



ORGANIC MARKET NEWS

NOVEMBER 17 - DECEMBER 1, 2023

ORGANIC CITRUS SEASON BEGINS



Organic Citrus is coming back into season! Each week, for the rest of fall and headed into winter, there will be more availability and more varieties in stock.

New crop **Organic Navel Oranges** are now in season with the early "Fukumoto" variety, with strong quality out of California. Large fruit (36ct, 40ct, & 48ct) will be more promotable through November.

Much awaited **Organic Mandarins** are coming back into season with supplies hitting the East Coast right around Thanksgiving on the easy-to-peel **Satsuma** variety. 25lb bulk cases and 12/2lb pouch bags will be available. **Organic Clementine Mandarins** will begin to arrive by late November or early December.

Organic Lemons from California are showing excellent quality, but this market is tight with pricing extremely elevated to start out. Large fruit is scarce.

Organic Grapefruit are in better supply with Mexico ramping up.

BUCK BRAND SPECIALTY CITRUS:

Organic Satsuma Mandarins, Limequats, and Buddha Hands will be in stock around Thanksgiving!



OG BROCCOLI & CAULIFLOWER

During the Thanksgiving holiday, and the remainder of November, exceptional **Organic Broccoli** will be available for promotion. California prices are beginning to rise but there is good production available on the East Coast.

Organic Cauliflower from California is consistently available in November. Opportunities for promotions will still exist, even though costs did somewhat rise as Thanksgiving drew near due to increased demand for the holiday. Excellent quality and consistent supply are to be expected.

NOTE: Josie's brand **Regenerative Organic Sweet Baby Broccoli** finished production during November, but regular **Organic Sweet Baby Broccoli** will be readily available.

Organic Purple Sweet Baby Broccoli will be in season from Coke Farms for November.



OG BERRIES

Organic Blueberries remain available with steady supply out of Peru. Quality has been nice, and pricing is expected to hold steady.

NOTE: **Organic Blackberry** pricing will remain higher as supply finally rebounds from the past storms. Quality has been nice and improving with each arrival out of Mexico.

Organic Raspberry pricing has increased as supplies slow down out of Mexico. Quality has been very nice.

NOTE: **Organic Strawberries** remain very tight with high pricing. Mexico has very little supply right now. Quality has been nice. Florida will begin in early-mid December and expect to help with supply.



OG FALL FRUIT

Organic Pomegranates and **Pomegranate Arils** from California are in stock and will be steady into December.

Organic Fuyu and **Hachiya Persimmons** continue in season from California.

NOTE: **Organic Black Mission Figs** are done for the season from California. There will be a limited amount of **Organic Brown Turkey Figs** available for the holiday.

Organic Kiwifruit from California are in good supply, but pricing is higher. Volume-filled **Organic Gold Kiwifruit** from California will be available. Pricing should come off just a bit when fruit from Italy begins in December.

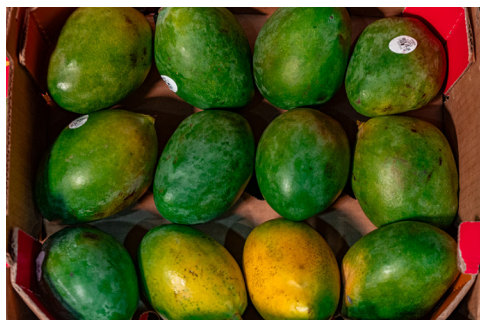
Jumbo **Organic Green Kiwifruit** in clamshells will gap due to a packaging hiccup, then return to stock after Thanksgiving from Homegrown Organics.



OG LETTUCE

For the rest of November, **Organic Leaf** and **Romaine Lettuces** are still widely available. The quality from California and New Jersey has been exceptional.

Lady Moon Farms in Punta Gorda, Florida will be increasing their output as December approaches. The quality will be excellent, and volumes will rise swiftly!



OG MANGOS

ALERT! California **Organic Keitt Mangos** will be winding down soon. After that, there will be a gap until Ecuador starts shipping some fruit around the 1st or 2nd week of December.

Expect higher pricing and limited volume from Ecuador this season as El Nino related weather patterns have impacted them greatly.



OG GREENS

GOOD NEWS! Just in time for the holiday rush, Lady Moon Farms in Punta Gorda, Florida, has boosted its yield of **Organic Collards** and **Kale**. Over the Thanksgiving holiday, expect advantageous costs, great quality, and exceptional availability.

Other **Organic Greens** from Lady Moon Farms in Florida are beginning to yield high volume. Expect strong supplies across their offerings throughout the remainder of November and December!



OG SQUASH

LOCAL **Organic Acorn** and **Butternut Squash** continues to be available from PA.

Organic Delicata, Spaghetti, and Kabocha Squash are currently coming from California, but the Kabocha will cut over to Mexican product with arrivals in late November. Prices will bump up a couple dollars with the transition over to new crop.



OG CELERY

GOOD NEWS! An abundant supply of California **Organic Celery** is available for mid to late November. **Organic Celery** offers the best combination for a promotion - affordable, reliable supply, and superior quality.

As December begins, supplies are expected to tighten during growing region transition.



OG WARM VEG

GOOD NEWS! **Organic Warm Vegetable** supplies should remain steady throughout November and into December!

The Florida farm for Lady Moon continues to consistently produces a high volume of **Organic Eggplant, Zucchini, and Green Peppers**. Growers in Mexico continue to be our main source for **Organic Yellow Squash** and **Cucumbers**.



OG BRUSSELS SPROUTS

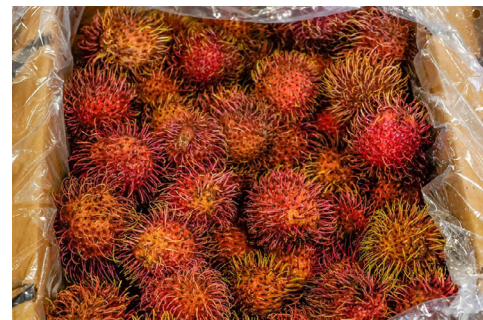
NOTE: With the increased demand for Thanksgiving, **Organic Brussels Sprouts** have quickly become scarce once again.

The same trend of restrictions will persist throughout the rest of November until mid-December, when supplies start to improve.



OG ONIONS/POTATOES/SWEETS

GOOD NEWS! **Organic Onions, Potatoes, and Sweet Potatoes** are all in peak season and showing premium quality. Expect steady pricing and strong availability through December.



OG RAMBUTAN

Organic Rambutan will be available from Guatemala for late November in a 5lb bulk case. Availability should continue into December.



OG GRAPES

NOTE: California **Organic Seedless Grapes** are winding down for the season.

Organic Red and **Black Grapes** will continue to ship from California during mid to late November.

Organic Green Grapes are now finished harvesting and packing for the season, and will transition to imports during December.



OG MELONS

Organic Cantaloupe and **Honeydew** are available from a brief fall crop out of Mexico, with better than expected quality and reasonable pricing.

ALERT! **Organic Mini Watermelon** fall crops have finished for the season. Expect a gap through December.



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** from Mexico will be available in the Hippie Organics label. Quality is outstanding on all arrivals. This is a promotable item during November.



OG BEANS

ALERT! **Organic Green Beans** have had some major changes. Florida had quality challenges, and Mexican growers are seeing much lower yields than expected. Product will be very tight for Thanksgiving and slowly recover out of Mexico headed into December. **Packaged Organic Green Beans** were prorated by shippers for Thanksgiving due to the issues noted above.

NOTE: 10/11lb **Organic French Beans** bags have changed quickly with storms coming through Guatemala. All the rain has seemed to wipe out all the acreage that was planted. We are seeing very little availability, and we are not expecting this to improve until after Thanksgiving.



OG TROPICALS

Organic Papaya from Mexico will be steady. Overall fruit quality has been good.

Organic Dragon Fruit from California will be winding down just before Thanksgiving.

Organic Pineapples supplies have been somewhat limited from Costa Rica. Quality has been good.

Organic Kiwano Melons, Feijoa, and Passion Fruit from California will be available in limited quantities for the month of November.

Organic Yuca Root, Jackfruit, Green Skin Avocados, Cactus Leaves, and Starfruit will be available from Florida for a limited time.



OG APPLES & PEARS

GOOD NEWS! **Organic Apples** are in peak season and in excellent supply. Expect nice availability of **Organic Ambrosia, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Opal, Pink Lady, Rockit, SugarBee, and SweetTango.**

Organic Pears are in good supply with **Anjou, Asian, Bartlett, Bosc, Comice, Concorde, and Red** varieties.

Organic Red Pears are going to transition from **Starkrimson** to **Red Bartlett**, then to **Red Anjou** heading into December. We will be fully into only **Organic Red Anjou** sometime in December.

OTHER STORIES

- **Organic Hass Avocados** are steady as we head into the Thanksgiving holiday. Pricing will be steady as well.

- **Organic Snap Peas** will be available with an expected arrival now of 11/22.

- **Organic Snow Peas** are not expected to be available until mid-December.



rockit



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

DECEMBER 4, 2023 - JANUARY 7, 2024

Want to put some serious "sting" in your apple sales and watch category growth "Rockit"? SugarBee Apple season is here, and we are celebrating 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 once again including a super cool, super crisp Rockit Apple into the mix and you, nor your customers will be disappointed with this small apple with 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 BUZZworthy, awesome display of SugarBee and Rockit apples in your produce department. All fruit MUST be purchased from Four Seasons Produce
- You must purchase a minimum of 10 cases of SugarBee Apples and 3 cases of Rockit Apples over the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- Utilize the high graphic display boxes and bins in your displays highlighting the SugarBee and Rockit branding.
- All displays must remain up for a minimum of one week.
- Send all contest photos to contests@fsproduce.com by Thursday January 11th 2024.

THE QUEEN BEE - GRAND PRIZE:

2 stores will receive an all expense paid trip out to Washington State to witness the Fall apple/pear harvest in late September 2024. You will tour orchards, visit packing sheds and storage facilities, and learn and see more on how product gets from tree to box to your display counters. An AMAZING opportunity.



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Your displays will be judged based on creativity, overall eye appeal, and a percentage increase YOY in sales through your registers. We will need scan data from the contest period in order to judge.

CONVENTIONAL:

Code 222529
CV SugarBee 72/88ct

Code 229274
CV Rockit 6/3lb Clamshell

Code 237758
CV SugarBee 12/2lb Pouch Bag



Code: 226771
Rockit Pop Up Bin



Code: 223135
SugarBee Pop Up Bin

Code: 222612
OG SugarBee Display Box Code

Code 237756
CV SugarBee Empty Box

ORGANIC:

Code 222328
OG SugarBee 80/88ct

Code 226404
OG SugarBee 12/2lb Pouch Bag

Code 226761
OG Rockit 6/3lb



Code: 237757
OG Rockit Display Box

Code: 233648
CV Rockit Display Box

CONTEST PRIZES:

"THE BEE HIVE"

Largest Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:
\$50

"THE POLLINATOR"

Best Organic Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:
\$50

"THE HONEY COMB"

Most Creative Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:
\$50



Every entry will receive an awesome SugarBee hat just for entering



PHONE: 1.800.422.8384 | www.fsproduce.com



CONVENTIONAL MARKET NEWS

NOVEMBER 17 - DECEMBER 1, 2023

PROMOTABLE APPLE CROP



GOOD NEWS! Apples are in peak season with great quality, favorable prices, and strong supplies from all USA growing regions.

This will be a great time of the year to promote all the standard go-to varieties, while also featuring a rotation of 2-3 premium snacking varieties. Excellent spot buys will emerge on various grades and sizes where shippers need to move extra.

WASHINGTON VARIETIES AVAILABLE:

Ambrosia, Braeburn, Cosmic Crisp, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Kissabel, Lemonade, LucyGlo, LucyRose, Pink Lady, Rave, Red Delicious, Rockit, SugarBee, and SweetTango.

EASTERN (PA/NY) VARIETIES AVAILABLE:

Cortland, Empire, Evercrisp, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady, Macoun, McIntosh, Pink Lady, Red Delicious, Rome, Ruby Frost, SnapDragon, and Stayman.



CV MANDARINS

NOTE: This mid-November has seen a rocky transition on **Mandarins** from the import crop from Chile to new crop fruit from California and Spain/Morocco.

Import **Mandarins** are extremely tight with high prices out of Chile at the end of that season. New crop Moroccan import **Mandarins** will not arrive to East Coast ports until after Thanksgiving.

New crop California **Clementine Mandarins** have been delayed due to recent rain. With California running late, this put even more pressure on dwindling import supplies.

"Halos" brand California **Clementine Mandarins** will finally arrive to the East Coast a day or 2 ahead of Thanksgiving in the following sizes - 10/3lb bags, 15/2lb bags, and 4/5lb gift boxes. December will be peak season volume.

New crop **Stem & Leaf Satsuma Mandarins** are back in season from California in 22lb bulk cases. 6/3lb clamshells will be available immediately after Thanksgiving.



CV CITRUS

GOOD NEWS! Navel Oranges are showing excellent quality from California to start the season. 48ct, 56ct, 72ct, and 88ct in fancy grade will be in good supply, along with 12/3lb and 10/4lb bags for November.

Lemons are coming into better supply from Southern growing regions out West. Prices will decrease as we enter December.

Wonderful brand **Seedless Lemons** are now in season. These high-graphic bags, promoting this seedless varietal are catching consumer attention.

Meyer Lemons are coming into peak season. 18/1lb pouch bags will be available from Sunkist.

Grapefruit are in peak season from Florida and Texas **Grapefruit** demand is steady. Expect prices to decrease in early December. **Fall Glo Tangerines** and **Pummelos** from Florida are selling well.

Prices will increase in December, so push **Limes** for the for the rest of November before prices jump.



CV FALL FRUIT

POM Wonderful **Pomegranates** will be in peak season for November and December. 22ct and 30ct size fruit is available in cartons and mini display bins.

Pomegranate Arils will be steady for the month of November.

Fuyu and **Hachiya Persimmons** are steady for fall promotion. As a reminder, as we start the **Persimmon** season, **Fuyu Persimmons** can be eaten when hard. **Hachiya Persimmons**, on the other hand, must be eaten when very soft for optimal flavor.

Green Kiwifruit from Italy has started and these arrivals have helped markets begin to drop. California fruit is also available.

NOTE: **Black Mission Figs** are more limited in supply as California is all but done. Mexico and Peru will have limited volume available before and after the holiday.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns will remain reliably obtainable and budget-friendly for November.

Although California's **Broccoli** production is seeing price increases because of rising demand and an upcoming transition, East Coast production is still robust, and Mexican production is growing.

Cauliflower production is steady and reasonably priced for the rest of November.



CV LETTUCE

In November, California **Leaf Lettuce** is still reasonably priced and widely available. Market conditions may strengthen during a transition.

Although **Romaine**, **Iceberg**, and **Romaine Hearts** are still in decent supply, the transition to winter growing regions and the spike in demand for the holidays, are driving up the price.



CV SQUASH

Green Squash has increased in price but is still fairly reasonable heading into the end of November. This is caused by cooler weather in the eastern regions slowing plant growth along with Mexico neglecting fields to have less product in the market.

We are still seeing product available in all regions with more fancy available.



CV MELONS

Cantaloupes and **Honeydews** are available from multiple growing regions as once, creating spot buy opportunities as shippers look to move extra fruit. Supplies will switch fully into import fruit by the end of November.



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts are available in abundant supply for November, and are reasonably priced for Thanksgiving too. Quality is nice.



CV CELERY

With Thanksgiving demand, **Celery** has inevitably become more expensive. Despite expected price increases, **Celery** is still reasonably priced for the holiday and readily available in good quality. Adequate pricing creates an opportunity for promotions.



CV CHESTNUTS

Italian **Chestnuts** are in season and in good supply. Four Seasons will be offering a bulk option for jumbos, along with a 20/1lb mesh bag for easier ring at the register!



CV POTATOES/ONIONS/SWEETS

Potatoes, **Onions**, and **Sweet Potatoes** are in peak season with steady availability and pricing, along with nice quality.



CV GRAPES

The California **Grape** season is winding down. Quality is solid on Jumbo/XL fruit, but this should slow down by the end of November.

New crop import **Grapes** from Peru are showing excellent quality on all sizes of East Coast port arrivals while costs are lower as well.



CV PEARS

GOOD NEWS! Excellent supplies are available on all **Pear** varieties, including **Anjou**, **Bartlett**, **Bosc**, **Comice**, **Forelle**, and **Starkrimson**, and some new great varieties like the **Gem** and **Happy Pears**.



CV GREENS

For Thanksgiving, there will be an abundance of **LO-CAL Collard Greens** and **Kale** from New Jersey's farms, with excellent quality and reasonable prices.

Then for December, **Greens** and some other **Bunch Vegetables** sourcing will transition to Little Bear brand out of South Texas.



CV ARTICHOKES

ALERT! California **Artichokes** will be in very scarce supply through early December. Expect heavy pro-rates and out-of-stocks during this seasonal supply gap.



CV TROPICALS

Hass Avocados are in good supply on all sizes and bags. Ask your Four Seasons rep about pre-conditioned programs.

Pineapple supplies are snug headed into Thanksgiving, but will be more readily available and promotable for the rest of November. There will be some spot buys available on 5ct jumbo **Pineapples**.

NOTE: **Mango** supplies have been limited due to container delays from Brazil. Prices continue to be higher. Ecuador will start with **Red Round Mangos** by the beginning of December. Volume will be very low.

Ataulfo Honey Mangos are available now in a very small amount from Ecuador.



CV BEANS

NOTE: 25lb **Green Beans** have been arriving with fairly nice quality, but yields are down in Florida and Mexico, driving prices high just ahead of Thanksgiving. Growers are hopeful that the storms coming through Florida will not affect the remainder of Thanksgiving pulls or heading into Christmas.

NOTE: 10/1lb **French Beans** have changed quickly with storms coming through Guatemala. All the rain has caused a halt in product being able to be harvested, and delays at the ports with inbound product. We are seeing product arrive, but it is below our projected prebooks. With more acreage planted we are still getting at least some product despite the weather challenges.



CV BERRIES

Blueberry pricing continues to decrease as more arrivals hit the shores of the East Coast from Peru. Quality has been excellent. Mexico has light volume starting as well.

Raspberry supply is steady but will begin shortening up after Thanksgiving. Expect pricing to rise slightly heading into December.

NOTE: **Blackberry** supplies are improving slowly out of Mexico. Pricing will remain higher until more volume starts in December. Quality has been nice.

ALERT! **Strawberry** supplies are extremely short as growing regions gap and also experienced rain limiting harvests. Expect higher pricing heading into December until Florida fruit begins starting to help slow down demand. Florida crops have been looking good to start, but there will be low volume to start.

OTHER STORIES

• Locally grown **Hard Squash** continues to roll along with Lancaster County, PA product, and should go through at least the end of November **Acorn**, **Butternut**, and **Spaghetti Squash**. Some **Hard Squash** is also available from Clay Hill Produce, packed in the Stauffer Huling label.

Once PA is done, we will make the switch over to Mexican product and should have a smooth transition.

• **Cherries** are expected for late November, but heavy rain in Chile is causing delays and sporadic supplies. This should continue until the New Year when later varieties are expected to be in more steady supply.

2023 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/19 - TUESDAY 11/21 - Normal office and delivery schedule.

WEDNESDAY 11/22 - Normal office schedule, extra deliveries in some areas.
Taking orders for Friday delivery.

THURSDAY 11/23 - HAPPY THANKSGIVING! Office closed and no deliveries.

FRIDAY 11/24 & SATURDAY 11/26 - Normal office and delivery schedule.



AVAILABLE FROM NATURESWEET

SWEET & SEEDLESS MINI SWEET PEPPERS

CODE: 237581

CV PEPPERS MINI-MIX SWEET 10/14 OZ
SEEDLESS NATURESWEET



FALL MEDLEY CONSTELLATIONS



CODE: 234773

CV TOMATOES CONSTELLATION 9/24 OZ
NATURESWEET SEASONAL



**CHECK OUT OUR
PROMOTION ON PAGE 8!**



NatureSweet Constellation Promotion

Ursa Major? Orion? Signs of the Zodiac? While these are all cool constellations one might see in the sky at night, how about the one super cool Constellation that you will see in the produce department - **NatureSweet Fall Medley Constellations**, of course!

Do you want to add variety and value to your snacking tomato category? If the answer is yes, then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a promotional opportunity for the month of November that's sure to add sales for your department and value for your customer.

The snacking tomato category continues to be one of the fastest growing categories in the produce department today and this promotional opportunity is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet 9/24 oz Fall Medley Constellations** have out of this world flavor and with one bite we are sure your customers will be seeing "stars".



Tomato Merchandising Tips

- Build displays in high traffic areas for the best visibility using the high graphic bins pictured.
- Build large displays using multiple bins and empty boxes to create mass. Big Displays = Big Sales.
- Cull and rotate to keep product as fresh as possible.
- The NatureSweet constellations have a myriad of cross merchandising possibilities that will help your customers build their baskets. Some great tie ins include:
 - Basil
 - Garlic
 - Olive Oil
 - Avocado
 - Pasta
 - Croutons
 - Salad Dressings
 - Fresh Mozzarella
 - Baguettes
 - Balsamic Vinaigrette

Product Codes:

225158: POS Display Case Tomatoes 1 ea NatureSweet

234773: CV Tomatoes Constellation 9/24 oz NatureSweet Seasonal



See Pictures Below As Examples of the Impact That These Displays Can Have For Your Customers



So, now its time for some snacking tomato fun! Build a super cool display that's sure to boost sales and grab some growth in the category! Talk with your Four Seasons Sales Rep or Merchandiser for additional tips and display ideas.