

# MARKET NEWS ORGANIC OUTLOOK

## ORGANIC BROCCOLI HARVESTS REBOUND



**Organic Broccoli** from California has seen a vast improvement in supplies during late November. After light harvests, high pricing, and less than ideal quality, late-November and into early-December is shaping up to have a bright outlook.

As growers finish in California with better yields and quality, the trend will only continue as most growers will begin harvesting in Arizona after Thanksgiving for their winter production.

Expect more promotable pricing through early-December with both regions going at once. After that, things will stabilize as growers complete their transition to the desert. Take advantage of great pricing, steady availability, and excellent quality by promoting!

**Organic Sweet Baby Broccoli** is in good supply for late-November and December promotion.



### OG CALIFORNIA CITRUS

**Organic Navel Oranges** are now in excellent supply with prices coming down on all sizes and bags.

**Organic Satsuma Mandarins** are now in excellent supply in bulk 25 lb cases and 12/2lb. bags (Candy Mandy brand).

**Organic Clementine Mandarins** are expected to begin in early December. **Organic Meyer Lemons** will also start then too.

**Organic Grapefruit** supplies continue to struggle but should improve in a few weeks. Prices remain high.

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

- OG Buddha Hand
- OG Finger Limes
- OG Makrut Limes
- OG Limequats
- OG Sweet Limes



### OG BERRIES

**Organic Raspberries** out of Mexico and California are now in excellent supply.

Driscoll's **Organic Blackberries** out of California and Mexico continue in tight supply. Heavy pro-rates should be expected with prices continuing to rise through the end of the year. **Organic Blackberries** out of Mexico have started, but heavy rains continue to have an impact on supplies and quality.

**Organic Blueberries** out of Argentina, Peru, and Chile are now in excellent supply in both 6oz and pints. Look for promotional opportunities. Driscoll's **Organic Blueberries** are in firm but steady supply out of California and Mexico with excellent bloom, size, and flavor.

**ALERT!** **Organic Strawberries** continue in extremely firm supply with prices on the rise. Volumes will be light until the Baja region of Mexico starts production in January.



### OG ONIONS, POTATOES, & YAMS

**NEW:** We will see the first arrival of 8/1.5lb Little Potato Company **Organic Red & Gold Creamer Potatoes** start in early December. This is a new item for LPC and will be available from now until roughly February.

Quality on **Organic Red** and **Gold Potatoes** from Manitoba, Canada has been excellent.

**Organic Onions** continue to be in plentiful supply with excellent quality. Pricing is expected to increase slightly as we come out of Thanksgiving. Demand is seasonably strong for mid-November and shippers are keeping busy packing at max capacity to keep up with this demand.

**Organic Sweet Potatoes** from California continue with outstanding quality for November promotion. Be sure to grow sales in this category by merchandising multiple varieties.





## OG CAULIFLOWER

**Organic Cauliflower** continues to see limited supplies through the end of November.

We should start to see supplies improve as December begins. As growers transition from California to Arizona, they will begin to harvest fresh fields and will see supplies increase.



## OG CUCUMBERS

**Organic Cucumbers** from Lady Moon Farms in Florida continue to be limited, but expect to continue to see stellar quality and steady pricing in early December.

Mexican **Organic Cucumbers** continue to see steady supplies in late November. Pricing, availability, and quality all have been outstanding, however, expect pricing to begin to rise in early December as some shippers are becoming more limited on supplies.



## OG LETTUICES

**Organic Leaf Lettuces** have begun harvesting at Lady Moon Farms in Florida. Although harvesting has begun, expect to see a mix of Lady Moon and California product in early December as Lady Moon supplies are limited to begin the season. Pricing will remain elevated.

Excellent quality **Organic Romaine Hearts** continue in steady supply. Expect quality and volumes to remain consistent during early December, however, expect pricing to begin to increase.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico continue to see excellent quality and promotable pricing as we head into December.



## OG CELERY

**Organic Celery** from California is in steady supply for late November. We have seen improving quality, pricing, and availability. Expect that trend to continue into early December. Take advantage of aggressive prices and promote.



## OG GRAPES

California **Organic Black, Green, and Red Grapes** supplies continue to tighten with prices on the rise. Quality has been excellent.



## OG FALL FRUIT

**Organic Cranberries** out of Canada continue in steady supply in 8oz bags.

**Organic Pomegranates** will be in steady supply with the Wonderful variety. **Organic Pom Arils** have experienced out-of-stocks heading into Thanksgiving.

**Organic Black Mission** and **Brown Turkey Figs** will be available in limited supplies for Thanksgiving week.



## OG BOK CHOY

**Organic Bok Choy** and **Baby Bok Choy** from Lady Moon Farms in Florida is beginning to yield stronger numbers as November comes to a close. Expect to see steady pricing and availability in early December with stellar quality. Prepare to take advantage of these great supplies and look for promotion opportunities.

**Organic Red Baby Bok Choy** has also begun in a limited way.



## OG GREEN BEANS

**Organic Green Beans** are in full swing from Florida. Quality and availability will remain steady, however late November and early December will see prices beginning to rise as Mexico product has yet to ramp up.

**ALERT!** Taylor Farms Organic has not been able to fill orders in full for their microwave bag **Organic Green Beans** leading up to Thanksgiving. Expect some pro-rates and out-of-stocks.





## OG GREENS

**Organic Greens** from Lady Moon Farms in Florida are in full swing. Items such as **Organic Kales**, **Collards**, **Chards**, and **Dandelions** are yielding great numbers and excellent quality.



## OG TROPICALS

**Organic Tommy Atkins Mangos** are in good supply from Ecuador. **Organic Ataulfo Mangos** are also available, but quality has just been fair.

**Organic Pineapple** supplies will be a little tight for next week as Thanksgiving volumes put a strain on supply. We will have both 6ct and 8ct options available.



## 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.

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

**Organic Smooth Skin Green Avocados** will continue to be available from Florida the week of Thanksgiving.



## OG TOMATOES

**Organic Grape Tomatoes** remain promotable this week out of Florida. Quality has been excellent.

**Organic Roma Tomatoes** are back in steady supply. Mexico has begun consistent production and Florida will also begin harvests this week. This will all be new crop product and so far, quality has looked great.

**Organic 2-layer Vine Ripe Tomatoes** are available again this week from Lady Moon Farms in Florida. Quality should be excellent.



## OG APPLES

**Organic Apples** remain promotable. There are some spot buys on US #1 grade **Organic Honeycrisp** that allow for some great price points.

### 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 Arkansas Black
- OG Ashmead's Kernel
- OG Calville Blanc
- OG Grimes Golden
- OG King David
- OG Northern Spy
- OG White Winter Permaine



## OG PEPPERS

**Organic Green Peppers** supplies are steady from Florida and Mexico harvests. Expect prices to remain stable during early December, however promotional opportunities may arise if either area begins to see an increase in supplies.

Quality from both Lady Moon Florida and Mexican shippers have been outstanding, and this trend is expected to continue.

**Organic Colored Bell Peppers** from Israel and Mexico are both currently in season. Availability from Israel has improved as the season is ramping up, while Mexico remains rather limited.

Expect to see steady availability, pricing, and quality during early December.

## OTHER STORIES

• Washington **Organic Anjou, Bosc, Concorde, Red, and Starkrimson (Red) Pears** are in excellent supply. Washington **Organic Bartlett Pears** will be very limited until they run out for the season in a few week. **Organic Asian** and **Seckel Pears** continue in limited supply.

• **Organic Asparagus** will remain promotable this week and quality has looked great. Look for prices to start rising in the weeks following Thanksgiving as product will begin to finish up for the season.

• **Organic Zucchini** and **Yellow Squash** from Lady Moon Farms in Florida is in good supply. Look for potential opportunities to promote during early December. Product from Mexico is also in season.

• **Organic Heirloom Shiitake Mushrooms** from our grower in New Jersey are in limited supply for late November. **Organic Crimini Mushrooms** from our PA grower are not in good enough supply to do extra promotion during Thanksgiving week.

• **Organic Formosa Papayas** from Mexico are back in stock and should be in good supply. Quality is very n-ice.

• **Organic Curry Leaves, Mamey, Starfruit, Black Sapote, and Cactus Leaves (Nopales)** will all be available for next week!

# ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST



envy™



## DECEMBER 2 - DECEMBER 30, 2019



First Fruits (Opal) and The Oppenheimer Group (Envy) have teamed up with Four Seasons Produce to bring you a grand finale to yet another amazing year of promotional fun sure to bring sales and profits to your produce departments. The traffic in your departments will definitely be in full force, so now is a perfect opportunity to promote these amazing apples with large and creative displays!

There will be two categories all entries will be judged on:

### -LARGEST DISPLAY-

Displays judged off of size, use of POS material, and overall eye appeal.

TOP PRIZE FOR EACH CATEGORY:

IPHONE 11

2<sup>ND</sup> PLACE PRIZE FOR EACH CATEGORY:

BREVILLE ESPRESSO MAKER

3<sup>RD</sup> PLACE PRIZE FOR EACH CATEGORY:

GOOGLE NEST HUB MAX

4<sup>TH</sup> PLACE PRIZE FOR EACH CATEGORY:

NINTENDO SWITCH LITE

5<sup>TH</sup> PLACE PRIZE FOR EACH CATEGORY:

FITBIT VERSA 2 SMARTWATCH

6<sup>TH</sup> PLACE PRIZE FOR EACH CATEGORY:

BOSE MICRO SPEAKER

3 HONORABLE MENTIONS FOR EACH CATEGORY:

\$75 GIFT CARD

### -MOST CREATIVE-

Displays judged off of creativity and use POS material.



\* All stores that participate will receive an entry prize - a Four Seasons Produce & Opal Apple Hat AND an Envy Apple Shirt!

### DISPLAY CRITERIA:

- All fruit for the contest **MUST** be purchased through Four Seasons Produce.
- You must purchase a **minimum of 5 cases of each apple** over the contest period (total 10 minimum)
- Opal and Lady Alice bins or promotional material must be used in your displays (see second page).
- All displays must be kept up for at least a week.

- You **MUST** include **BOTH** apples within the same display.

Entries are due to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Jan 3, 2020

*Learn more about these amazing apples to better educate yourself on their history and flavor profiles!*

[envyapple.com/en/](http://envyapple.com/en/)

[www.opalapples.com/](http://www.opalapples.com/)



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

[www.fsproduce.com](http://www.fsproduce.com)





# ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST



Code: 43428  
OG Apples Opal WXFP 27 lb  
50/60 ct

Code: 222743  
POS Box Empty OG  
1 EA

Code: 23375  
POS Display Pop Up Empty  
1 EA

Code: 23374  
POS Sleeve Display Empty  
1 EA



WHEN YOU'RE THIS GOOD THEY CALL YOU ENVY.



Code: 43089  
OG Apples Envy USXF  
27 lb 55 ct/80 sz



Code: 222742  
POS Box Empty OG  
1 EA Envy



Code: 222743  
POS Display Pop Up Bin  
1 EA Envy



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**NEW!**  
CODE: 222771  
CV Red Kiwifruit  
8/1 lb clamshell



**NEW!**  
CODE: 222725  
Cv Persimmons  
Percinnamon  
10/2lb Pouch Bag

## 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!*





# SnapDragon® Apples Display Contest



**November 18 - December 16, 2019**

## AWWW... SNAP!

Four Seasons Produce has teamed up with Hess Brothers Fruit Company to bring you a contest with a little bit of "snap" to it! This display contest is all about the Snap, and is a great opportunity to introduce your customers to this awesome piece of fruit! Time to get your creativity ready and get your crunch on!!!

## Get ready to FALL in love!

SnapDragon® Apples are spicy-sweet, a hint of vanilla, and mega juicy! This is an absolutely incredible apple with an ENORMOUS crunch and amazing flavor! Add some "snap" to your departments and highlight them with an incredible display!



## SnapDragon® Product Codes

Code 5118 - CV Apples SnapDragon® 27 lb  
Code 5119 - CV Apples SnapDragon® 12/2lb pouch bag  
Code 32249 - POS Display Bin 1 ea SnapDragon®

**\*\*SnapDragon® Apples MUST be purchased from Four Seasons**



## Contest Criteria

- Build a super awesome display of SnapDragon® Apples in your produce department.
- Utilize the SnapDragon® Point of Sale bins, sign cards or boxes in your displays.
- Stores must keep their displays up at least one week.
- Submit your SnapDragon® display photos to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Friday, December 20th.

\*\*Remember that sampling is an easy way to draw impulse sales. One taste of this apple, and your customers will be "snapping" their fingers with joy!

## Prizes - (displays will be judged on creativity & overall eye appeal):

1st



(MOUNTAIN BIKE)

2nd



(CALLAWAY GOLF DRIVER)

3rd



(LAPTOP)

4th



(SMART WATCH)

5th



(APPLE AIRPODS)

Best Social Media Post



(\$100 GIFT CARD)

For more display tips and ideas, please contact your Four Seasons merchandiser or sales rep!



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



## MARKET NEWS

## CONVENTIONAL OUTLOOK

## PROMOTABLE ASPARAGUS



**Asparagus** prices will remain promotable through the rest of November, thanks to great volumes coming in from Mexico and Peru. Quality has been exceptional from both regions.

The promotional opportunities are available on small and standard sizing.

**ASPARAGUS MERCHANDISING TIPS:**

- Display with stems upright in shallow water. Clean and change water daily.
- Do NOT mist Asparagus, nor get the tops wet.
- For high-volume promotion displays, Asparagus can be displayed in the original box tray, however, it will dehydrate quickly if it is on display for too long.
- Asparagus cross merchandises well with Lemons, Red Peppers, and Brussels Sprouts, as well as Olive Oil and Balsamic Vinegar.



## CV POTATOES &amp; ONIONS

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. 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.

Sharp deals are still available out of Prince Edward Island, Canada in the **10/5lb Gold** and **Red Potato** bag lines.

With Thanksgiving approaching, demand and pricing have increased on all sizes of **Yellow** and **White Onions**. **Red Onion** demand remains fair, accompanied by low pricing. **Onion** supplies will be tighter around the holiday with some shippers starting to push price upwards for the first time in months.



## CV BERRIES

**NOTE: Strawberries** will be in much tighter supply this week. Volumes from Salinas and Santa Maria, California are finishing quicker than expected, and Mexico still doesn't have the increased volumes. Quality is improving, but pricing will continue to climb.

**Blackberries** and **Raspberries** will be in steady supply this week from Mexico. Quality has been very nice on both, and pricing is expected to remain stable. Now is a good time to promote **Raspberries** in particular.

**Blueberries** will be in excellent supply all week from Peru. Export case figures out of Peru are showing that volumes will continue higher than expected through December. Look for great opportunities to promote pint **Blueberries** all month. Quality has been spectacular on all Peruvian imports this season.



## CV GREEN BEANS

**ALERT! Green Beans** remain in extremely short supply at very expensive prices.

Florida continues to experience low yields from various weather related growing issues, including disease. Other southern growing regions were knocked out by frosts earlier.

Mexico is also experiencing weather challenges which pushed their crops back.

This has resulted in growers canceling some of their ad commitments on bulk **Green Beans**, and brands like Taylor/Green Giant and Eat Smart are unable to fulfill orders in full leading up to Thanksgiving.

Expect heavy pro rates on **Packaged Green Beans** for the rest of November.





### CV CRANBERRIES

“Ocean Spray” **Cranberries** are in good supply as we head into Thanksgiving. Be sure to load up!



### CV APPLES

The next big and exciting variety everyone is waiting for is the start of the **Cosmic Crisp Apple**. Growers should start packing next week with a release date of December 1st. Stay tuned!

**SugarBee Apples** and **Cider** are available for promotion, plus check out the **SweetTango Apple Display Contest!**



### CV CAULIFLOWER

**Cauliflower** is back! California product is readily available for late-November.

It will most likely get tight again in early December. Expect fluctuations in price and supply - stay tuned.



### CV CUCUMBERS

**Super Cucumber** prices remain steady this week. Despite rain and cooler weather in Mexico, quality has looked great!

**Mini Seedless Cucumbers** will be more promotable this week as more product becomes available out of Mexico. Quality has looked excellent from Canada and Mexico.

**Seedless Cucumber** prices will continue to rise this week as harvests from Canada and Mexico continue to be short due to cooler temps and shorter daylight hours.



### CV LETTUCE

Most **Iceberg Lettuce** growers have made the move to Yuma, AZ. There is a big spread on pricing due to availability. Some growers don't have any yields in their fields yet. Quality has been hit or miss. Epidermal peel can be expected for next few weeks.

Supplies, quality, and prices will continue to fluctuate on **Romaine** and **Romaine Hearts** for the remainder of the year.



### CV PEPPERS

**Green Bell Peppers** from California and Mexico are available and look great! Quality and sizing are beautiful on these crown picks. Prices will be steady this week.

**Mini Sweet Pepper** prices will come down some this week, however, expect higher than normal pricing as shippers from Nogales are just getting started for the season.



### CV SQUASH

**Green Squash** prices out Mexico will be steady this week. Quality has looked very nice.

We will however have to switch to **Yellow Squash** out Florida this week due to short production from Mexico.

Expect short Mexican markets well into December, until new areas beginning to harvest new product.



### CV PERSIMMONS

**NEW! Percinnamons Persimmons**, in 10/2lb pouch bag, from Kingsburg are now available! Be sure to check out this newest variety of Persimmons that can be eaten out of hand just like an apple. The **Percinnamon** boasts subtle hints of buttery, cinnamon goodness! Not a FUYU, Not a HACHIYA, it's a PERCINNAMON...

**Fuyu Persimmons** and **Hachiya Persimmons** are all in steady supplies next week!



### CV TOMATOES

**Grape, Campari**, and other **Snacking Tomatoes** are very promotable. Look for promotional opportunities.

**Beefsteak** and **Cluster Tomatoes** prices will be rising this week. Product from Mexico remains short, putting more demand on the small amount of Canadian and US product available. Quality is amazing.

**Roma Tomatoes** will be promotable this week as more product from Mexico has become available. Quality from Florida and Mexico has looked very nice.





## CV HARD SQUASH

We will see **Kabocha** and **Delicata Squash** wind down this week and we'll focus on **Acorn**, **Butternut**, and **Spaghetti Squash** for the winter months.

Mexican **Hard Squash** will be in full swing starting this week.



## CV GRAPES

We are coming into the last 4 to 6 weeks of the **Grape** season from California. We still have good supplies on **Green**, **Red**, and **Black Grapes**, and quality has been good with very few issues.

Many growers will finish with **Green Grapes** in the first week of December, with **Pretty Lady** running into the second week. **Red Grapes** will go through the second week of December, with **Pretty Lady** running into the first of the year if quality holds up.

There will be no gap in supply as we transition into new crop imports with **Green** and **Red Seedless Grapes** already arriving in the Eastern ports with **Sweet Globes**, **Thompsons**, **Allison Red Seedless** and **Red Globes**. Pricing out of the gate is comparable to delivered prices from California.



## CV POMEGRANATES

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



## CV BROCCOLI

California **Broccoli Crown** prices have started to drop for late-November due to higher volumes in western growing regions.



## CV CITRUS

**Clementine Mandarins** from California are in good volume going into the holidays. **Satsuma Mandarins**, including **Stem & Leaf** packs.

The season on California **Navel Oranges** is ramping up with good supplies on 88ct and smaller with pricing moving down. 56's and larger are still getting the higher price but we are starting to see a little flex on the independent labels.

By the end of the first week of December, we should start seeing **Cara Cara Navel Oranges** and **Blood Oranges**. By mid-December we should start **Minneola Tangelos**.

On **Vintage Sweet Heirloom Navel Oranges**, which were very popular last year, looks like they'll have a late start, maybe after Christmas due to the unusual warm nights California has experienced, not allowing the fruit to reach the optimum maturity for the grower to pack.

**SUMO Mandarins** start around the first of January.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** out of CA are readily available. Quality has been great. Plenty of sprout options are available from loose 25lb boxes to microwavable bags!



## CV SNOW & SNAP PEAS

**ALERT!** **Snow** and **Snap Pea** prices will continue to rise as Guatemala has had a run of terrible weather with rain and cold temperatures. Expect possible gaps in supplies.

NOTE: Taylor/Green Giant is heavily prorating their packaged **Snow & Snap Pea** lines for late November.



## CV TROPICALS/SPECIALTY

**Mighties brand Red Kiwifruit** will be available starting the week of Thanksgiving. This is a gold-flesh variety with a red center.

Be sure to check out **MEGA Kiwifruit** now in stock. **MEGA Kiwifruit** is a Hayward Variety that is BIG and tasty! The 18sz/60ct volume-filled profile is sure to wow customers!

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

**Pineapple** supplies will be good for the week of Thanksgiving with some promotable deals.

**Mango** supplies are good for next week with both Brazil and Ecuador fruit becoming available.

**Cactus Pears** will be available in limited supplies next week!



## CV CELERY

Some California **Celery** growers have plenty of availability and others are sold out. Quality has been good.