lb Organic Celery Root/Celeriac (CA)**

**Organic Burdock Root** will remain limited for the rest of November.

**Organic Soup Mix** retail packs are available out of Wisconsin. The 3lb bags contain **Organic Turnips, Purple Carrots, Rutabagas, and Parsnips**.

**Organic Carrots** are expected to be in good supply for Thanksgiving, including **Organic Bunch, Rainbow Bunch, Cellos, and Baby Peeled Carrots**.



### OG POTATOES/ONIONS/SWEET POTATOES

We are into promotional pricing on all **Organic Potatoes, Sweet Potatoes, and Onions!** Talk to your sales reps for deals! Bring in your hardware items early for Thanksgiving!

#### **Organic Potatoes:**

We are transitioning **Organic Russet Potatoes** over to Colorado grown product. Pricing is very attractive on both counts and 10/5lb bags! Pricing will be steady through the end of the year. **Organic Red and Yellow Potato** quality out of Canada continues to be nice.

#### **Organic Onions:**

**Organic Red, Yellow, and White Onions** are absolutely outstanding right now in terms of quality. Pricing will be steady through the end of the year on all of these items.

#### **Organic Yams:**

Thanksgiving promotional pricing is in effect for all of the AV Thomas California grown beautiful **Organic Sweet Potatoes**. **NC Organic Covington Organic Sweet Potatoes** are currently available but we are not carrying them due to the much higher cost than we have seen in years past.



## OG CHESTNUTS

The first **Organic Peeled & Roasted Chestnuts** from Italy are now in stock. The first **Organic Fresh Chestnuts** of the California season are expected to arrive this weekend. 50 lb and 10 lb cases will be available.



## OG POMEGRANATES

New **Organic Pomegranate Arils** are now available!

California **Organic Pomegranates** are in steady supply. 90lb wooden bins are now available.



## OG ZUCCHINI

**Organic Zucchini** is in good supply out of Mexico, but Florida reports limited supplies of both **Organic Yellow Squash** and **Zucchini**. Expect prices to shoot up after Thanksgiving when the Mexican abundance winds down.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are expected to be in okay supply during Thanksgiving out of CA, and a small amount available out of NY. There may be some clamshell packs available out of NY as well. Pricing is steady.

The **Microwave Organic Brussels Sprouts** bags, which were popular last winter, will not come until after the holiday.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** is in somewhat limited supply for Thanksgiving. Argentina is done for the time being and most Mexican shippers do not start strong volumes until December.

We will see a fair amount of **Organic Asparagus Tips**, as well as a few **Organic Purple Asparagus**. Strong volume and quality will arrive in early January out of CA.

## OG PEARS

Washington **Organic Anjou, Asian, Bosc, Comice, Concorde, Seckel Red Anjou, Starkrimson, and Red Bartlett Pears** continue in good supply.

Washington **Organic Bartlett Pears** are in a gap. Some fruit should come out of CA (controlled atmosphere) storage in a few weeks, but supplies are expected to be very limited.



## OG APPLES

Washington **Organic Braeburn, Cameo, Envy, Fuji, Gala, Gold Delicious, Jazz, Jonagold, Opal, Piñata, and Red Delicious Apples** continue in steady supply with some promotional opportunities available.

Washington **Organic Granny Smith Apples** continue in firm supply.

**Organic Honeycrisp Apples** continue to be very limited and prices are rising.

The first Washington **Organic Pink Lady Apples** have arrived in limited supply with high prices. We should see prices slowly come off as supplies improve.



## OG GRAPES

California **Organic Black and Red Grape** supplies are firm and sporadic. It is expected to continue to end the month with prices increasing as the month moves on.

**ALERT!** **Organic Green Grapes** will be very limited with very high prices and some sporadic out-of-stocks until we finish for the season.

After California finishes, we expect a gap until Peru begins approximately the 2nd-3rd week of December.



## OG HASS AVOCADOS

The **Organic Hass Avocado** market is very up and down right now. Shippers have brought in fruit to refill the pipeline after sales were brought to a halt by growers. There is an abundance of small fruit. Overall pricing is on the decline. Fruit quality remains solid.

Equal Exchange **Fair Trade Organic Hass Avocados** from Mexico will be out of stock until at least the middle of next week.



## OG PEPPERS

Expected abundant supplies of **Organic Green Peppers** as multiple regions come in at once (Florida, Mexico, and CA).

**Organic Red, Yellow, and Orange Peppers** are in good supply out of Israel and Mexico. Holland is done for the season.

Good supplies of **Organic Jalapeño Peppers** are coming out of NY and Florida.



## OG CITRUS

California **Organic Navel Orange** supply continues to improve, with prices continuing to slowly decline. **Organic Valencia Oranges** will wrap up for the season over the next few weeks.

California **Organic Satsuma Mandarins** are finally beginning to come into season.

New **California Organic Daisy Tangerines** are expected this weekend.

New Florida **Organic FallGlo Tangerine, Golden Sweet Tangelos, and Navel Oranges** come into season this week.

## OTHER STORIES:

- **Organic Artichokes** are in good supply out of CA. Quality has been very good. We don't expect any price changes prior to Thanksgiving.

- **Organic Green Acorn** (Florida), **Butternut** (PA/CA), and **Spaghetti** (CA) Squash are in good supply, while other varieties, such as **Organic Kabocha** and **Delicata Squash**, are more limited in supply out of CA. **Organic Honeynut Squash** is in limited supply out of PA and NY.

- **Organic Pineapples** are in steady supply for next week with pricing remaining low. Quality has been excellent.



## OG LETTUCE

**ALERT!** **Organic Lettuce** quality continues to show no improvement on the marginal browning of the brown rib discoloration. **Organic Romaine Lettuce** is expected to be particularly challenging the next few weeks.

Supplies of **Organic Red and Green Leaf Lettuces**, as well as **Green and Red Butter**, appear to be in adequate supply for Thanksgiving.

**Organic Romaine Hearts** are in good supply out of CA and some shippers have begun packing out of Yuma. Pricing is up slightly this week and some shippers report they'll have little volume in the next week. Quality has been very good.



## OG BERRIES

Chilean **Organic Blueberry** supplies continue to improve with prices now at a promotable level. We should begin to see 6oz. fruit in a couple of weeks. Argentinean **Fair Trade Organic Blueberries** are available.

**Organic Blackberry and Raspberry** supplies are steady.

**ALERT!** **Organic Strawberry** supplies remain extremely tight. Expect pro-rates and out-of-stocks. The situation is expected to get worse though the end of the year. Prices continue to rise.

- **Organic Mangos** are in good supply this week from Ecuador. Larger sizes are available next week. We will be bringing in some 8ct along with the 10 and 12ct Tommy Atkins we are currently carrying. No **Organic Ataulfo Mangos** will be available again for next week.

- **ALERT!** As **Organic Baby Greens** growers transition out of fields in Central California to the desert regions of California and Arizona during November, we expect declining quality during that time. **Organic Arugula** in particular has had poor shelf life and yellowing.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is expected to be in good supply for Thanksgiving, but it is unclear if the price will move up or not. Many shippers still report supply exceeding demand. Canada and PA report good supplies on **Organic Broccoli** as well.

**Organic Broccoli Crowns** are in good supply out of CA and pricing is steady.

**Organic Cauliflower** is in tight supply and quality issues may affect some arrivals because of discoloration.

**Organic Orange Cauliflower** (CA) and **Romanesco** (NY) are in limited supply. During Thanksgiving, expect prices to increase.



## OG TOMATOES

**Organic Round Tomatoes** are increasing in supply out of Mexico. Florida will begin the middle of November.

**Organic Cherry Tomatoes** are in good supply out of Florida. **Organic Grape Tomatoes** are also in good supply out of Florida and Mexico. **Organic Rainbow Tomatoes** will be available out of Florida in late November.

**Roma Tomatoes** are in good supply out of Mexico. **Organic Cluster Tomatoes** are steady out of Mexico.

**Organic Heirloom Tomatoes** are out for the time being.

- **Organic Green, Red, and Napa Cabbage** is in good supply. NY and CA are the regions with the most product, as well as Wisconsin. Quality is good to very good.

- **Organic Hachiya** and **Fuyu Persimmons** are in steady supply.

- New crop Mexican **Organic Cantaloupes** are in better supply this week. Prices remain steady. New crop Mexican **Organic Honeydews** have arrived in limited supply with very large sizing.

- **Organic Watermelons** remain in season from Mexico.

# 2016 Thanksgiving Organic and Conventional Produce Checklist & Merchandising Suggestions

**Thanksgiving is Thursday, November 24th, 2016. PLAN NOW while there's still the luxury of time.**

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. Good planning and strong execution for this holiday will establish the momentum you need to carry you through the Christmas and New Year holidays.

Be creative in order to encourage impulse sales and maximize profits. Based on our experience, your customers will put a lot of effort into making sure that their Thanksgiving holiday dinner is perfect. Even consumers that "shop around" most of the year prefer to buy all of their ingredients from one store for major cooking holidays.

## 10 IDEAS & REMINDERS to help you ace this upcoming Thanksgiving Sales Period!

1. **Nut and Baking Displays should be built by November 14!** Nuts are not just for baking anymore, they're good sellers as healthy, high energy snacking for both our organic and conventional consumers.

- **What to Include:** In-shell and shelled Mixed Nuts and Walnuts, Raisins, Dried Cranberries, Baking Dates, Medjool Dates, Fresh Chestnuts and Roasted/Peeled Chestnuts and Dried Figs. Pistachios and Almond displays for snacking can be included.

- **Refill:** Initial California shelled and in-shell conventional nut orders have already shipped. Re-order early so you can stay ahead as product sells down. Don't get caught short on the days before Thanksgiving without enough product where you could have your department filled with customers but empty displays. Nut and Baking product will sell well through New Year's.



2. **Convenience and Recipe-Ready Products** save stressed out hosts time and sell great the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, or peeled and cut, or in a microwavable package.

- Trimmed & Washed Microwaveable Green Beans and Brussels Sprouts, Peeled and Cubed Butternut Squash and the best sellers.
- Brands like Taylor Farms Organic and Green Giant Bagged Vegetables and Ocean Mist's Steam & Serve line will be great sellers
- Fresh Cut Vegetables & Fruits along with Veggie & Fruit Trays - whether purchased or store made –either way, have enough in stock!
- Stuffing Mix (Diced Onion & Celery with Herbs) and Soup Mix are good movers too.

3. **Build a Big Sweet Potato Display to capture Big Sales!** Promote the full variety Organic and Conventional Sweet Potatoes (Yams) and specialty varietal sweet potatoes with some aggressive pricing too!

**TIP #1:** In areas where "sweet potato pie" is popular, jumbo sweet potatoes are ideal.

**TIP #2:** Post a full case price.

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

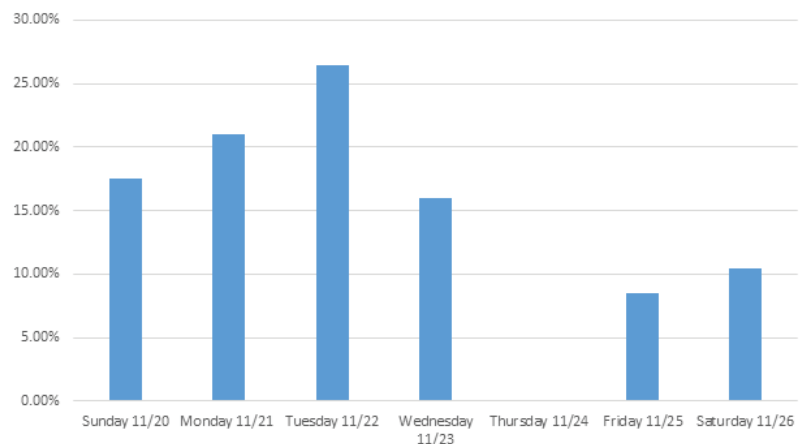
**TIP #4:** Purple is hot! Add Stokes Purple Sweet Potatoes for consumers that want a conversation-sparking side dish.

4. **Potatoes & Onions – the staples matter.**

This is the time of year to build large displays of Organic and Conventional bagged and loose Potatoes & Onions, shallots and garlic.

- The best varieties for MASHING include: Yellow/Yukon Gold, White potatoes, Red Skin (for skin-on recipes) and Idaho russets (for fluffy texture).
- Fingerling varieties and Baby Potatoes are ideal for ROASTING.

Thanksgiving Week Produce Department Retail Sales by Day



**5. Classic Thanksgiving Ingredients for holiday side dishes drive sales.** Be ready with:

- Organic and Conventional: Green Beans are a favorite! Broccoli, Asparagus (green, purple and white), Brussels Sprouts, Cauliflower, Green Cabbage 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 and Whole Carrots, Green Beans and White Pearl and Cipollini Onions.



**6. Pay attention to Fresh Herbs:**

- Pre-book your FRESH HERBS. Don't wait and be disappointed the day before Thanksgiving when you can't get more in.
- Poultry Mix, Thyme, Rosemary, Sage 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 Stuffings, 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, Sage, Apples, Cranberries and Raisins are key stuffing ingredients in many recipes too.

**8. Greens Sell!** Organic and Conventional Collards, Kale, Mustard, Turnip Greens are extremely 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 a in-demand traditional side dish.

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

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

- Artichokes and Fennel (Anise), Cole Slaw mixes, Bananas with a good yellow color are a "MUST" on display, Pomegranates and Pomegranate Arils, Persimmons and Grapes, Jarred fruits and citrus salad; Jumbo and XL Fruit like Apples, Pears and jumbo Citrus, Clementine and Satsuma Mandarins, Fresh Apple Ciders, Pineapples and peeled & cored Pineapples.

**PS.** Tofurkeys are very popular with your vegetarian customers. Natural and Organic Retailers, don't get caught short and disappoint your customers.

**PPS.** Beginning Black Friday, Lettuce and Tomato displays for leftovers are perfect for the weekend after Thanksgiving.



**10. Labor Scheduling and Order Planning can MAKE or BREAK your Thanksgiving Sales.**

- **ORDERING TIP:** Don't be waiting for your delivery on items that you know will sell heavily for the holiday. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you can't sell what you don't have in your store. Deliveries will be available on Wednesday 11/23, but that should be for last minute fill in and highly perishable only.
- **ORDERING TIP:** Bring hard items in for Thursday 11/17, Friday 11/18 and Saturday 11/19; and fresh items in by Saturday 11/19 and Monday 11/21 BEFORE Thanksgiving so you and your staff are on the sales floor Wednesday, not in the back room waiting on and unloading a truck.
- **LABOR TIP:** Your produce department should be set and ready to shop by 9:00 AM Monday through Wednesday for your customers' convenience. Don't get behind the '8' ball or you'll disappoint your customers. Stay ahead and your holiday business will go smoothly. Expect a 5% sales bump the week before Thanksgiving and a 15-20% bump the week of Thanksgiving. Sales will then likely drop 15-25% for the week after Thanksgiving.
- **LABOR TIP:** Schedule evening help on Sunday through Tuesday. 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, mushrooms, berries and grapes in the morning before opening.

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

- Ray Taglialatela, Retail Services Manager, and the whole Four Seasons Produce Team

*\*Want more advice? Contact your Four Seasons Produce Merchandiser or Sales Rep!*

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## 2016 Thanksgiving Schedule

**Monday 11/21 & Tuesday 11/22** – Normal delivery schedules.

**Wednesday 11/23** – Extra deliveries will be made to support busy holiday sales in most regions. Orders for Friday 11/25 delivery are due by 4 pm.

**Thursday 11/24** – Happy Thanksgiving! Offices are closed for the holiday. No deliveries.

**Friday 11/25 & Saturday 11/26** – Normal delivery and office schedules.

# NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

## ORGANIC

45101 - OG Chestnuts Roasted Italian	12/3.5 oz
44251 - OG Chestnuts LG USA	10 lb
44247 - OG Chestnuts LG USA	50 lb
45702 - OG Beet Spirals	6/10.7 oz
45703 - OG Butternut Squash Spirals	6/10.7 oz
45700 - OG Zucchini Spirals	6/10.7 oz
45701 - OG Sweet Potato Spirals	6/10.7 oz
44142 - OG Orange Cara Cara 72/88 sz CA	36/44 ct
44040 - OG Mandarin Satsuma Med CA	25 lb
44253 - OG Mandarin Satsuma Fancy CA	10/2 lb
44355 - OG Tangerine Fall Glo 80sz/40 ct FL	20 lb
43297 - OG Tangerine Fall Glo 100sz/50 ct FL	20 lb
44357 - OG Tangelo Golden Sweet FL	32/40 ct
44088 - OG Orange Navel Fancy FL	56 ct
49227 - OG Pomegranate Arils	12/4.4 oz
40408 - OG Garlic Colossal Mexico	30 lb
41093 - OG Cucumber Mexican	45 lb
40392 - OG Romanesco Cello NY	20 lb
41485 - OG Onion Pearl White	12/8 oz
41487 - OG Onion Pearl Red	12/8 oz
41488 - OG Onion Pearl Tri-Color	12/8 oz



## CONVENTIONAL

24251 - CV Chestnut AAAA (Jumbo)	25 lb
24252 - CV Chestnut AAA 48/50 sz (XL)	25 lb
00808 - CV Carrots Canadian	48/1 lb
00821 - CV Carrots Canadian	24/2 lb
00843 - CV Carrots Canadian	10/5 lb
05715 - CV Apples Honeycrisp 36 sz USXFCY	40 lb
05716 - CV Apples Honeycrisp 48 sz USXFCY	40 lb
05560 - CV Apples Pink Lady East 88/100	40 lb
05029 - CV Apples Pink Lady East	12/3 lb
05558 - CV Apples Pink Lady Tote East	8/5 lb
06076 - CV Apples Envy WAST	27 lb
14005 - CV Tangerines Sunburst FL	80 ct
14010 - CV Tangerines Sunburst FL	100 ct
14031 - CV Tangerines Sunburst FL	12/3 lb
15008 - CV Cherries XLG Chile	11 lb
04415 - CV Potatoes White PA Kings Family Farm	5/10 lb
04428 - CV Potatoes White PA Kings Family Farm	100/10 lb



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR NOVEMBER 11 - NOVEMBER 18, 2016

## VEGETABLES FOR THANKSGIVING

### GREEN BEANS

**PROMISING NEWS!** **Green Bean** quality from Georgia is nice. Pricing is about steady right now, but can turn quickly depending on holiday demand. Either way, there will be more **Green Beans** than last Thanksgiving.

### BROCCOLI

**Broccoli** is plentiful from Virginia and California. Quality is nice. PA grown **Bin Stalk Broccoli** is still available with steady pricing.

### CAULIFLOWER

Cauliflower is in good supply with aggressive pricing and nice quality from California. PA grown **Bin Jacket Cauliflower** is plentiful again this week with nice quality and steady pricing.

### FENNEL

**Fennel (Anise)** is in decent supply with steady pricing the first half of the week, but is expected to increase the second half of the week. Quality is good.

### ARTICHOKES

We will have good volume and promotable pricing on 12ct **Artichokes**. We will also have 24ct **Artichokes** this week.

### COLLARDS & KALE

**Collards** and **Kale** are steady from New Jersey heading into Thanksgiving. Quality is nice.

### CELERY

**Celery** quality is good heading into Thanksgiving. The market is active as expected due to holiday demand with steady to higher pricing.

### ASPARAGUS

**ALERT!** We are already starting to see demand increase on both Peruvian and Mexican **Asparagus** supplies. Look for prices to increase this week as we head into Thanksgiving.



### CV MANDARINS

The demand on the **Clementine** is high, like last year, dominating the citrus category again. Supply can't keep up so it's a situation to keep product booked in advance. There is little fruit available for a spontaneous buy.

It appears **Satsuma Mandarins** will finish early this season, before the end of the month. With an overall smaller crop supplies will be sporadic. With the heavy demand for the **Clementine Mandarins**, they will hardly be missed.



### CV STRAWBERRIES

**ALERT!** **Strawberry** demand will continue to exceed supply as we head into the Thanksgiving holiday. Mexican production will not be enough to handle the demand. Expect heavy pro-rates, out-of-stocks, and high pricing.

California will have very limited supplies out of the southern growing regions.

Florida will actually ship its first boxes this week. But no significant volume is expected out of there until following the Holiday.



### CV PEPPERS

**Green Peppers** remain in good supply from California and the East Coast. Pricing is expected to remain promotable and quality is nice.

**15lb Red Peppers** are steady. **11lb Red Pepper** pricing is up a bit, with **Yellow** and **Orange** staying steady.

**Mini Mixed Sweet Peppers** are limited with higher pricing this week.



## CV CABBAGE

**Cabbage** is fairly limited as Georgia supplies have started, but are not plentiful. We will be sourcing from New York and Georgia.

PA grown **Bin Cabbage** is coming to an end this week.



## CV EGGPLANT

**Eggplant** is promotable. We will be switching from Georgia to Mexican product.



## CV BERRIES

Promote **Raspberries** and **Blackberries**. Good supplies will continue into the Holiday.



## CV SQUASH

**Zucchini** is up a tad in pricing with very nice quality.

**Yellow Squash** is limited with higher pricing and some scarring expected.

All **Hard Squash** is steady and plentiful.



## CV BLUEBERRIES

Overall, **Blueberries** from Argentina, Chile and Mexico remain in good quality and promotable.

Look for **Blueberry** prices to increase slightly this week. Argentina has pulled back on their shipments as market prices were too low for growers. Look for steady supplies to continue through the month.



## CV MELONS

Mexican **Cantaloupe** and **Honeydew** production will continue this week. There will be a slight easing of the Western demand as the first off shore vessels are arriving this weekend.

Volumes will be light to start but increase over the coming weeks. Look for prices to slowly adjust to the increased availability.



## CV FL ORANGES

We expect **Hamlin variety Juice Oranges** to continue to trade at lower price levels this coming week. 100/125ct are the sizes being discounted most with 80ct and larger still commanding higher money. Quality continues to improve as brix levels increase.

Expect to start seeing more Florida **Navel Oranges** this coming week. With low acids and smaller crop this variety will not be around long.



## CV FL TANGERINES

**Fallglo Tangerines** continue to dominate the market. They're are fully mature and are beginning to report arrival problems. We expect the industry to move quickly through these at lower prices to make room for **Sunburst Tangerines**.

The **Sunburst** variety will be limited in availability and trade at premium prices. **Sunburst Tangerines** will peak on smaller sizes and will be a welcome addition to Florida's lineup.



## CV FL GRAPEFRUIT

Domestic Florida **Red Grapefruit** shipments held steady this week. The largest concern are export business in Florida is brisk which puts more off-grade **Grapefruit** into domestic sales channels.

Quality remains excellent with medium blush on the peel and good brix levels creating quality eating experience.





## CV GREEN ONIONS

**Green Onion** supply and quality is looking good heading into Thanksgiving. Pricing is steady.



## CV CUCUMBERS

**Cucumbers** are limited from Mexico with an uptick in price, but good quality.

**Cello wrapped Cucumbers** are steady.



## CV LETTUCE

There is good supply of **Iceberg Lettuce**. Transition is happening from Huron, CA to Yuma, AZ where most shippers will be loading from this week. Quality is expected to be nice with steady to lower pricing.

**Leaf Lettuce** is starting from Yuma, AZ, while New Jersey Leaf Lettuce is finishing for the season. Quality is good with steady to lower pricing. Supply on **Romaine Hearts** is plentiful with steady to lower pricing. Quality is good.



## CV CA CITRUS

The **Navel Orange** season is ramping up. There are good supplies of 88 counts and smaller fruit and we are seeing prices flex downward. More of the larger sizes are becoming available, but demand still exceeds on 72 counts and larger and prices remain firm.

**Cara Cara Oranges** will begin before the end of November. **Minneola Tangelos** are expected by the second week of December.



## CV HASS AVOCADOS

Mexico's effort to establish higher "long term" **Hass Avocado** pricing within the United States has failed. Distribution channels within the U.S have narrowed due to prolonged outages, coupled with radical price hikes for extended periods of time. Mexico continues to ship heavy. FOB border pricing is currently underneath pricing being paid to growers.

Size 60/70/84 have seen the sharpest decline in FOB pricing. At the present time there is no established market. Hass Avocado markets should stabilize by Thanksgiving.



## CV TOMATOES

**Cluster Tomatoes** will be lower in pricing this week due to good supply from Mexico. **Beef Tomatoes** are steady.

**Vine Ripe 2-layers** and **25lb Tomatoes** are steady.

**Roma Tomatoes** are more limited with higher pricing this week.

**Grape** and **Campari Tomatoes** are plentiful and promotable with excellent quality.

Displays of the Week!

