

NEXT EDITION:
DEC 4

ORGANIC MARKET NEWS



NOVEMBER 20 - DECEMBER 4, 2020

ORGANIC CITRUS OUTLOOK



Time to help your shoppers load up with Vitamin C!

California **Organic Satsuma Mandarins** are in season! Volumes are increasing, allowing for better price points headed into December. Thanksgiving through Christmas will be the best time to promote this easy-peel variety, including in 2lb "Candy Mandy" brand bags.

California **Organic Navel Oranges** are now in good, steady supply. Prices are easing down. 88ct and smaller, along with bags, is where most of the volume is for late November and early December.

LOOKING AHEAD: New crop **Cara Cara** and **Blood Oranges** are expected to start around Christmas. **Organic Clementine Mandarins** from California will ramp up into peak season in mid-December.

California and Mexican **Organic Grapefruit** supply is improving daily with pricing coming down. Bags and 48ct-56ct are the most promotable.

Organic Lemons and **Limes** are in excellent supply on all sizes. Prices continue to come down.

"Buck Brand" Varieties In Season:

- **Organic Satsuma Mandarins**
- **Organic Pink Variegated Lemons**



With Thanksgiving

As much as ever, we are filled with gratitude for the hard work, effort, care, and team work of all of our Four Seasons Family of Companies **associates**. Thanks to you, we've been able to make a difference in our communities and keep fresh food moving. We appreciate you!

We're also grateful for the blessing of so many healthy partnerships with **customers** and **suppliers**. From front line workers in supermarkets, to harvesters in the fields and greenhouses, to workers in production and logistics, and all the drivers that connect us with food and supplies - thank you!



Four Seasons Produce 2020 Thanksgiving Office & Delivery Schedule

Sunday 11/22 - Tuesday 11/24: Normal office and delivery schedule.

Wednesday 11/25: Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

Thursday 11/26: Happy Thanksgiving!! Office closed and no deliveries.

Friday 11/27 & Saturday 11/28: Normal office and delivery schedule.



FREIGHT RATES

ALERT! Headed into December, the cost of goods on fresh produce items coming from the west coast has climbed 50¢ to \$3.00+ a case depending on the size of the box as refrigerated truck rates are as high as they were in January 2018 when the new ELD mandates were implemented.

For example, bringing a load of apples and pears from Washington to Pennsylvania, had recently been costing around \$7,000 on the open market, but now can cost as high as \$10,000+.

What is causing this spike is a jump in demand for loads in all kinds of goods vs available driver capacity. This is being influenced by the huge jump in e-commerce during the pandemic headed towards the holidays. So, it's less about a driver shortage than a demand increase in cross-country dry van and refrigerated freight, therefore many drivers are holding out for the highest bids.

Logistics professionals anticipate expensive cross-country freight to continue through the holidays, but have not made many predictions for 2021 at this point.



OG CAULIFLOWER

NOTE: Organic Cauliflower from California is very light in supplies amidst transition from CA to AZ.

Stronger demand for the holiday season approaching, and weak supplies, are driving prices higher. Product will be available, but it won't be promotable for Thanksgiving.

Availability and pricing is expected to improve starting in early December.



OG BERRIES

Organic Blueberries out of Argentina, Chile, and Peru are in excellent volume with promo pricing available on 6oz and pints. Out of Mexico, Driscoll's **Organic Blueberries** are back in 6oz and pints with excellent quality, and easing prices.

Organic Blackberries out of Mexico and California are now in excellent supply with promotional opportunities available.

Driscoll's **Organic Raspberries** will be more promotable for late November and early December. Spot buys are also available on other brands.

ALERT! Driscoll's **Organic Strawberry** supplies continue to decline out of California, and Mexico continues to be very limited, causing high prices. Other brands are gapping out west. Florida growers are just getting started in a very small way with very expensive prices until better volumes arrive late in December.



OG APPLES

NEW! Be among some of the first retailers to offer **Organic Rocket™ Apples**. These crisp, sweet miniatures apples come in 3lb tubs made of 100% recycled RPET plastic. Arriving 11/30.

NEW! The much anticipated **Organic Cosmic Crisp Apples** are expected to arrive on 11/29 in 27lb euro boxes.

Continue to promote **Organic Sugarbee Apples** while they're in peak season in November and December. This super-sweet premium variety is getting quite a following.

Now that almost all **Organic Apples** are packed and in Controlled Atmosphere storage. The crop is looking to be shorter than expected. It shouldn't affect us too much in the short term but the season end will come sooner than expected. We will see prices a little stronger than expected.



OG AVOCADOS

Organic Hass Avocado prices are promotable with plenty of fruit available. Quality continues to be good.

Equal Exchange brand **Fair-Trade Organic Avocados** are also in peak season. This fruit has been beautiful with exceptional eating quality. And when you buy out of our pre-conditioned avocado line, you'll get Equal Exchange fruit prepared by our ripeners.



OG SQUASH

We will transition over to new crop Mexican **Organic Hard Squash** during late November as some quality issues are bringing the local and Mid-West seasons to an end. The new crop product out of Mexico has looked great.

Organic Zucchini Squash from Mexico is in great supply at a reasonable price through early December. **Organic Yellow Squash** is trading at higher pricing.

Organic Zucchini from Lady Moon Farms in FL will be very sporadic in supply until new fields are ready in December.



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in FL, along with some other southern growers, are keeping supplies steady. Look for potential promo opportunities in December.

NOTE: **Organic Red, Yellow, and Orange Bell Peppers** have now transitioned to new crops out of Mexico and Israel. Production is lighter for late November and early December. Look for continued excellent quality, but pricing is expected to rise.

ALERT! **Organic Mini Sweet Peppers** continue to be in a supply gap.



OG POTATOES

Organic Red, Gold, and Russet Potatoes are in good shape for late November holiday cooking and pantry-stocking. Quality is very nice right now as this is the peak time of season for these items.



OG FALL FRUIT

Organic Pomegranates from California continue in season. Growers are already seeing increased demand over last year, which may affect just how long these will be available. **Organic Pomegranate Arils** will be steady.

Organic Hachiya Persimmons are in full swing and supplies should be steady. **Organic Fuyu Persimmons** have been tighter, and some growers are beginning to dwindle in supplies. These should be available through the holiday at least.

Organic Cranberries out of British Columbia continue to be in excellent supply through the holiday season.



OG LETTUCE

ALERT! **Organic Romaine Hearts, Leaf, Iceberg, and Romaine Lettuce** are amidst transition to Yuma, AZ. Many suppliers have slowly started with harvests. Expect to see potential gaps in supply or inconsistent availability as pricing will also remain elevated.

Lady Moon Farms is set to start harvesting Organic Romaine Lettuce from their Florida fields just before Thanksgiving. This Florida production will ramp up in December.



OG SWEET POTATOES

Quality out of California on all **Organic Sweet Potatoes** is looking very nice right now. Promote away!

Ask about spot buys on **Organic Hannah Sweet Potatoes!**



OG GREEN BEANS

Organic Green Beans from Florida continue to see steady harvests during late November. After Thanksgiving, volumes will drop some and prices may go up as we avoid fields that were damaged by Tropical Storm Eta.

Look for Mexican **Organic Green Beans** to begin harvesting in early to mid-December.

Organic Cleaned & Trimmed Beans in the Earthbound bag are in good supply.

ALERT! **Organic French Beans** are limited due to Hurricane Eta hitting Central America.



OG CUCUMBERS

Organic Mini Seedless Cucumbers are back in season!

Organic Seedless Euro Cucumbers are in steady supply, but prices are not particularly promotable.

Organic Cucumbers from Mexico continue to yield strong quality and volumes at excellent price-points.

NOTE: **Organic Cucumbers** from Lady Moon Farms will gap until March.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are in steady supply as Thanksgiving approaches but expect to see a dip in production post-Thanksgiving before gearing back up in time for Christmas.



OG GRAPES

California **Organic Red Grapes** continue in excellent supply with nice quality and promotional opportunities are expected through mid-December, with no gap and a smooth transition to Peruvian fruit.

California **Organic Black and Green Grape** supplies are winding down for the season. We expect to have a small gap and then imports out of Peru should begin mid-December.



OG MELONS

Organic Honeydew and **Cantaloupes** are available out of Mexico. Ask about spot buys on Jumbo 4ct **Organic Honeydew**.

Organic Mini Watermelons will be available late November. This will be the last arrival and they'll gap until late-December when new crops begin out of Mexico.



OG CELERY

Organic Celery continues to see steady supplies in November. With excellent quality and strong production, **Organic Celery** is expected to be promotable for holiday pulls.

Organic Celery Hearts are up in price due to demand, but availability remains decent.



OG ASPARAGUS

Organic Asparagus prices are easing down for late November. Some growers were worried and canceled ads this month, but now they're looking to get the product moving again. Quality is nice out of Mexico.



OG BROCCOLI

ALERT! **Organic Broccoli** from California continues to experience light yields and rising prices as we continue through the transition from Salinas, CA to Yuma, AZ.

Post-holiday, supplies and pricing should begin to improve a little as most growers should be fully transitioned to the South.

East Coast **Organic Broccoli** from GA and NC have started their winter harvests. Supplies are not abundant, but we'll be supplementing our 14ct and crown lines when we can get eastern product through December.



OG TOMATOES

Organic Beefsteak Tomatoes are available this week in steady supplies from Mexico and Canada. Harvests remain strong and quality has been outstanding.

Organic Cluster Tomatoes remain promotable this week from Canada. Quality has been outstanding.

Organic Grape Tomatoes will remain steady this week from South Carolina and Lady Moon Farm's Florida farm. Quality has been very nice from both shippers.

Organic Vine Ripe Tomatoes remain promotable this week out South Carolina. Quality has been very nice.

Organic Roma Tomatoes remain steady this week from Mexico or South Carolina. We will continue to support US farms while we can. Quality has been exceptional.



OG TROPICALS

NEW! **Organic Kiwano (Horned Melons)** are now in season, and **Organic Feijoas** will be available for the first time this year for the beginning of December!

Organic Passion Fruit will be available in very limited supply for next week. Pricing is up.

Organic Mangos are finally back in stock. The Tommy Atkins crop from Ecuador available. It's sizing smaller to start, so only 12ct fruit is available. We will offer larger sizes as we can get our hands on them.

ALERT! **Organic Formosa Papayas** continue to be out of stock. Weather, and loss of trees by the grower, have played a big part in this extended shortage.

6ct and 8ct **Organic Pineapple** supplies and prices have been steady.

OTHER STORIES

- **NOTE:** Grimmway is still limited on **Organic Carrots** in Cellos, 25lb Jumbos, and 25lb Table Carrots. Additional labels are brought in to fill any gaps of inventory.

- **Organic Green Kiwifruit** will be available next week from Italy!

- **ALERT!** **Organic Sungold Kiwifruit** are done from New Zealand for the year. Italy will have a limited crop available in a few weeks.

- **Organic Black Mission Figs** are in limited supplies from Mexico. Condition has finally rebounded from the challenges we were all experiencing from the end of CA season.

- **NOTE:** **Organic Ginger** has really tightened up and prices will jump up for the end of November. Peru will be tighter though the next few weeks.

- **Organic Garlic** from Spain is steady. We will continue to offer California product through the fall for those who prefer it. Quality has been good.

- Oregon **Organic Chestnuts** are available in very limited supply. This will be the only ones for the season.

- Washington **Organic Asian, Green Anjou, Red Anjou, Concorde, Golden Russet Bosc, and Starkrimson Red Pears** continue in season. Washington **Organic Bartlett Pears** are done for the season.

CONVENTIONAL MARKET NEWS

NOVEMBER 20 - DECEMBER 4, 2020

COMING SOON: COSMIC CRISP APPLES



Available the week of 11/30, **Cosmic Crisp Apples** will be in season for winter promotion in 27lb euro boxes. There's a lot of marketing and branding effort being invested by the Washington growers that have put all of these Cosmic Crisp trees in. Last year, the consumer reception for this variety was pretty good!

COSMIC CRISP® APPLES - Sweet & Crisp

"Cosmic Crisp® brand apples are a cross between the 'Enterprise' and 'Honeycrisp'. The large, juicy apple has a remarkably firm and crisp texture. Some say it snaps when you bite into it! The Cosmic Crisp® flavor profile is surprisingly sweet, making it an excellent eating apple. Cultivated with naturally higher levels of acidity and sugar, the Cosmic Crisp® flavor packs such a sweet punch you can reduce added sugar in baking recipes. In addition to being sweet and crisp, it is naturally slow to brown when cut and maintains its texture and flavor when stored in your refrigerator at home.

The key attributes of the Cosmic Crisp® are its exceptional eating quality, its large fruit size, attractive appearance, and its versatility."

vica: cosmiccrisp.com



CV TROPICALS

Gold Pineapples will be promotable for late November and early December. We will be offering 5ct, 7ct, and 8ct sizing. But looking ahead, more Hurricane threats in Honduras and Guatemala cast a shadow of doubt on what longer term availability will be.

Hass Avocado prices from Mexico will be up just a bit but still remain promotable! Growers have been holding back, picking ahead of Thanksgiving in an effort to influence pricing. Availability will still be good.

Mango supplies have increased, and pricing continues to drop with Brazil, Ecuador, and even a very small amount from Peru available in the marketplace. **Ataulfo (Honey) Mangos** are also available in limited supplies right now.

Maradol Papayas from Guatemala and Mexico are steady. **Solo Papayas** will be limited from Brazil.



CV "LIMITED EDITION" BERRIES

We're excited to share that we have our first of the season "**Limited Edition – Sweetest Batch**" **Blackberries** in stock for late November. These berries from Driscoll's feature excellent sweetness and flavor, and is considered their premium pack. You'll be hard pressed to find a better tasting **Blackberry**.

Driscoll's is also shipping their "**Limited Edition - Sweetest Batch**" **Blueberries**, which feature superior size, texture, and flavor.



Independent retailers that are participating in the Driscoll's Limited Edition program can access high-graphic pop-up display bins for dedicated secondary locations. Contact your sales rep or merchandiser for more information.

Driscoll's will be shipping both the Limited Edition Sweetest Batch Blackberries and Blueberries during their Mexico growing season (Dec-April).



CV BERRIES

Blueberries continue to be in excellent supply from Peru and Mexico. Pricing will remain very promotable through early December. Overall quality has been excellent.

Blackberries and Raspberries remain in good supply from Mexico. Raspberry size and quality have been excellent, and looks to remain solid going forward. Spot buys may be available for early December.

ALERT! Strawberries will continue to be in much tighter supply through early December out of California and Mexico. Growing conditions continue to be less than ideal, and supplies are much lighter than expected. Pricing is expected to climb once again next week.

On a brighter note... believe it or not, Florida **Strawberry** growers just started to harvest this past week. Volumes are still limited as they've just started, but it'll be nice to have access to additional supplies. Volumes will begin to build by mid-December from this growing region.



CV LETTUCE

ALERT! Iceberg, Romaine Hearts, and Leaf Lettuces remain tighter in supply and higher priced. Cooler temps delayed growth in CA regions that were already coming to an end. Yuma, AZ is behind in size, increasing limited availability.

Multiple locations are trying to operate with minimal labor and machinery as they are in the midst of transitioning. High freight rates add to already high-priced product.



CV GRAPES

California is still going strong with Grapes and will have fruit well into December. Look for the pricing on Green Seedless Grapes to increase for good quality boxes.

Red Seedless Grape prices remain steady with good supplies and quality. Imports from Brazil and Peru are available with reasonable prices on Sugarones, with Jumbo Sweet Globes getting a premium price. Import Red Grapes will start after the first of December.



CV GREEN BEANS

NOTE: Green Bean prices will be very hot the early part of the week ahead of Thanksgiving. Quality out of Florida has been nice, but supplies do remain very limited as many farms are not able to harvest after significant rainfall in mid-November ruined their crops.



CV FALL FRUIT

Pomegranates from California continue in season. Be sure to go big with POM Wonderful display bins in both 22 and 30ct size profiles. In an effort to stretch their season, Pom Wonderful will be limiting bin sales post-Thanksgiving, so be sure to get yours now, and keep them filled with carton sales to replace fruit that is sold.

Pomegranate Arils are available in both 4oz and 8oz cups from POM Wonderful.

Fuyu and Hachiya Persimmons are steady and in great supply for your holiday needs!



CV BRUSSELS SPROUTS

Brussels Sprouts prices are on the rise as demand is out-pacing supply around the Thanksgiving period.

ALERT! 24/1lb Brussels Sprouts mesh bags are gapping due to a machinery problem at our primary supplier, among other issues during transition.



CV MELONS

Arizona and Mexico are still going strong and prices are steady on Cantaloupes and Honeydews. The first offshore Melons from Central America have arrived in Florida with the first vessels hitting the Northeast ports by the end of next week.



CV CUCUMBERS

Super Select Cucumber prices are steady, but not promotable out of Mexico. Quality is outstanding. Florida is harvesting product, but there are some quality concerns after the heavy rain in mid-November. We continue to ship the product from Mexico.

Euro Seedless Cucumber prices remain steady this week out of Mexico. Expensive freight across the country is leaving prices steady. Quality is nice.

Euro Mini Seedless Cucumber prices are falling as more product continues to come on heavy out of Mexico. Quality has been very nice.



CV POTATOES

We will see three new items from Little Potato Company start headed into December:

- 222885 - Lemon & Herb Garlic 6/1lb (microwave)
- 226693 - Morning Pearl 16/1.5lb
- 226689 - Chilean Splash 8/1.5lb.

We continue to see elevated pricing on Idaho Russet Potatoes. Freight has been a challenge with limited truck availability and high rates, pair that with seasonally high demand, and it equates to a high price.



CV SQUASH

Green Squash prices are rising this week as supplies become tighter out of Mexico from more demand.

NOTE: Yellow Squash will be very tight this week as supplies out of Mexico are extremely limited.



CV ASPARAGUS

Asparagus prices will be steady this week. Supplies are steady out of Peru and quality has looked nice.



CV CABBAGE

Green Cabbage prices will rise this week as local crops are finishing, and we begin to transition to new crop Georgia grown product. Quality has been very nice.



CV GREENS

Collards and Kale out of New Jersey remain promotable through Thanksgiving! Quality has been exceptional.



CV CELERY

Celery and Celery Heart demand has been strong for Thanksgiving. Fortunately, there seems to be enough supply right now to cover the holiday, but prices are up due to the increase in freight. Quality is nice.



CV ARTICHOKES

NOTE: 12ct and 24ct Ocean Mist "Frost Kissed" **Artichokes** are in limited availability. With limited supplies, prices bumped up a good bit.

NOTE: 12/2lb **Artichokes** are even more limited with just a handful available. It has been a rough season for Artichokes. The season kicked off with extreme weather, which caused disease and then the season finished with more extreme weather.



CV IMPORT STONE FRUIT

Chilean **Cherries** are available and Argentinian **Cherries** are about to get started as well. For now, product is coming by air freight into Miami. Prices will drop when boat fruit arrives into the Northeast in early to mid-December.

Apricots from Chile will arrive in early December. **Peaches and Nectarines** will hit in mid to late-December.



CV CAULIFLOWER

ALERT! Cello Wrapped Cauliflower is in short supply out of west as California is winding down and Arizona is not ready to harvest yet. Any available supply will be expensive and very limited until early to mid-December.

Local PA 9ct **Bikini-Cut Cauliflower**, including **Purple** and **Orange**, will be available through the end of November. There may be some days that this will be on the only **Cauliflower** available until the situation improves out west.

NOTE: **Broccoli** demand is strong, but the supply is in flux right now in North America, so prices are up.

Broccoli Crowns out of GA got hit with rain that deemed some fields unfit to ship. CA is still limited due to weather, labor, and transition. Mexican product is available and seeing strong demand to make up for the other regions.

Local PA 110ct bin **Stem Broccoli** are still available in limited supplies through November.



CV TOMATOES

Beefsteak Tomatoes are steady this week out of US and Mexican greenhouses. Quality has been very nice from both regions. **Cluster Tomato** prices remain very promotable this week from all regions. We continue to support the US grown product from Ohio and New York as quality has been fantastic.

Grape Tomatoes remain very promotable this week from Florida and Mexico. Quality has been very nice.

Campari Tomatoes are back in steady supplies out of Mexico. Quality has looked nice.

Roma Tomatoes will remain steady this week from Florida and Mexico. Supplies remain limited from both regions after weather events have slowed down production. Quality is looking very strong.

Vine Ripe Tomato prices should start easing off this week as more supplies out of Florida are expected to be harvested. Quality has looked nice.



CV PEPPERS

Green Pepper prices remain steady this week. Georgia has finished and Mexico is shipping very little, leaving Florida as the main region producing right now. Quality is holding and nice despite the heavy rains last week.

11lb **Red, Yellow, and Green Bell Pepper** prices are rising this week. Supplies are much tighter as harvest numbers are lower. Quality is very nice still coming from Mexico.

15lb **Elongated Red Sweet Pepper** prices are rising this week as product out of California finishes up and crops transition to Mexico. Quality is nice.