



# ORGANIC OUTLOOK

DECEMBER 1 - DECEMBER 8, 2017



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## PROMOTABLE ORGANIC BROCCOLI & CAULIFLOWER

Growers are looking to move extra **Organic Broccoli** for early December. Supplies are increasing out of CA and AZ. At the end of November, there was more supply than demand, so now deals are available. It's a good time to promote!

**Organic Broccoli Crowns** are in good supply as well.

Supplies are abundant on **Organic Cauliflower** and prices are attractive for early December promotion.

The last of the PA **Organic Romanesco** will be available for the first week of December. Supplies out of CA are expected to continue through the month of December.



### OG CA CITRUS

**Organic Clementines** have arrived in good supply in both bulk and high graphic pouches. Expect these to run into early January, providing there are no weather events.

Sweet and flavorful **Organic Satsuma Mandarins** are in much better supply this week with easing prices. **Organic Stem & Leaf Satsuma Mandarins** will be available for mid-December.

**Organic Navel Oranges** continue in better supply with good flavor and improving color. Prices are easing slightly.

**Organic Pummelos** are available and are expected to continue through December.



### OG BERRIES

**ALERT!** **Organic Strawberry** volume is very light with high prices. Expect shorter shelf-life and occasional supply gaps during December. There will be some limited supplies from Florida.

Driscoll's **Organic Blackberries** and **Raspberries** are firmer this week with prices on the rise. Other brands of **Organic Blackberries** continue with improving supplies and pricing.

Driscoll's **Organic Blueberries** are steady this week, but prices are very high. South American **Organic Blueberries** are in excellent supply with prices continuing to come down.



### OG CARROTS

CA **Organic Carrot** supplies have recovered and are now more available.

**Organic Table, Juice, and Jumbo Carrots** are back in supply, but not abundant.

Expect no price changes on **Organic 25lb Carrots**, but **Organic Cello Carrots** may see a decrease in early December.

**Organic Bunch** and **Rainbow Bunch Carrots** are now in good supply.





## OG LETTUCE

**Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces** are in good supply from Florida and CA. Quality from Lady Moon Farms in Florida is excellent, meanwhile product from CA is showing brown discoloration on the ribs.

**Organic Romaine Hearts** are steady. Quality continues to be very good.



## OG MANGOS

**Organic Mangos** from Ecuador are in excellent supply. This is a great item to promote for December. The volume is peaking in the 10 and 12ct sizes, while some larger fruit is also available.

Shippers are motivated to get fruit moving, so take advantage of prices coming down for the first week of December.



## OG CUCUMBERS

**Organic Cucumbers** are abundant out of Mexico. Florida product will be decreasing in supply in early December.

**Organic Hothouse Cucumbers** are in good supply out of Mexico. **Organic Mini Persian Cucumbers** will be available for early December.



## OG HASS AVOCADOS

**Organic Hass Avocados** continue to be promotable. Demand dropped drastically around the Thanksgiving holiday. This inspired suppliers to lower pricing to promote. Make room in your displays in early December!

**Organic Fair Trade Hass Avocados** will be slightly limited for the rest of this week and into early December.



## OG SALADS

**ALERT!** **Organic Salads** have been susceptible to some quality issues following Thanksgiving. This is translating into poor quality emerging before expiration date.

Transitioning to desert growing regions with unusually hot weather, has made it interesting for growers and packers. The heat has sped up growth and caused plants to not be as hardy as they normally are. **Organic Spinach** has been affected most.



## OG GRAPES

**ALERT!** California **Organic Black** and **Green Grapes** have virtually finished for the season. The **Organic Red Grape** market has tightened significantly and are expecting to finish in December.

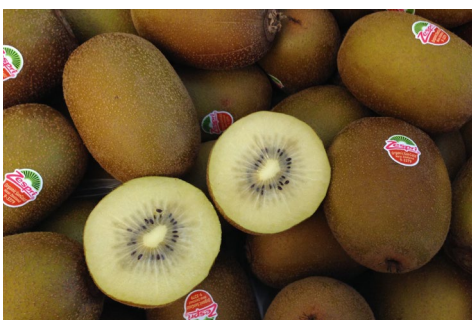
New crop Peruvian **Organic Grapes** are expected to begin in late December but with a much smaller crop than last year. Expect prices to remain very high.



## OG CELERY

**Organic Celery** is in good supply from Mexico and CA. Quality has improved a bit. **Organic Celery Hearts** are also in good supply from CA.

**Organic Celery Root (Celeriac)** is in good supply from CA.



## OG KIWIFRUIT

Italian **Organic Gold Kiwifruit** continues in very limited quantity with high pricing.

**Organic Green Kiwifruit** out of Italy and CA continues to be available in steady supply.



## OG LEMONS & LIMES

**Organic Lemon** and **Meyer Lemon** supplies are excellent out of CA with prices continuing to ease off.

**Organic Lime** supply continues with steady supplies and markets.





## OG GRAPEFRUIT

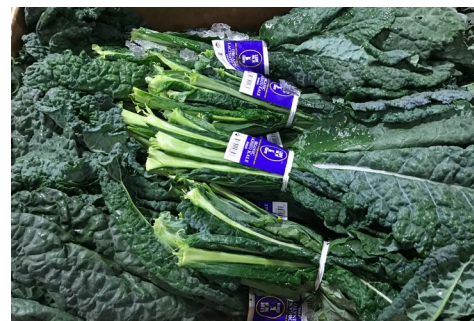
California **Organic Grapefruit** are in excellent supply in all sizes and bags. Quality remains excellent.



## OG FALL FRUITS

**Organic Pomegranates** continue, but are expected to wrap up for the season in December. **Organic Pom Arils** continue in good supply.

**Organic Hachiya** and **Fuyu Persimmons** continue in steady supply.



## OG KALE

**Organic Kale** is abundant from CA and Florida. **Organic Green, Lacinato, and Organic Red Kale** are all good quality.



## OG PEPPERS

Israel is now the main supplier of import **Organic Peppers** since the Mexico crop is in very short supply for December. Quality continues to be very good, but prices are up.

Supplies of **Organic Color Peppers** are limited this week out of Mexico.

Florida has begun harvesting **Organic Green Peppers**.

**Organic Jalapeño, Poblano, Anaheim, and other Specialty Peppers** are limited.



## OG APPLES

Expected for the first time ever in organics, **Organic Kiku Apples** will be available! This is one of the sweetest tasting apple varieties. For more info: <http://www.cmiapples.com/retailer/kiku>

Other premium varieties available for December:

- **Organic Envy Apples**
- **Organic Lady Alice Apples**
- **Organic Opal Apples**
- **Organic Kanzi Apples**

Washington **Organic Fuji, Gala, Golden, Granny Smith, Honeycrisp, Jonagold, and Red Delicious Apples** are firmer this week with prices steadying out. Promotional opportunities are still available on 2lb pouches and 3lb bags.



## OG TOMATOES

**ALERT!** **Organic Hothouse Tomatoes** from Canada and Mexico are more limited in supply. **Organic 2-Layer Tomatoes** are available out of Mexico and are coming in with good quality and color.

**Organic Grape Tomatoes** are in better supply this week. Pricing is still tight. Product is now coming in from both Mexico and Florida. **Organic Cherry Tomatoes** are limited from Mexico. Florida begins this week.

**Organic Roma Tomatoes** from Mexico are in good supply and will continue to grow in volume.

Some deals are available out of Mexico this week on **Organic Cluster Tomatoes**. Canada shippers are tighter in supply and prices are higher. Supplies are adequate out of PA.

## OTHER STORIES:

• **Organic Chestnuts** have arrived, but at this point these are the only ones expected for the season.

• **Organic Cranberries** continue out of Canada in very limited supply. They might not make it through Christmas.

• **Organic Cabbage** is all but finished on the east coast. CA shippers report adequate supplies of **Organic Red** and **Green Cabbage**, but more limited on **Organic Napa Cabbage**. The first **Organic Red** and **Green Cabbage** out of Florida will be harvested the first week of December.

• **Organic Spinach** is in better supply out of CA. Quality is reported to be very good.

• **Organic Pineapples** continue to be very promotable! Quality is excellent.

• **Organic Anjou, Red Anjou, and Bosc Pears** are in firmer supply this week with prices creeping up slowly. **Organic Concorde Pears** continue in decent supply.

• **Organic Asparagus** is in tighter supply from Mexico. Quality has been good. Stronger volume

will begin in mid-January.

• Mexican **Organic Cantaloupes** will wrap up for the season in early December.

• CA **Organic Green Bean** supplies are very tight as only a couple of shippers have product. Florida growers have adequate supplies, and Mexico has just begun.



## ORGANIC ENVY APPLE DISPLAY CONTEST

DECEMBER 4 THROUGH JANUARY 2, 2018

Get your customers excited about **Organic Envy Apples** – this premium, firm textured and crunchy apple variety with sweet, old-time flavor!

Entries will be judged based on 3 categories. Each category will have a Grand Prize and Runner-up Winner. The categories are:

- 1 BEST OVERALL DISPLAY**   **2 BEST SOCIAL MEDIA PRESENCE**   **3 MOST CREATIVE**
- .....

### CONTEST GRAND PRIZES:

Each category winner has a choice of an Apple Watch **OR** a Samsung Galaxy Watch.

### RUNNER-UP PRIZES:

Each category runner-up winner will win a \$100 gift card.



### ENTRY PRIZE:

All entries will receive an Oppy/Envy gift pack (could contain shirts, hats, phone chargers, etc.).



You **MUST** use an Envy Apple display bin and purchase at least 8 cases over the sale period to enter. **\*\*Organic Envy Apples must be purchased from Four Seasons Produce\*\***

Send the digital photograph(s) of your display to [stephf@fsproduce.com](mailto:stephf@fsproduce.com) by January 8, 2018.

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### WHAT IS AN ENVY APPLE?

**Organic Envy Apples** are in season - very sweet, classic flavor with firm and crunchy texture.

*"Basically, the eating experience Red Delicious wish they were."*

- [producegeek.com](http://producegeek.com)

Learn more at <https://envyapples.com/en>



PHONE: 1.800.422.8384   FAX: 1.717.721.2597   [www.fsproduce.com](http://www.fsproduce.com)





# MANGO DISPLAY CONTEST

SPONSORED BY:  
**CAPCO FARMS/CENTRAL AMERICAN PRODUCE**



## GET YOUR CUSTOMERS EXCITED ABOUT CONVENTIONAL MANGOS!

Entries will be judged based on 3 categories. Each category will have a Grand Prize.  
Ask your Four Seasons sales rep or merchandiser for more info, as well as display tips and ideas!

## CATEGORIES & PRIZES:

1

**\$300 - BIGGEST DISPLAY**

2

**\$250 - MOST CREATIVE DISPLAY**

3

**\$250 - BEST USE OF SOCIAL MEDIA**

## CONTEST RUNS FROM 12/4 - 12/17

## ENTRIES:

Send the digital photograph(s) of your display with *mangos purchased from Four Seasons Produce* to [stephf@fsproduce.com](mailto:stephf@fsproduce.com) by **December 22, 2017**.



PHONE: 1.800.422.8384  
FAX: 1.717.721.2597  
WEB: [WWW.FSPRODUCE.COM](http://WWW.FSPRODUCE.COM)



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## Christmas & New Years Schedule

**Monday 12/25** – Merry Christmas! Offices are closed for the holiday. No deliveries.

**Tuesday 12/26 - Sunday (12/31)** – Normal delivery and office schedule.

**Monday 1/1** – Happy New Year! Offices are closed for the holiday. No deliveries.

**Wednesday 1/3** - Extra deliveries will be made in most regions.







## CONVENTIONAL OUTLOOK

DECEMBER 1 - DECEMBER 8, 2017

WWW.FSPRODUCE.COM 10/1 LB

# DECEMBER TOMATO UPDATE



**ALERT!** All **Vine Ripe** and **Roma Tomatoes** have become much more limited in supply for December, and prices are beginning to go up *dramatically*. This is due to some cooler weather in Mexican growing regions, as well as some bloom-drop on the plants from earlier this fall that is now diminishing harvests. This difficult situation is expected to last until Christmas.

*On the other hand...*

**Hothouse Tomatoes**, including **Clusters**, **Campari**, and **Mixed Medleys**, will be promotable this week out of Mexico. Sizing has been running much larger on the hothouse flats (mostly 18's) and clusters (4's and 5's). Quality has been excellent on these new crop tomatoes.

**Grape Tomatoes** are much more promotable this week. Pricing has dropped significantly on both Hothouse and Field-grown **Grape Tomatoes**.



## CV BROCCOLI & CAULIFLOWER

Promote **Broccoli** and **Broccoli Crowns** this week. Harvests are excellent in CA, AZ, and Mexico, so decreased demand has forced shippers to lower pricing to move the extra volume.

**Cauliflower** is another great item to promote this week. Supplies are abundant following the transition to the desert growing region of Yuma, AZ.



## CV MANDARINS

Peak of the season, sweet and delicious, **Satsuma Mandarins** from CA are available in Stem & Leaf packs and pouch bags. The season will wind down by Christmas.

California **Clementines (Halos, Delites)** are going strong and continue to dominate the category, affecting the movement on all other citrus.

Out of Spain and Morocco, 10/3 lb. **Clementine** bags are expected to be lower as California supplies dominate more customer programs in all parts of the country.

Supplies of the 5-lb. boxes have a noticeable price spread between the smaller 28-32 sizes and the larger 20-24 size.



## CV PEPPERS

**Green Peppers** will be in better supply this week, and pricing will begin to slide. Quality out of Florida has been excellent, and Mexico is just ramping up. Pricing will be promotable on all **Green Peppers** in early to mid-December.

**ALERT!** **Hothouse Red Bell Peppers** more limited for early December. **Field-grown Elongated Sweet Red Peppers** will be very limited in supply for much of December, since harvests out of Mexico are much lighter than anticipated.

Look for very aggressive spot deals on **Orange Bell Peppers** for early December.





## CV LETTUCE

The transition to the Yuma, AZ desert growing region on all **Lettuces** was ahead of schedule. There is still some product left in California, and this has caused prices to come off.

Shippers expect this to continue through the first week of December. Things will start to move up as CA finishes and holiday demand begins.



## CV MELONS

Arrivals of Guatemala and Honduras grown **Can-taloupes** and **Honeydews** will increase week over week through December and into the new year. Prices will adjust down this week with the import fruit.

We expect to see pricing move back up slightly as we approach the holiday demand.



## CV GREEN BEANS

**Green Beans** are abundant right now out of Florida and Mexico.

Quality has been very nice and pricing is lower from both areas, so now's definitely the time to promote!



## CV CUCUMBERS

Both **Super Cucumbers** and **European Seedless Cucumbers** from Mexico are in excellent supply. Look for aggressive deals this week on both items.



## CV NAVEL ORANGES

We are starting to see the prices flex downward on **Navel Oranges**, even on larger sizes. The fruit is still peaking on the 88 counts and smaller so there are more bagging opportunities.

The popular "Vintage Sweets" Heirloom Navel Orange program will begin in late December.



## CV SPECIALTY CITRUS

**Cara Cara Navel Oranges** will ship the first week of December, with **Minneola Tangelos** and **Blood Oranges** slated to ship the second or third week of December.



## CV RASPBERRIES & BLACKBERRIES

Volumes are promotable on both **Raspberries** and **Blackberries** out of Mexico. This is expected to continue for a few weeks.



## CV BLUEBERRIES

We will see limited **Blueberry** supplies this week as we wait for vessels to begin arriving out of Chile. Those vessels aren't expected until the second week of December. Some fruit will be flown in but not any significant numbers.

Prices will hold steady until the Chilean fruit arrives. We will make the switch to mostly pint containers with those arrivals.



## CV STRAWBERRIES

**Strawberry** volumes out of Florida are expected to increase this week and have very good supplies heading into December. Look for prices to decrease as volumes increase.





## CV GREENS

We made the transition this week to Southern-grown **Greens**. We will have **Collards**, **Kale**, **Mustard**, and **Turnip Greens** from Burch Farms to kick off December.



## CV ASPARAGUS

**Asparagus** supplies and pricing are steady this week out of both Peru and Mexico. Prices will start to move up in early December as holiday demand approaches.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** prices have come down following the Thanksgiving pulls. Good supplies are expected for the next few weeks, making December a good time to promote.



## CV CA GRAPES

Shippers continue to push their **Green "Autumn King" Grape** supplies. Prices will range from shippers, depending on their storage supplies.

All **Red Grape** supplies are tighter with higher prices. Even low-color **Crimsons** are holding prices.

We still have very nice **"Pretty Lady" Grapes** in their Christmas bags. Also, **Green Luisco Grapes** are yet to arrive, and the **Vintage** on the **Red Grapes**.



## CV IMPORT GRAPES

Expect December prices to remain strong. There are some **Sugarones** and **Crimsons** available with better varieties, like the **Sweet Celebrations** and **Sweet Globes**, arriving in mid-December. Prices are comparable, if not higher, to the best boxes still shipping from California.

Peruvian **Red Globe Grapes** are now limited in supply and prices are now up five to six dollars. California supplies are very light and commitments to Mexican customers for most supplies.



## CV HASS AVOCADOS

Even with less supplies crossing after the Thanksgiving holiday, **Hass Avocado** demand was off enough to drive prices to the lowest point of the season. Markets are beginning to rebound this week, and prices are moving up.

**NOTE:** In recent weeks, when FOB pricing touched on new lows, the result of steady harvesting, fruit was often sold and shipped below picking costs. Many growers agreed to reduced price levels, therefore picking maintained. We are now seeing a harvest stoppage centered in two major growing areas.

