

MARKET NEWS ORGANIC OUTLOOK

ORGANIC SATSUMA MANDARINS & OTHER CITRUS



California **Organic Satsuma Mandarins** are now in good, steady supply. Expect prices to come down going forward. This very easy-to-peel seedless variety will be in peak season from mid-November through Christmas.

California **Organic Navel Oranges** are back in limited supply as the season struggles to ramp up. Expect high prices through Thanksgiving and then volumes will increase, and prices will come down.

California **Organic Valencia Oranges** are done for the season.

NOTE: California **Organic Grapefruit** supplies continues to struggle with better volumes expected in a few weeks. Prices remain strong.

Organic Lemons out of California and Mexico continue in good supply.



OG SPECIALTY CITRUS

Here are the Buck Brand **Organic Specialty Citrus** items from Deer Creek Heights Ranch for mid-November:

- **OG Buddha Hand**
- **OG Finger Limes**
- **OG Makrut Limes**
- **OG Limequats**
- **OG Pink Variegated Lemons**
- **OG Sweet Limes**



OG BROCCOLI & CAULIFLOWER

ALERT! **Organic Cauliflower** from California continues to be in extremely limited supply due to crop loss and the transition to growing regions.

Any product available will be very expensive, however quality has not been an issue as product continue to see stellar quality. Expect to see gaps in supplies and extremely elevated pricing for Thanksgiving and into early December before we see any relief.

Organic Broccoli from California has begun to see improving volumes from California. Although pricing remains high, we have seen some relief in pricing. With much improved quality, better supplies, and slightly lower pricing as we head towards Thanksgiving, expect to see steady volumes.

Quebec product will continue through the third week of November at a better price point than the California product also creating a relieve in pricing.



OG BERRIES

Organic Blueberries out of Argentina, Peru, and Chile are steady with very nice quality and consistent pricing on 6oz packs, there will also be some pints available via pre-book. Driscoll's **Organic Blueberries** are in tight, but steady supply out of California and Mexico with excellent bloom, size, and flavor.

ALERT! Driscoll's **Organic Blackberries** out of California and Mexico continue in extremely tight supply. Heavy prorates should be expected with prices continuing to rise through the end of the year. Other brands of **Organic Blackberries** out of Mexico have begun, but heavy rains will have an impact on supplies and quality for the next couple of weeks.

Driscoll's **Organic Raspberries** out of Mexico and California are limited, but in steady supply. Other brands from of Mexico are back in good supply.

ALERT! **Organic Strawberries** continue in limited volume at higher pricing. We will be sourcing from California, Mexico, and Florida to piece together what volume is available.

*Need POS Materials for
Buck Brand Organic Specialty Citrus?*

Talk to your sales rep or
merchandiser for POS info,
or download from our
resources page on our website:
fsproduce.com/resources





OG PEPPERS

Organic Green Peppers from Lady Moon Farms in Florida are excellent quality, have steady availability, and there are promotional opportunities.

Organic Colored Bell Peppers from Holland and Canada are coming to a close. The Israeli and Mexican **Organic Bell Pepper** seasons are beginning in mid to late-November. While we may see only limited supplies, prepare to for the possibility of a small gap in product in mid-November before the new growing regions begin to ramp up.

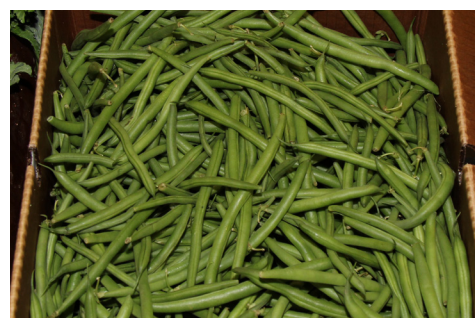


OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms will be promotable this week. Quality is always great from this premium USA East Coast grower.

ALERT! Organic Roma Tomatoes remain extremely tight and limited. Continue to expect gaps in supply for late-November until Florida starts harvesting.

Organic Beefsteak Tomatoes will be available this week from Canada. Quality is looking fantastic! Continue to promote these with extreme confidence!



OG GREEN BEANS

Organic Green Bean production from Southern Florida is beginning. Although early November saw some gaps in supplies and less than ideal quality, moving towards Thanksgiving we should see good quality, steady availability, and aggressive pricing giving stores an excellent promotable item.

Expect pricing to go up immediately after Thanksgiving in early December.



OG PEARS

Washington **Organic Anjou, Bartlett, Bosc, Concorde,** and **Red Pears** are in excellent supply.

Organic Asian Pears continue in limited supply.



OG CELERY

Organic Celery availability and quality improved in November. Expect steady availability for Thanksgiving, with reasonable pricing and stellar quality.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to see excellent supplies and promotable pricing. This will continue through Thanksgiving. Expect to see sporadic supplies from Wisconsin & New York at a slightly elevated price.



OG TROPICALS/SPECIALTY

Organic Formosa Papayas from Mexico are back in stock and should be fairly steady going forward. Quality should be strong.

Organic Black Mission Figs, Curry Leaves, Mamey, Passion Fruit, Starfruit, Sapodilla, and **Cactus Leaves (Nopales)** will all be available for late November!

Organic Dragon Fruit will see a gap in supply in late November.



OG CUCUMBERS

Organic Cucumbers from both Mexico and Lady Moon Farms in Florida are in abundant supply with nice quality for November promotion.

Organic Mini Cucumbers have begun to be sourced from Mexico and Canada. Expect to see steady supplies and improved pricing as the Mexican **Organic Mini Cucumbers** provide a price advantage.



OG AVOCADOS

Organic Hass Avocados from Mexico are in steady supply with good condition. 60ct fruit remains very promotable with heavy volume on the smaller side.

48ct Organic Fair-Trade Avocados are in good supply. 60ct fruit will also be available.

Organic Smooth Skin Green Avocados from Florida will be available again for late November.



OG MANGOS

Organic Mangos are back with fresh fruit arriving at great pricing from Ecuador! Look for supplies to be limited as the pipeline refills for late November!

Organic Honey/Ataulfo Mangos from Ecuador will also be available for late-November!



OG LETTUCE

ALERT! **Organic Leaf Lettuces** from California remain limited and expensive. Expect California to be the main source for the immediate future as the Canadian season has come to a close and Lady Moon Farms in Florida will only begin harvesting in mid to late November.

Expect pricing to remain elevated with inconsistent availability, however, expect late November to see much improved supplies and pricing with Lady Moon beginning.



OG FALL FRUIT

Organic Cranberries out of Canada continue in steady supply of 6oz bag and 22lb bulk.

Organic Pomegranates and **Organic Pom Arils** will be in steady supply, with the Wonderful variety.

Organic Fuyu and **Hachiya Persimmons** continue in peak season for November.



OG ONIONS, POTATOES, & YAMS

Organic Red and **Yellow Potatoes** are in great supply this week and quality is absolutely outstanding!

The **Organic Russet Potato** market is steady this week and quality also looks very nice. Fill those big beautiful Thanksgiving displays with **Organic Red, Yellow, and Russet Potatoes** from Four Seasons!

Organic Onion prices are flat this week. Overall quality is very nice out of all growing regions. We are currently getting some very nice product out of Nevada in all colors and pack sizes in the Peri & Sons label.

Ad pricing is in full effect on the full line of **Organic Sweet Potatoes** from AV Thomas in the "Natural Beauty" label. This is another item to build big displays. Stock up EARLY on all **Organic Sweet Potato** items to make sure you have a full set for the holiday!



OG ASPARAGUS

Organic Asparagus markets will be very promotable this week. A heat wave in Mexico has brought on crops fast ahead of Thanksgiving. Quality has looked very nice.



OG APPLES

PEAK SEASON VARIETIES:

- OG Ambrosia
- OG Braeburn
- OG Fuji
- OG Gala
- OG Golden Delicious
- OG Granny Smith
- OG Honeycrisp
- OG Jonagold
- OG Pink Lady
- OG Red Delicious

PREMIUM VARIETIES:

- OG Autumn Glory
- OG Envy
- OG Jazz
- OG Kanzi
- OG Lady Alice
- OG Opal
- OG Pinata
- OG Rosalynn
- OG SugarBee

HEIRLOOM ORCHARDS (OREGON):

- OG Ashmead's Kernel
- OG Calville Blanc
- OG Grimes Golden
- OG King David

OTHER STORIES

• **NOTE:** **Organic Rambutan** wrapped up abruptly as weather affected this small crop. Each year supplies and availability should improve!

• **Organic Pineapple** supplies will be steady for late November. We will have both 6ct and 8ct options available.

• California **Organic Black, Green, and Red Grape** supplies continue tightening with prices on the rise. Quality is excellent.

• Local **Organic Hard Squashes** are starting to wind down. We will make the transition over to Mexican **Organic Hard Squashes** in late November. Pricing should remain about the same out of the new growing region and quality should continue to look very nice.

• Pacific Northwest **Organic Fresh Chestnuts** are steady in 10lb boxes.

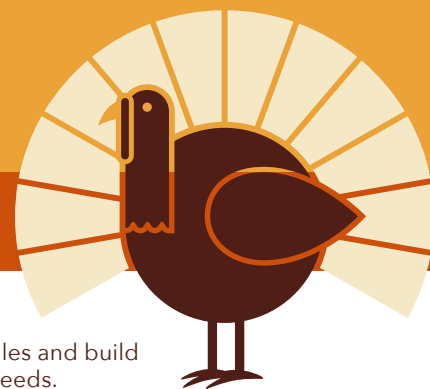
• **Organic Eggplant** from Lady Moon Farms in Florida is in full swing! Expect to see stellar quality and steady supplies from throughout November.

• **Organic Green** and **Yellow Squash** from Lady Moon Farms has continued to have steady supplies and excellent quality their Florida operation. Mexican **Organic Zucchini** and **Yellow Squash** have begun to see increased supplies, and will be available at a price advantage.

• **ALERT!** Mexican **Organic Cantaloupes** are coming to an end and won't start up again until the spring.

2019 THANKSGIVING PRODUCE CHECKLIST & MERCHANDISING TIPS

Thanksgiving is Thursday, November 28th, 2019. **PLAN NOW** while there's still the luxury of time!



As a retailer, you want to help your shoppers create that special meal event for Thanksgiving - this is a big deal for them as family and friends are coming. To do that, you need to anticipate what ingredients they'll be using, when they'll need them, and how much they'll need. Do this well and 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 to planning! 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 TIPS & REMINDERS TO HELP YOU ACE THIS UPCOMING THANKSGIVING SALES PERIOD!

1 Nut and Baking Displays should be built no later than November 13th! In fact, many chain stores have their set and ready to go the week of Halloween. Nuts are not just for baking, they're good sellers as healthy, high energy snacking.

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 nut* orders have already shipped. Re-order early so you can stay ahead as product sells down. Few things are worse than having a department full of customers, yet empty bins right before the holiday. Nuts and baking products will sell well through New Year's.

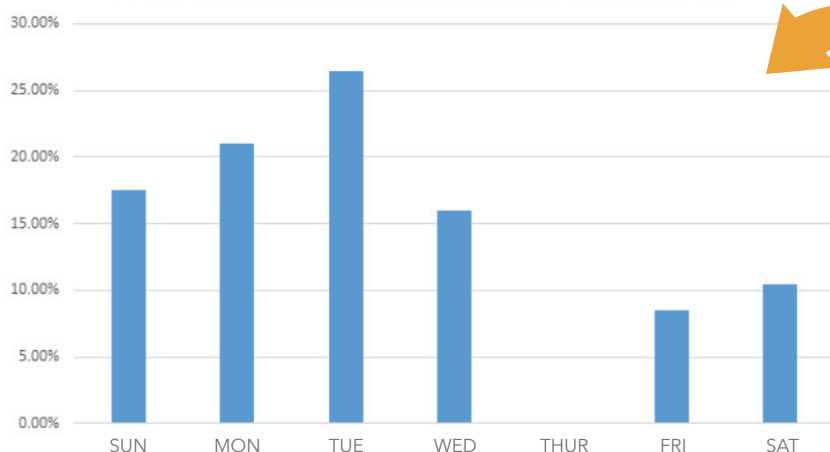


2 Convenience and Recipe-Ready Products save time for stressed-out hosts and sell well the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, peeled and cut, or in a microwavable package.

- *Trimmed & Washed Microwaveable Green Beans*
- *Season & Steam Microwaveable Brussels Sprouts*
- *Peeled* and *Cubed Butternut Squash*
- *Organic Bagged Cut Vegetables & Veg Trays*
- *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)* - huge mover and available by preorder



Thanksgiving Week Produce Department Retail Sales by Day



PRO TIP:

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

To be in stock for the Sunday, Monday, Tuesday rushes, you need to have product ordered and delivered 24-48 hours ahead of these peak days.



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: 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 **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 Potato varieties and Baby Potatoes are ideal for **ROASTING** and don't 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. Don't wait and be disappointed the day before Thanksgiving when you can 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 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, 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 **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), Cabbage, Parsnips, Rutabagas, Cole Slaw mixes, Bananas** with a good yellow color are a “MUST” on display, **Fresh Apple Ciders, Pomegranates and Pomegranate Arils, Persimmons and Grapes, Jarred fruits** and **citrus salad, Clementine** and **Satsuma Mandarins**, and **Pineapples**.

****Tofurkey Plant-Based Roast & Gravy** are very popular with your vegetarian customers.

**** 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 #1: Being a last minute orderer will burn you. 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. If you have a scheduled delivery for Wednesday 11/27, that should be for last minute fill in and highly perishable only.

ORDERING TIP #2: Bring hard items in for THURS 11/21 - SAT 11/23; and fresh items in by SAT 11/23 - MON 11/25 **BEFORE** Thanksgiving so you and your staff are on the sales floor Wednesday 11/27, not in the back room waiting on and unloading a truck.

LABOR TIP #1: 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, but packed into 6 days. Sales will then likely drop 15-25% for the week after Thanksgiving.

LABOR TIP #2: Schedule evening help on Sunday through Wednesday. 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.

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

- Bruce Meidinger, Retail Services Manager, and the whole Four Seasons Produce Team

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

2019 THANKSGIVING SCHEDULE

SUNDAY 11/24 THROUGH TUESDAY 11/26 – Normal Office and Delivery Schedule

WEDNESDAY 11/27 – Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/28 – Happy Thanksgiving! Office Closed. No Deliveries.

FRIDAY 11/29 & SATURDAY 11/30 – Normal Office and Delivery Schedule

**For clarification or special requests on this schedule, please contact your sales rep. or merchandiser. Have a safe and enjoyable holiday season!*





ORGANIC APPLE & PEAR DISPLAY CONTEST WINNERS

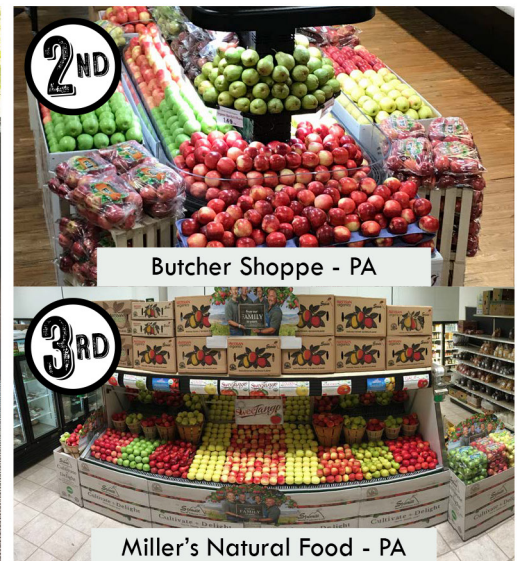
September 30 — October 28, 2019

Four Seasons Produce teamed up with Stemilt Growers to bring you a display contest with a juicy bite to it! Organic apple and pear season was hitting its stride, and this was a GREAT month to promote some super seasonal amazing fruit!

LARGEST DISPLAY



MOST CREATIVE DISPLAY



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



ORGANIC APPLE & PEAR DISPLAY CONTEST WINNERS

September 30 — October 28, 2019

BEST BAGGED DISPLAY



BEST SWEETANGO DISPLAY

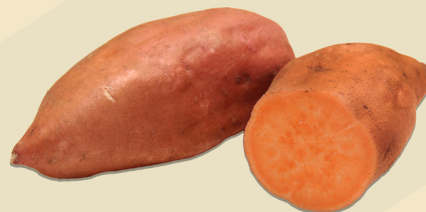


GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom of your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

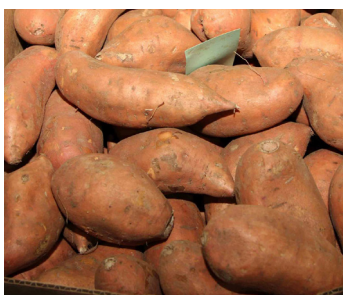
What we often call "Yams" in the United States are actually Sweet Potato varieties.



MARKET NEWS

CONVENTIONAL OUTLOOK

NOVEMBER SWEET POTATO & POTATO UPDATE



The **Russet Potato** market is seeing good demand throughout the country. It appears that Idaho's lower shipments are affecting the rest of the country's increased demand especially as we get closer to Thanksgiving. The open market price continues to inch up on nearly all Russet Potato sizes. Movement will increase tremendously in the coming weeks to accommodate holiday demands.

10/5lb **Gold** and **Red Potato** bags out of Prince Edward Island, Canada are now available! Quality looks very nice in these bags, and they're two very good items to promote. Expect this product to be available, and at a good price, through Thanksgiving. Another great item to promote is 10/5lb PA grown **White Potatoes**.

This quality of this year's North Carolina **Sweet Potato** crop has been very good. Harvest will completely wrap up in North Carolina the next couple of weeks. Prices have held pretty strong out of the summer and into the fall as a lot of product in the 2019-2020 crop had to be shipped earlier than normal to fill in for some from the shortage in the 2018-2019 crop.

As we get past the huge Thanksgiving push and harvest wraps up, the true market pricing will be defined and level out for a period. There will be some value buys on smaller sweet potatoes as the sizing on some of the later stuff was affected by drought, and some of the product was forced to be harvested early to avoid a large gap. Bring in your NC **Sweet Potatoes** early to build those BIG Thanksgiving displays.



CV CITRUS

Our first arrival of California "Halos" **Clementine Mandarins** will be available for the week of 11/18, with more on the road. As usual, prices are stable for the season on the sought after Halos, but if you are looking for a better price deal there are other labels trading for less.

There is still a fair amount of old crop **Import Mandarins** available, and if you're looking for a great deal, growers are aggressively priced to close out their season though we are looking to transition fully into California.

ALERT! Clementine Mandarins from Spain will be unavailable for mid-November. The outlook is not promising, so we will be offering Halos in a 4/5lb gift box as an alternative this year.

New crop California **Navel Oranges** are still peaking on 88ct and smaller sizes, with very little 56ct and larger. It will be well into December before we see a substantial increase in volume of the larger sizes. Pricing is down on the smaller sizes but holding firm on the larger sizes.



CV FALL FRUIT

Persimmons "Percinnamons" will be available for the week of 11/18 in a 10/2lb pouch bag offering from Kingsburg Orchards. Be sure to check out this newest variety of **Persimmons** that can be eaten out of hand just like an apple. The **Percinnamons** boasts subtle hints of buttery, cinnamon goodness! It's not a Fuyu, not a Hachiya, it's a **PERCINNAMON!**

Pineapple Quince, Cactus Pears, Fuyu Persimmons, and Hachiya Persimmons will be available for late-November.

POM Wonderful Pomegranates and bins will be available for the week of 11/18 and steady for the season. Look to incorporate this popular brand in your set to drive sales!

Cranberries are in excellent supply as we head into Thanksgiving! We will have a few options of the Ocean Spray label – 24/12 oz. and 12/2 lb.



CV GREEN BEANS

ALERT! **Green Bean** prices are red hot this week ahead of Thanksgiving. Demand is extremely high, and growers' yields in Northern Florida and other areas are not coming through as expected. Some growers have experienced full crop failure, leaving less **Green Beans** available overall.

Quality has been nice, but expect high pricing through Thanksgiving. Growers are canceling their ad commitments due to the dire situation.

Packaged Green Beans will also be impacted. Eat Smart and Taylor (Green Giant) are talking about potential pro-rate situations heading into Thanksgiving.



CV BROCCOLI & CAULIFLOWER

Cauliflower out of California is starting to come off on price due to more yields in the fields. Prices will firm back again. **Eastern Cauliflower** growers are finishing up for the season.

California **Broccoli** prices came off a little due to higher volumes in the field than expected. Once surplus is sold, prices should firm again. Cooler weather on the east coast has slowed the growing process, bringing less yield.



CV MEGA KIWIFRUIT

Be sure to check out **MEGA Kiwifruit** that's now in stock from California. **MEGA Kiwi** is a Hayward variety that is BIG and tasty! The 18sz/60ct volume-filled profile is sure to WOW customers!



CV CUCUMBERS

Super Cucumber markets are increasing. Mexican shippers are seeing more demand this week after the freeze in Georgia, creating the rise in markets. Quality out of Mexico has been beautiful on supers and selects.

Mexican Seedless Cucumber prices are also up this week as demand increases. Canadian production is down due to cooler weather and shorter days, and crops aren't yielding as much. Quality has looked great.



CV ONIONS

The **Onion** market is seeing a small holiday bump in demand. Movement and pricing are steady across the board, with plenty of availability or good quality onions in all growing regions. Growers are reporting excellent yields and good quality for the year. Movement should increase as we get closer to Thanksgiving.



CV APPLES

Red Flesh Apples: The last of the **Pink Pearl Apples** are in with the last shot of the **Lucy Rose** and **Lucy Glo** coming in for the week of 11/18.

SugarBee Apples have been a huge hit and will go through the middle of December, followed by the **Koru Apple**, cousin to the Braeburn but much sweeter.

The next variety, which is showing a lot of interest, will be the **Cosmic Crisp**, a cross between Honeycrisp and a variety called "Enterprise". This apple starts in a limited way in early December.



CV HARD SQUASH

Butternut and Spaghetti Squash will get started this week out of Mexico after a rather abrupt end to the local **Hard Squash** season due to quality.

Acorn Squash will switch over to Mexican grown product in late November.



CV SQUASH

Green Squash prices out of Mexico have been very active and continue to become higher every day. More demand is causing the rising prices. Quality has looked excellent.

Yellow Squash prices are also rising due to lack of product. Growers have experienced crop failures, creating gaps in supplies. Expect markets to rise very fast and gaps in supplies. Quality on what is available has been nice.



CV LETTUCE

ALERT! Gaps in **Iceberg Lettuce** harvests out of CA, and before Arizona gets started, will continue to be very light during the growing region transition. Supplies, quality, and prices will continue to fluctuate for the remainder of the year.

ALERT! The growing region transition has begun for some **Romaine Lettuce** and **Romaine Heart** growers, and others will transition sometime after Thanksgiving. Supplies, quality, and prices will continue to fluctuate the remainder of the year.



CV ASPARAGUS

Asparagus prices will increase some ahead of Thanksgiving demand. Quality and pricing from Peru and Mexico have been very nice and should be promotable.

White and Purple Asparagus are also available from Peru to add some color into your displays.



CV BRUSSELS SPROUTS

Brussels Sprouts out of CA are readily available. Prices and demand will continue to increase as we approach Thanksgiving. Plenty of options are available from loose 25lb bulk, to 9ct stalks, to microwavable bags!



CV CELERY

Demand on **Celery** out of California will continue to increase as we approach Thanksgiving. Prices seemed to have plateaued but have a chance of increasing for one last pop before the holiday.



CV TROPICALS

Mango supplies are good for the week of 11/18, with fruit beginning to arrive from Ecuador.

Pineapple supplies will be good for the week of 11/18. Look for great deals on 8ct fruit!



CV PEPPERS

Green Pepper prices are going up as the freeze down south has finished all Georgia production. Florida is starting up with light volume, however we will be promoting California and Mexican crown Peppers this week. Quality has looked excellent.

Mini Sweet Pepper prices remain extremely high, with limited availability as well. Production from Mexico continues to be short and demand remains very strong as crops are behind.

15lb Red Pepper prices will remain steady this week from Mexico. Quality has looked excellent.

11lb Red, Yellow, and Orange Pepper prices are rising this week as all demand has switched to Mexican product. Canada has finished for the season, creating the rising prices. Quality has looked great.



CV BERRIES

Raspberries are in excellent supply this week, and now will be a good time to promote. Quality and the sizing on the fruit has been excellent.

ALERT! Blackberries will continue to be tight all next week due to the growing conditions in Mexico. Significant rain had slowed production, causing pricing to rise. Look for higher prices all week.

ALERT! Strawberries will continue to be in tighter supply from California and Mexico. Quality has been improving, but pricing will begin to creep up as we head into December.

Blueberries from Peru are in excellent supply. We will have plenty of 6 oz. and pints available all week. Now is a great time to promote **Blueberries!** Argentina has started and Chile is right around the corner.



CV TOMATOES

Beefsteak Tomato prices continue to be high. Most Canadian crops are finished for the season, creating more demand out of Mexico, but Mexican products are short due lack of plantings. We will offer Canadian and US new crop, and quality is beautiful.

Cluster Tomato prices will remain very promotable this week from Mexico and select Canadian and US shippers. Quality has looked very nice from all areas.

Grape Tomato prices remain extremely promotable this week from Florida. Yields continue to be strong and quality has been great.

Roma Tomato prices will be steady this week. Quality out of Florida has been excellent.



CV HASS AVOCADOS

Hass Avocados from Mexico are in steady supply with good condition. 60ct fruit remains very promotable with heavy volume on the smaller side.



CV MANN'S NOURISH BOWLS

Mann's has informed customers that they will not be packing the **Nourish Bowl** line until further notice, following a recall earlier this month.



CV GREENS

Green Kale and **Collard Greens** remain extremely promotable this week ahead of Thanksgiving. Continue to push these holiday favorites. Quality has looked excellent!