

NEXT
UPDATE:
12/2



ORGANIC MARKET NEWS

NOVEMBER 18 - DECEMBER 2, 2022

ORGANIC NAVEL ORANGE SEASON UP & RUNNING



The 2022 fall crop of California **Organic Navel Oranges** is up and running and the outlook is pretty good for this winter!

Organic Navel Oranges are in excellent supply as growers transition from the "Fukumoto" variety in the "Beck" variety headed into December.

All sizes and bags will be available, including some jumbo fruit. Bags will become more promotable throughout the season as growers expect to have plenty of 88sz and 113sz to pack.

On specialty varieties, new crop **Organic Cara Cara** and **Blood Oranges** will start during December. Stay tuned for more details.



OG CITRUS

New crop **Organic Specialty Citrus** items available for late November from Buck Brand:

- **OG Buddha Hand**
- **OG Pink Variegated Lemons**
- **OG Limequats**
- **OG Sweet Palestinian Limes**
- **OG Satsuma Mandarins**

Good news! **Organic Mandarins** are coming back into season. New crop California **Organic Satsuma** and **Clementine Mandarins** in both bulk and bagged options will arrive in late November.

The first of the season Mexican **Organic Juice Oranges** will arrive in late November.



OG BERRIES

Organic Blueberry prices will remain promotable through end of November, including spot buys on 18oz packs! As December begins, prices are expected to rise a bit as Peruvian fruit supplies are expected to slow down. Quality has been excellent.

Organic Blackberry prices remain steady out of Mexico. Production has been lighter but overall volume is meeting demand. Quality has been nice.

NOTE: **Organic Raspberries** will be pretty tight overall as production is very limited. Expect some higher prices and lighter availability. Quality has been nice as fruit continues to move quickly.

ALERT! **Organic Strawberries** will continue to be a challenge. There is very limited fruit in the marketplace with very light availability. Prices will remain at the top to keep demand at bay. We should see more availability in early December as Baja, Mexico and Florida are expected to lightly start. Continue to expect pro-rates and gaps in supply.



OG FALL FRUIT

Organic Cranberries are available with excellent supplies. We have all your holiday needs available!

Organic Persimmons are in peak season supply through early December!

Organic Pomegranates are steady in supply. Pricing has been higher than years past on premium large fruit.

Organic Pomegranate Arils will be available through the fall season, although latest crop updates have indicated that there is not as much fruit as originally thought. This is driving up the price of the domestic Aril crop and production.

NOTE: **Organic Fresh Figs** will be out of season and out of stock during the rest of fall and into winter.



OG TROPICALS

NEW ITEM! **Organic Brown Coconuts** will soon be available from Mexico in a 20ct box offering. Each coconut will be wrapped in a band-type UPC label to denote its organic status. These should arrive just before Thanksgiving!

Organic Hass Avocados from Mexico continue to be in great supply, and pricing remains promotable!

Organic Tommy Atkins Mangos from Ecuador are available for the middle to the end of November. Overall supplies have been limited and prices remain higher.

Organic Feijoa, Passion Fruit, and Kiwano Melons will all be available in limited supplies from CA. **Organic Yellow Pitahaya Dragon Fruit** from Ecuador are now available!



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are beginning grow in volume during November. Expect steady supplies at a great price for this holiday favorite during Thanksgiving.

There is a shortage of **Microwave Bag Organic Brussels Sprouts**, but that pack, along with bulk, are expected to be in even better shape during December.



OG CELERY

Organic Celery from California has reasonable pricing for Thanksgiving.

Following Thanksgiving, supply will gradually decrease as we move into early December and current plantings wrap up for the season. Quality is expected to remain strong, although pricing will increase.



OG HARD SQUASH

Organic Spaghetti Squash has already made the switch over to Mexican new crop, and cost has increased.

Organic Acorn and Butternut Squash will make that switch over to Mexican new crop in late November. Both should be a nice smooth transition over to new crop.

Organic Kabocha and Delicata will be back in supply after a short gap in availability between old crop and new crop regions.



OG GRAPES

Organic Grapes supply is winding down in California. **Organic Green and Black Grapes** will finish the week of Thanksgiving, and **Organic Red Grapes** will be good to go through the first week of December domestically.

New crop import **Organic Grapes** are now available from Peru, so there should be no gap when the California ends, but price will increase.



OG WARM VEG

Organic Cucumbers, Eggplant, and Green Bell Peppers from NC are ending in late November as we transition to Mexican grown supplies. Supply volume is strong from Mexican suppliers and priced promotable for early December. GA grown **Organic Green Bell Peppers** will remain available in late November.



OG POTATOES & SWEETS

It is prime time for **Organic Sweet Potatoes** and building some larger than normal displays for the holidays with multiple varieties. Pricing on all items will be steady through the end of the year!

Be ready to sell **Organic Potatoes**! Quality right now is outstanding on all packs and sizes – particularly on the Canadian and California **Organic Red and Gold Potatoes**. Now is the time for big potato displays!



OG BEANS

Organic Green Bean supplies have steadily improved throughout November. Product for Thanksgiving will be from Mexico where quality and yields have been solid. Heading into December, pricing is expected to improve as more suppliers gain volume after the holiday.

NOTE: 10/1lb **Organic French Beans** are virtually unavailable for November but will improve in December with weather cooperating in Guatemala.



OG GREENS

Florida grown **Organic Greens** from Lady Moon Farms have hit the ground running with excellent volumes across all lines, including **Organic Kales and Collards**!

Thanksgiving and early December look promising with strong volume, top-notch quality, and promotional opportunities available!



OG CHESTNUTS

Organic Chestnuts will be featured in a 'ready to eat' pack this year. These are sold in an 18/3.5oz and will be available throughout the holidays!



OG ASPARAGUS

Organic Asparagus prices are expected start to drop as we head into December. Quality has been good with what we are receiving but we will be transitioning away from Argentina product to primarily Mexico.



OG MELONS

Organic Cantaloupes are in much better supply, costs have dropped, and quality has improved out of Mexico.

Organic Honeydews are very limited, but there's enough to get everyone through Thanksgiving.



OG LETTUCE

ALERT! The **Organic Lettuce** category continues to face difficulties that have never been seen before, especially on **Organic Romaine Hearts** and **Iceberg Lettuce**.

Weather, quality, production, field disease, and transitions in growing regions have all contributed to all-time high prices and fill rate challenges. Production from the West Coast remains almost non-existent approaching Thanksgiving with hopes of beginning new crop desert region fields during early December.

PA and NJ local crops are now finished.

New crop FL **Organic Leaf** and **Romaine Lettuce**s from Lady Moon Farms are expected to begin immediately following Thanksgiving and could provide consistent supply and excellent quality.

As December approaches, conditions are expected to gradually improve as FL and El Centro, CA, and Yuma, AZ seasons will start.



OG APPLES

Look for new crop "kid-sized" **Rockit Apples** to arrive right around Thanksgiving.

Organic Kanzi, Pinata, and Pink Lady Apples are now available, and a handful of **Organic Gold Delicious Apples** will arrive 11/21.

In general, **Organic Apples** are taking more planning to coordinate and load with grower shippers in Washington at this point of the season as much of the fruit is now locked up in controlled atmosphere storage and will only be packed to order.

Demand for **Organic Apples** is good. This winter, the promo opportunities are likely to be on jumbo sizes, small sizes, and lower grades.



OG BROCCOLI & CAULIFLOWER

Local PA **Organic Romanesco** is available for late November - what a cool, interesting product to add to your veg set.

Organic Broccoli is in decent supply volume with a combination of NC and CA grown product. The Salinas season is ending in late November, while the desert season begins in El Centro, CA and Yuma, AZ. Transition periods are traditionally difficult as suppliers often face limitations or gaps in production. Fortunately, NC continues to have strong supply and quality through November.

ALERT! Organic Cauliflower is very limited from CA for the rest of November. Prices are extremely high. A limited supply of NC **Organic Cauliflower** will be available in late November.

As December begins, new crop growing regions in the southern desert should provide relief to these challenging prices.

OTHER STORIES

- **Organic Zucchini** grown in FL by Lady Moon Farms continues to have peak volume and quality. **Organic Zucchini** and **Yellow Squash** from Mexico remain in strong volume with promotable pricing.

- **Organic Colored Bell Peppers** are trending in the right direction as supplies from Israel improve in late November. Expect more reasonable prices in December with multiple growing regions.

- **ALERT! Organic Mini Sweet Peppers** from Mexico are in a supply gap. Improvements are not expected during November.

- **Organic Grape Tomatoes** are primarily being sourced from Mexico and Canada with limited availability from FL until the end of December or beginning of January. Quality has been excellent, and pricing is expected to remain steady.

- **Organic Beefsteak** and **Cluster Tomato** prices and supplies are expected to remain steady from Savoura. Quality has been excellent, and availability is plentiful.

- We are still getting local **Organic Sweet Onions** from Sam Zook in PA (code 41535). Quality has been very nice. This is a great item to promote.

THANKSGIVING OFFICE AND DELIVERY SCHEDULE

Sunday 11/20 – Tuesday 11/22:

Normal office and delivery schedule

Wednesday 11/23:

Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

Thursday 11/24:

Happy Thanksgiving!! Office closed and no deliveries.

Friday 11/25 & Saturday 11/26:

Normal office and delivery schedule



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Hawthorne Foods Fermented and Probiotic Line is made in New York. These products are ready-to-eat, gut smart, and full of rich nutrition and enzymes.

Merchandise in the refrigerated case in Produce, Dairy, or Refrigerated Grocery. In stock at Four Seasons Produce!

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NEW!

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GINGER GARLIC



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GINGER BEET



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RUBY



GINGER CARROTS



KIMCHI



SugarBee
Apple



rockit



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

DECEMBER 5, 2022 - JANUARY 1, 2023

Do you want to see your produce sales "Rockit", add some sting, and drive volume in your apple category? SugarBee apple season is here and we are celebrating the arrival of this customer favorite with a display contest filled with great prizes, great sales potential and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a buzz in your store and a blastoff in your sales and profits. This year we are throwing in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your "hive" for more!

DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee and Rockit apples in your produce departments. All fruit MUST be purchased from Four Seasons Produce.
- A minimum of 8 cases of SugarBee apples need to be purchased over the contest period time and a minimum of 2 cases of Rockits must be purchased over that same time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee and Rockit brands.
- All displays must be up for a minimum of one week.
- *Send all contest display photos to contests@fsproduce.com by Friday, January 6, 2023.

"THE QUEEN BEE" GRAND PRIZE

An all-expense paid trip out to Washington State to meet the growers and tour the orchards and packing facilities.

Date is not yet determined but we are targeting the Fall apple and pear harvest season.

Grand Prize winning display will be judged on creativity, use of SugarBee/Rokit point of sale and overall eye appeal!



"THE BEE HIVE"

Largest Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION

"THE HONEY COMB"

Most Creative Display

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION

"THE POLLINATOR"

Best Organic Display

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION

ORGANIC:

Code 233566

OG Rockit 6/3lb

Code 226404

OG SugarBee Apple 12/2lb High Graphic Pouch Bag

Code 222328

OG SugarBee Apple 80/88 WXP

CONVENTIONAL:

Code 222529

CV SugarBee 72/88ct

Code 229274

CV Rockit 6/3lb Pouch Bag



CODE: 223135
POS Display Pop Up Bin #1



Code: 226771
Rockit Pop up display

CODE: 222612 - Empty
SugarBee Box

So, it's time to start dreaming up your next display contest winner! "Bee" creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee and Rockit Apple!



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CONVENTIONAL MARKET NEWS

NOVEMBER 18 - DECEMBER 2, 2022

PROMOTABLE MANDARINS



Halos Truck



Holds **120lbs** of Halos!

Late November and most all of December should be an excellent time to promote easy-peel **Mandarins**!

The "Halos" brand are now fully into their **Clementine Mandarins** crop from California. Both 10/3lb and 15/2lb options will be in excellent volume for holiday promotions. Ask us about free "Halos" Truck Point of Sale Bins (code 232887).

Import **Mandarins** are in excellent supply with some of the best tasting late season fruit from Chile and South Africa in 10/3lb bags.

New crop import "Bagu" 5lb **Clementine Mandarin Gift Boxes** from Morocco and Spain will be available for Thanksgiving and throughout December.

Satsuma Mandarins are in season from California in the **Stem & Leaf** pack. This variety has loose skin that is very easy to peel and excellent flavor!

There are also some east coast **Satsuma Mandarins** from Florida.



CV CITRUS

Lemons are showing excellent quality and good supply. "**Seedless Lemons**" from Wonderful in a 12/2lb are now in season. Display bins are available in code 232891. **Meyer Lemons** are in great supply for the holidays from Sunkist. We will offer value deals on CA 95ct fancy **Lemons** and 115ct choice going forward.

Navel Oranges out of CA are now in peak season. We have Sunkist brand fruit in 56sz, 72sz, 88sz, 113sz, 10/4lb bags and 6/8lb bags options.

Look for promotable pricing on bagged California fruit, particularly the 12/3lb pack. For some spot buy values, we'll also have 40sz (cases and bins), 56sz, 72sz, and 88sz from various shippers.

Grapefruit is in great supply with TX and FL in full swing with outstanding quality. **Pummelos** and **Melo Golds** from California are in season.

Limes out of Mexico continue to present better quality with the prices at steady low.

FL growers are up and running with **Juice Oranges**, **Tangerines**, and **Satsuma Mandarins**.



CV BERRIES

Raspberries will be promotable ahead of Thanksgiving. Once these supplies get pushed through, markets will rise pretty rapidly with significant price jump. Take advantage of the hot buys available now ahead of the holiday rush. Quality out of Mexico has been excellent.

Blackberry prices remain steady out of Mexico. Production has been on the lighter side as weather has not been ideal to produce strong volume. Quality has been excellent.

Blueberry prices will start to rise a little bit as importers are in between vessel arrivals and overall production has slowed down out of Peru. Price increases will be minimal, and there will still be plenty of product available, leading to promotable markets through the end of November.

ALERT! Strawberries continue to be extremely tight out of Mexico. California production is extremely limited as many growers finished for the season due to cooler temps and recent rain. Florida won't harvest until early to mid-December. Expect high prices.



CV APPLES

Eastern **Apples** continue in excellent supply with a great crop in both supply and quality. Promote **Eastern Apples** since that's where the opportunities will be this late fall and early winter.

Known for their deep red skin color and tasty crisp flesh, **Ruby Frost Apples** are now in season from New York to go along with the already popular **Snap Dragon** variety.

As we move into the holidays with a Washington **Apple** crop that is estimated to be over 10 million boxes short, expect prices to begin climbing some. Some tighter varieties like **Gala** and **Honeycrisp Apples** will take some strong moves upward.

New crop western **Cosmic Crisp Apples** are expected to begin shipping from Washington on 12/1 as the industry waited for the right maturity. Expect first arrivals to the east the second week of December.

Small-sized **Rokit Apples** are coming into season and will be available in 6/3lb clamshells.



CV GRAPES

California **Red Grapes** will continue with abundant supply with strong late season varieties such as "Scarlett Royal," "Jack Salute," "Alison," and "Timco".

Green Grapes will be in shorter supply out of California on XL/Jumbo fruit but will remain in ample supply on large fruit. The main varieties will be "Autumn Crisp" and "Autumn King".

Inventory of import fruit from Peru on the East Coast is building with early season crops. Four Seasons will transition to imports as quality and supply dictates during early December.



CV BROCCOLI & CAULIFLOWER

Broccoli Crown quality continues to arrive top notch as they're in season from several coastal Atlantic states and Mexico. Pricing looks to become more promotable heading into December.

ALERT! CA **Cello Cauliflower** remains very limited and expensive.



CV CHESTNUTS

Italian Chestnuts will be offered in 25lb mesh bags. They will be a AAAA Premium size and will be available through the Thanksgiving and Christmas holidays!



CV FALL FRUIT

POM Wonderful **Pomegranates** continue in season, as well as **Pomegranate Arils**. Ask your rep about half bin display units!

Fuyu and **Hachiya Persimmons** will be steady through November in single layer tray pack options.

Cranberries should remain available through Thanksgiving holiday. Quality has been excellent.

Black Mission Figs will be available in 12/8oz clamshells in new harvests from Mexico, just in time for Thanksgiving!



CV BRUSSELS SPROUTS & ASPARAGUS

Brussels Sprouts Stalks are available for Thanksgiving, and then will return for Christmas.

Brussels Sprouts holiday demand is here. Pricing has been holding steady but will be inching up.

Asparagus prices are expected to ease as we head into December with better availability out of Mexico, and this will start to take the pressure off Peru. Quality is excellent out of Peru and Mexico.



CV CELERY

Holiday demand for **Celery** is here. Pricing will actually increase after Thanksgiving due to lighter harvests. Some trouble has been spotted, and there is talk of perhaps a challenging **Celery** market this winter.



CV LETTUCE

ALERT! The disastrous late crop **Lettuce** season in the Salinas Valley, CA is basically over, however the new crop Yuma, AZ season is not in full production yet due to cold weather delaying growth. **Iceberg Lettuce** and **Romaine Hearts** are arriving with fair to poor quality and selling for some of the most expensive prices in memory. There are high hopes for better availability, pricing, and quality for December.

24ct **Boston Lettuce** will be fully unavailable until about 2nd or 3rd week of December. **Hydro Boston Lettuce** is a great substitute but is starting to be limited as well due to sizing.



CV BEANS

Green Beans are available from Florida and Mexico for late November. Florida has shown the better quality, so that's where FSP will try to focus sourcing. Pricing is expected fall after Thanksgiving.

NOTE: 10/1lb **French Beans** are very limited for November but will become more available in December with weather improving in Guatemala.



CV COLLARDS & KALES

18ct local NJ **Collards** and **Kales** are expected to readily available right into Thanksgiving. 24ct cases will be a premium option available sourced mainly between Mexico and SC. **Chopped Collards** and **Kales** sell well around the holidays.



CV RUSSET POTATOES

Idaho **Count Russet Potato** prices continue to push upwards again with strong demand from Thanksgiving, and expected to remain elevated through the end of the year.



CV ONIONS

"Sweetie Sweet" **Sweet Onions** are in full swing out of Nevada. Both bagged and bulk 40lb jumbo will be in promotional supply with steady pricing through the end of December.



CV HARD SQUASH

Hard Squash continues to be in good supply from local PA growers. We will lean out these offerings and focus on **Acorn**, **Butternut**, and **Spaghetti Squash**. Expect prices to remain steady into December.



CV TROPICALS

Pineapples will be in promotable supply for the Thanksgiving holiday!

Hass Avocados from Mexico continue to be prolific in supply, and prices are promotable through the end of the month and into December!

Mango supplies have dipped just before the holiday, driving prices up. Ecuador numbers are down a bit and Brazil is all but done. Larger fruit is tough to find and those prices on 9ct fruit and larger have seen the largest increase.

Ataulfo "Honey" Mangos from Ecuador started, and a few early arrivals from Peru have also started. Quality has been good.



CV MELONS

There will be some imported **Dino Melons**, **Canary Melons**, and **Piel De Sapo Melons** available through February.

Honeydew remains in superabundant supply with promotable pricing.

Cantaloupes are experiencing issues in AZ/Mexico, but imports from Guatemala and Honduras are ramping up just in time.

NOTE: Watermelons have been extremely limited. Mexico production has been extremely light and Florida's late fall season yields do not compare to the summer availability. Expect Florida to finish up by end of November and move into Mexico and offshore fruit for the winter months.

Mini Watermelons are available out of Mexico in a more steady supply. Offshore programs will begin in early-mid December. Quality has been very nice.



CV TOMATOES

Grape and **Cherry Tomato** prices will remain high into December with little availability from other regions, and FL having little to no product. Greenhouse production from Mexico and Canada is helping to supply for the east coast, including some spot buys from time to time.

Cluster Tomato prices are dropping more Mexican volume. Quality is excellent out of Canada and USA product.

Beefsteak Tomato prices are expected to remain steady for late November. Canada has just started with some new crop availability as well as some product out of Ohio and NY. The new crop product will start to bring some more availability in the prices.

NOTE: Vine Ripe Tomato prices are strong with very little product available and more demand as we head towards December. Better availability will not be seen until about middle of December.

Roma Tomato prices are falling with more product coming out of Mexico. Prices will ease even more when pulls slow down after Thanksgiving.

OTHER STORIES

• **ALERT! Artichokes** are in a supply gap until early December. Expect out of stocks.

• **Happi Pears** will finish for the season in early December.

• Chilean **Cherry** air arrivals have been spotty at best. Supplies should improve as we move into December.

• **Eggplant** prices will be promotable as we head into December. Quality and availability have been great out of Mexico, FL, and GA.

• **Zucchini** and **Yellow Squash** prices are expected to increase as we head into December with Georgia finishing up and Mexico not having a ton of volume yet. Availability out of Florida and Mexico has been fantastic.



HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST WINNERS

SEPTEMBER 19 - OCTOBER 8, 2022

Extra, extra read, all about!!! Want to hear some really "grape" news? The results are in for our Homegrown Organic Grape Display Contest brought to you by Four Seasons Produce and Homegrown Organic Farms!! This exciting contest was all about one of the highest tonnage items in the produce department today, and that's grapes! Fruit quality, color and flavor were outstanding this year and we were headed full steam into later season California fruit, which were some of the best tasting grapes of the season! Thank you to everyone who participated in the contest. Check out some of the winners below!



FIRST PLACE

GreenStar Food Coop - Ithaca, NY

SECOND PLACE

Weaver Markets - Denver, PA

THIRD PLACE

River Valley Co-op - Easthampton, MA



FIRST PLACE

Brattleboro Food Co-op - Brattleboro, VT

SECOND PLACE

Berkshire Food Co-op - Great Barrington, MA

THIRD PLACE

Leg Up Farmers Market - York, PA



FIRST PLACE

Weaver's Farm Market - Pittsgrove, NJ

SECOND PLACE

Hudson Greene Market - Jersey City, NJ



HONORABLE MENTION

Friendly City Food Co-op - Harrisonburg, VA

HONORABLE MENTION

The Common Market - Frederick, MD

HONORABLE MENTION

The Common Market - Frederick, MD

HONORABLE MENTION

Greenbelt Co-op Supermarket - Greenbelt, MD



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October 10 - 30, 2022

NATURESWEET CONSTELLATION OCTOBER DISPLAY CONTEST WINNERS!

Four Seasons Produce teamed up with NatureSweet Tomatoes to bring you a display contest that was sure to add sales that you can surely sink your teeth into. The snacking tomato category is one of the fastest growing categories in the produce department today and it was a great time to drive added cases and increase total basket size at the same time. The participation level for a first time display contest like this was impressive, and with a solid amount of entries we had a really fun time putting the contest on in stores. We had super creative displays done with packaged tomatoes and in a lot of cases baskets with other produce items tied in. Overall it was a great showing of teamwork and collaboration. Thank you to everyone who participated. Take a look at the amazing winners below!

1st



GRAND PRIZE WINNER!

Henning's Market - Harleysville, PA



2nd



SECOND PLACE:

GreenStar Food Coop - Ithaca, NY



3rd



THIRD PLACE:

McCaffrey's Food Market - Blue Bell, PA



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