



# ORGANIC OUTLOOK

NOVEMBER 30 - DECEMBER 7, 2018



WWW.FSPRODUCE.COM 24 CT

## LADY MOON FARMS FLORIDA ORGANIC GREENS

This time of year we rely heavily on **Organic Greens** and **Lettuce** from Lady Moon Farms in Florida.

Currently available in good supply, great quality, and far from food borne illness investigating:

- OG Collards
- OG Green & Lacinato Kale
- OG Bok Choy
- OG Baby and Red Baby Bok Choy
- OG Red, Green, & Rainbow Chard
- OG Fennel
- OG Dandelion & Red Dandelion
- OG Green & Red Butter Lettuce
- OG Romaine Lettuce
- OG Green & Red Leaf Lettuce

The first week of December, the following items will also come into season from Florida:

- OG Green & Red Cabbage
- OG Tat Soi
- OG Mizuna
- OG Green & Red Mustard
- OG Dill
- OG Italian & Curly Parsley







## OG LETTUCE

The beginning of December will be challenging with the transition on CA **Organic Lettuce** south to Coachella. Premium **Organic Lettuce** shippers out of CA report limited supplies for the first week of December.

**Organic Romaine Hearts** are loading in Yuma, AZ, with good quality. Prices are still on the higher side. Bags will be marked with origin and harvest date. time to get the lettuce shelves refilled.



## OG HASS AVOCADOS

Time to promote! **Organic Hass Avocados** are now available, and prices have dropped from the spike that the harvest stoppage during early November. It has taken a little while for the pipeline to fill, but expect steady supplies going forward.

**Organic Fair-Trade Hass Avocados** from Equal Exchange are back! We have begun the ripening process to offer Pre-conditioned 48ct next week as well!

Smooth-skin **Organic Green Avocados** from Florida are in stock again this week. This fruit has been beautiful.



## OG FAIR TRADE BANANAS

Due to some delays with the box supplier for our Equal Exchange Peruvian **Organic Banana** co-ops, we will see a generic label on a portion of **Fair Trade Organic Bananas** shipping next week.

The banana boxes still have the EE stickers on the banana bunches, as well as the FLO Fair Trade sticker. The fruit in these boxes are also identical to fruit that customers have received in the past – organic, fair trade, and small farmer grown. This change should only last for the first week of December or so.



## OG CITRUS

California **Organic Satsuma** and **Clementine Mandarins** are in excellent supply in bulk and 12/2lb pouches.

New crop **Organic Navel Oranges** out of California are now in excellent supply in all sizes and bags. We are seeing prices come down, with color and flavor improving.

New crop **Organic Grapefruit** continues to improve in supply out of District 3 in Southern California. We will see prices ease in early December.

California **Organic Pummelos** are available in steady supply.

New crop **Organic Daisy Tangerines** are expected the first week of December.

**Buck Brand Organic Specialty Citrus** is now available in limited supply: **Buddha's Hand**, **Variegated Calamondin**, **Finger Limes**, **Key Limes**, **Pink Variegated Lemons**, **Limequat**, **Makrut Limes**, **Sweet Palestinian Limes**, and **Satsuma Mandarins**.



## OG BERRIES

**Driscoll's Organic Blackberries** out of Mexico are expected to continue in steady supply. Other brands of **Organic Blackberries** out of Mexico are in excellent supply with promotional opportunities available.

**Driscoll's Organic Blueberries** are now in steady supply. Expect to transition from 4.4 oz to 6oz packs sometime in early December. Prices are expected to ease down. **Organic Blueberries** from Chile and Argentina are in excellent supply with promotional opportunities available in both 6oz and pints.

**Driscoll's Organic Raspberries** are in lighter volume this week. Prices will rise for early December. Other brands of **Organic Raspberries** are expected to be in decent supplies through the holidays with some promotional opportunities available.

**ALERT! Driscoll's Organic Strawberries** have become very tight with supplies not expected to improve until mid to late December. Expect prices to continue to rise rapidly. We will transition to 12/8 oz packs this weekend. Other brands will continue to be extremely limited with prices on the rise for any small volumes from Mexico and Florida.



## OG TOMATOES

**Organic Grape Tomatoes** are in good supply out of Mexico and Florida.

**Organic Cherry Tomatoes** have begun to be harvested out of FL, Canada has adequate supplies, and Mexico is very limited. **Organic Rainbow Cherry Tomatoes** are also available out of FL.

**Organic Roma Tomatoes** are in tighter supply this week out of Mexico. Prices are steady. Florida begins harvesting the first week of December.

**Organic 2-Layer Tomato** supplies out of Mexico are decent, and Florida is limited.

**Organic Cluster Tomatoes** are in tighter supply this week out of Mexico. Supplies are decent on **15 lb Hothouse Tomatoes**.





## OG CUCUMBERS

**Organic Cucumbers** are in abundant supply out of Mexico. Florida growers report limited supplies for early December.

**Organic Hothouse Cucumbers** are in better supply out of Mexico and Spain.



## OG CAULIFLOWER

**ALERT!** **Organic Cauliflower** is in very limited supply for the first week of December, at very high prices. Not all orders will be able to be filled. Quality is fair to good, with some discoloration.

**Organic Romanesco** is in good supply out of CA.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in good supply out of CA, but with lighter color. Supplies should be fairly steady through December.

Retail bags of **Organic Brussels** are available out of Mexico. Microwaveable **Organic Bagged Brussels Sprouts** are not expected until early December.



## OG SALADS

**NOTE:** Time to refill the **Salad** shelves! But, it will take a little time to do this.

Supplies should be slowly getting back to normal as shippers begin the process of shipping **Organic Romaine** and **Romaine** blended SKUs for the first week of December. We are building inventory back up to normal!

Packs will be marked with the origin of romaine and the harvest date to comply with the FDA's new recommendation.



## OG MELONS

**Organic Honeydew Melons** are in better supply and markets remain steady.

**Organic Cantaloupe** prices have been steady and high. We do have product available, but markets will remain on the higher side as there is not a lot of product crossing the border.

**Organic Mini Watermelons** are also becoming sporadic as growers in Mexico struggle with cooler weather. We will have product but expect prices to rise a bit.



## OG BROCCOLI

**ALERT!** **Organic Broccoli** and **Broccoli Crowns** are in tighter supply this week as growers deal with the transition down south.

**Organic Broccoli** is growing slowly, hence the lack of supply and higher prices. Some shippers report they be out for 2 weeks. Prices will drop once the Brawley, CA area is ready to ship.



## OG TROPICAL SPECIALTIES

**Organic Rambutan, Passion Fruit, Starfruit, and Feijoa (Pineapple Guavas)** will be available again next week!

We're also excited to offer **Organic Yellow Pitahaya** for the first time. It is a dragon fruit variety with a sweet, white flesh.



## OG GREEN BEANS

**Organic Green Beans** are in very tight supply out of CA with prices moving up. FL growers report limited supplies this week as well.

Fair Trade Mexican **15lb Organic Green Beans** are in decent supply.



## OG PEPPERS

**Organic Red, Yellow, and Orange Peppers** out of Holland and Israel are all in good supply. Prices are steady.

Large sized **Organic Red Peppers** and **Organic Green Bell Peppers** are in adequate supply out of Mexico.





## OG SQUASH

**Organic Zucchini** and **Yellow Squash** is available out of Florida. The crop looks good. Product out of Mexico is in abundant supply.

**Organic Butternut Squash** is available out of Mexico, and a few still from NY. **Organic Pie Pumpkin**, **Sweet Dumpling**, and **Red Kuri Squash** are limited.



## OG CELERY

**Organic Celery** is in adequate supply with a wide range of pricing available. The best quality recently has been coming out of the Oxnard, CA region.

**Organic Celery Hearts** are in good supply out of California.



## OG ASPARAGUS

**Organic Asparagus** is in better supply this week out of Mexico. Quality continues to be good.



## OG GRAPES

Supplies of premium **Organic Green Grapes** are winding down for the season. Prices are higher. The CA crop will finish for the season in early December, and then gap until late December when South American imports are expected.

Supplies of **Organic Red Grapes** from CA are expected to continue until late December, and then gap until imports begin.

Supplies of **Organic Black Grapes** are done for the season and now gapping until imports start.



## OG PEARS

Washington **Organic Red Anjou**, **Green Anjou**, **Asian, Bosc**, and **Comice Pears** are in excellent supply.

Washington **Organic Red** and **Green Bartlett Pears** are winding down and are expected to be finished for the season in mid-December.

Washington **Organic Concorde Pears** are back in limited supply.

**Organic Starkrimson Pears** are finished for the season.



## OG APPLES

Pacific Northwest **Organic Apples** are winding down the regular storage crop over the next few weeks. Expect nicer quality and higher markets as we move into packing from their Controlled Atmosphere fruit. We may see small gaps between rooms despite good supplies.

Washington **Organic Granny Smith** are showing a much smaller crop than expected. Prices will likely pop up quickly and sharply.

## OTHER STORIES:

- **Organic Tommy Atkins Mangos** are picking up volume from Ecuador. Quality has been good.
- **Organic Pineapple** quality is excellent. 7ct from Dole and 8ct Purity Label will be available.
- **Organic Formosa Papayas** are BIG and beautiful this week! Quality is excellent, and counts are averaging 9 per box.
- Ready-to-eat **Organic Chestnuts** that are peeled and ready to roast for your customers' convenience.
- **Organic Kiwifruit 1-layer** and 20/1 lb bags

have transitioned to new crop Italian fruit. Zespri volume-filled **Organic Green Kiwifruit** continues in good supply and is expected to transition to Italian product in a couple of weeks without interruption.

- **Organic Fuyu** and **Hachiya Persimmons** continue in steady supply.
- **Organic Pomegranates** have excellent color and steady supplies. **Organic Pomegranate Arils** are in steady supply.
- **Bagged Organic Cranberries** should be steady through the holidays.

• **Organic Broccoli Rabe** has now transitioned to their southern growing region. Supplies are expected to be good.

• **Organic Red** and **Green Cabbage** is in tight supply this week out of CA. Florida growers should start in early December. Prices that are on the higher side should start to come off the first week of December. **Organic Napa Cabbage** is in very tight supply.

• **Organic Eggplant** is more limited this coming week out of Florida, but volume out of Mexico is growing.





# ANDY BOY DISPLAY CONTEST WINNERS

OCTOBER 8 - NOVEMBER 3

Four Seasons Produce partnered with D'Arrigo CA to bring you the second annual Andy Boy Display Contest! October was Breast Cancer Awareness Month, and what better month to raise awareness by promoting the D'Arrigo line of fresh vegetables with the pink ribbon on each package!



CARAVIA FRESH FOODS - SOUTH ABINGTON TOWNSHIP, PA



HONEST WEIGHT FOOD COOP - ALBANY, NY



DRESHERTOWN - DRESHER, PA

## Sage DISPLAY CONTEST WINNERS

Four Seasons Produce partnered with Washington Sage Organics to bring you the this display contest from October 1st to November 4th. We had over 60 entries with fantastic displays! Thank you to everyone who helped participate in this event.



HEALTHY LIVING - BURLINGTON, VT



RIVER VALLEY CO-OP, NORTHAMPTON, MA



MOTHER EARTH - KINGSTON, NY



MONADNOCK FOOD CO-OP - KEENE, NH



ABUNDANCE CO-OP - ROCHESTER, NY



MCCAFFREY'S FOOD MARKET - YARDLEY, PA



MCCAFFREY'S FOOD MARKET - BLUE BELL, PA



ROOTS MARKET - CLARKSVILLE, MD



BERKSHIRE FOOD CO-OP - GREAT BARRINGTON, MA



LEXINGTON HERTEL - BUFFALO, NY



# ORGANIC OPAL & LADY ALICE APPLE DISPLAY CONTEST



## DECEMBER 3 - DECEMBER 30, 2018



First Fruits (Opal) and Rainier Fruit (Lady Alice) have teamed up with Four Seasons Produce to bring you a grand finale to an 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:

**-BEST OVERALL DESIGN-  
-MOST CREATIVE-**

TOP PRIZE FOR EACH CATEGORY:

**SAMSUNG 55" TV**

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

**2 SMART WATCHES**

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

**DRONE PACKAGE**

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

**COOKWARE SET**

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

**KINDLE FIRE**



\* All stores that participate will receive an entry prize - a Four Seasons Produce & Rainier Hat AND a Four Seasons Produce and Opal Apple Beanie.

### DISPLAY CRITERIA:

- All fruit for the contest MUST be purchased through Four Seasons Produce.
- You must purchase a minimum of 8 cases of each apple over the contest period
- Opal and Lady Alice bins or promotional material must be used in your displays (see second page)
- All displays must be up for at least a week.
- You MUST include BOTH apples within the same display.
- Entries are due to Steph Fleetman (stephf@fsproduce.com) by Jan 4, 2019.

*\*Use of social media is encouraged*

*\*Demos and sampling work great and create excitement*

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

<https://rainierfruit.com/lady-alice/>

<http://www.opalapples.com/>



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

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





# ORGANIC OPAL & LADY ALICE APPLE DISPLAY CONTEST




**Opal**  
Taste the difference.  
make a difference

## Crispy, Flavorful and Sweet

A sweet, crispy apple with  
exceptional flavor and accented  
with natural russetting at the stem.

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

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




Code: 23375  
POS Display Pop Up Empty  
1 ea



Code: 23374  
POS Sleeve Display Empty  
1 ea

## Lady Alice Apples



REFINED FLAVOR.  
CLASSIC CRUNCH.  
BALANCED SOPHISTICATION.  
THAT'S APPLES ELEVATED.  
THAT'S LADY ALICE.

USAGE  
The new all-purpose apple, Lady  
Alice® is delightful for snacking and  
a good choice for cooking.

Code: 42930  
OG Apples Lady Alice WXP 27 lb

Code: 216480  
OG Apples Lady Alice WXF 12/2 lb Pouch



Code: 216660  
POS Display Pop Up Empty  
1 ea



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







**Wonderful**

# POM Wonderful, that is!

Four Seasons Produce has teamed up with the Wonderful company to bring you a display contest for the month of December!



## CONTEST DATES:

**December 3 - December 30, 2018**

Halos, Fresh POM brand Pomegranates, and POM Wonderful Pistachios – these 3 great seasonal items for the month of December leading into the holiday can be highlighted in your produce department with big, bountiful displays.

Time to get creative, have fun, and drive some holiday sales!



## PRIZES:

**2nd PLACE**  
**\$500**

**3rd PLACE**  
**\$400**

**4th PLACE**  
**\$300**

**5th PLACE**  
**\$200**

**5 honorable mentions will receive a \$50 gift card!**

## CONTEST CRITERIA:

- Must merchandise POM Pomegranates, Halos, **AND** Wonderful Pistachios displays in your produce department.
- Displays must be up for at least a week.
- All items must be purchased through Four Seasons Produce to be eligible.

- Use of social media is strongly encouraged.
- Email your photos to Steph Fleetman (stephf@fsproduce) by January 4th, 2019.



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# It's the most WONDERFUL time of the year!

## PRODUCT CODES:



13947 - CV Mandarins CA 10/3 lb Halos

**POS Available:**

216380 - POS Display Fruit Stand 1 ct

216379 - POS Display Bin Fruit Stand 2 ct Expander

216381 - POS Display Tree 1 ct



17603 - CV Pomegranates 22 ct

17604 - CV Pomegranates 22sz 308 ct Bin

17680 - CV Pomegranates 30ct

17689 - CV Pomegranates 30sz 420 ct Bin



Wonderful®  
PISTACHIOS

18005 - CV Pistachios Roasted & Salted in Shell 25/8oz

18208 - CV Pistachios Roasted & Salted 108/8oz Mini Bin



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## CONVENTIONAL OUTLOOK NOVEMBER 30 - DECEMBER 7, 2018

WWW.FSPRODUCE.COM 6/5 OZ

### REFILLING THE SALAD CASE



The FDA has cleared all **Romaine**, **Romaine Heart**, and **Baby Romaine Lettuce** products for shipping and consumption from the winter growing regions of Yuma, AZ, the Imperial and Coachella Valley areas of Southern California, Mexico, and Florida. Greenhouse grown **Romaine Lettuce** products are also cleared for shipping. (The E.coli investigation on **Romaine Lettuce** continues in 6 counties in Central Coastal growing regions of northern and central California.)

Moving forward, packaged salad producers are working to comply with the new recommendation from the FDA to have the growing region and harvest date noted on the bag or clamshell of products that contain **Romaine Lettuce**.

Demand for **Iceberg Lettuce**-based products has been through the roof and the salad producers have been unable to keep up with the volume. Out-of-stocks and prorates have been extremely high since Thanksgiving. Now that **Romaine Lettuce** is able to be shipped again, it will take about a week or so for the pipeline to refill. Fill rates are expected to improve throughout the first week of December as production comes back on-line and producers adjust their packaging.



#### CV BLACKBERRIES & BLUEBERRIES

**Blackberries** are in excellent supply out of Mexico - now is the perfect time to promote **Blackberries**!

**Blueberries** are in good supply out of Mexico and Chile. There will be plenty of opportunities on 6 oz. and pint blues the first week of December. Quality on all fruit is very nice, especially on the Driscoll's brand from Mexico.



#### CV STRAWBERRIES & RASPBERRIES

**ALERT!** **Strawberries** continue to be extremely tight out of California, Mexico, and Florida. Florida should be having increasing yields at this time, but the cold weather is slowing production significantly. Look for all **Strawberry** pricing to remain much higher than usual for early December.

**ALERT!** **Raspberry** supplies have tightened significantly this past week. Supplies generally drop at this time of year, but due to the weather in Mexico, supplies will be off even more than expected. Pricing will jump significantly this upcoming week.



#### CV LETTUCE

**ALERT!** Western **Leaf** and **Iceberg Lettuce** remain extremely challenging, with little to no product available. With the **Romaine** stoppage around Thanksgiving, all of the demand shifted to **Iceberg** and **Red/Green Leaf**, prices skyrocketed.

Most shippers had just transitioned to Yuma, AZ and were unable to fill the increased the demand on **Green Leaf**, **Red Leaf**, and **Cello Lettuce** brought on by the **Romaine Lettuce** scare.

For the next few weeks, prices will remain elevated and availability will remain very tight.





## CV CAULIFLOWER

**ALERT!** Cauliflower is in extremely light supply out of Salinas and the desert. Cauliflower growth has been dramatically affected by the cold weather. Expect very light supplies to continue through early December.



## CV SWEET CORN

Sweet Corn is coming on stronger out of Florida as they rebound from Hurricane Michael. Tray pack pricing will begin to decrease, and quality will be exceptional for customers looking for that little taste of summer.



## CV WATERMELONS

Watermelons are still cutting excellent out of Mexico. Sizing, color, and sugars have been exceptional. We will be getting some new crop Florida product starting to come in as well this week.



## CV HASS AVOCADOS

Trucks carrying shipments of fresh Hass Avocados crossed the Texas border with ease this past week-end. Daily inbound volume is improving. While inbound volume is improving, it may take a week to have ripened fruit.

As fast as prices rose, prices now have fallen. Fruit costs are now stable, but market economics will be the deciding factor long term. Prior to the harvesting shutdown, prices were improving, and would likely have reached levels, or been close, to those being published today on their own. December should be a better month, aside from any tomfoolery.



## CV CITRUS

We are seeing a better supply on larger sizes of Navel Oranges, but it still heavy to the smaller sizes. Prices on 88ct and larger remain strong with little to no flex on 56ct and larger. With all the smaller fruit, there are great opportunities for a 4lb bag promotion.

There is not an abundance of Florida Citrus. Prices are high on Grapefruit, Oranges, and Tangerines.

On Florida Tangerines, Fal Glo's are finished and Sunburst have started, but supplies are very light and the fruit is so small that some growers are not going to pack them.



## CV GRAPES

California is still going strong, with most growers expecting to ship Grapes well into December. On Pretty Lady Grapes, plan to cover all your needs through December and looking to go into January.

Imported Grapes are available, as well with premium fruit, such as Sweet Globes, Sweet Sapphire, and Flames will start around December 10th, followed by Sweet Celebrations.

The first Chilean Vessel will be in by the third week of December.



## CV PEAS

New crop Snow and Snap Peas from Guatemala will be available this week. Prices will be fair and quality should be excellent!



## CV IMPORT STONE FRUIT

Dark Sweet Red and Rainier Cherries are now available from South America.

By the second week of December the first Peaches and Nectarines will arrive, followed by Plums the end of December.



## CV GREEN BEANS

Prices are falling rapidly on Florida Green Beans. Expect promotable pricing beginning this week.

Green Beans out of Nogales will start this week, but prices will remain higher.





## CV SATSUMA MANDARINS

During December **Satsuma Mandarins** will be in peak season from California. This is one of the best eating pieces of citrus this time of year.

The bulk case packed with **Stem & Leaf Satsuma Mandarins** create a wonderful seasonal display option. They can be sold by the pound loose or bagged into net bags or open totes at store level. Make a flavor statement!



## CV MANDARINS

**Mandarins** from California are in steady supply. Quality is good, and we will start seeing larger sizes as we get into December.

On the import side, there is still a good supply of **Mandarins** from Peru and Chile that are priced aggressively as these growers look to close out their season. Fruit from Spain and Morocco are in steady supply and prices are coming down on the 5lb gift boxes.



## CV BROCCOLI

**ALERT!** Cooler weather in the desert has slowed **Broccoli** production dramatically. Most shippers are prorating. Expect limited availability and rising prices for early December.

Mexican **Broccoli Crowns** are available but are also limited, and Eastern **Broccoli Crowns** are gapping.



## CV TOMATOES

**Tomato** markets are finally getting some relief. Florida production is coming in steady volumes on **Grape, Cherry, Round, and Roma Tomatoes**. Prices are starting to come down on all varieties as the holiday demand is now over.

**Roma Tomato** prices however will stay strong, as Mexican growers are not quite into full production from new fields after the hard freeze they experienced a few weeks ago.

We will be promoting mostly Florida grown **Tomatoes** this week and quality has been outstanding!



## CV HOTHOUSE TOMATOES

**Hothouse Tomatoes** will become promotable this week. **Cluster Tomatoes** will be very promotable as some areas are cleaning up older fields and other areas are beginning new winter crops. This will only be short time-period of very promotable prices, as they will begin to rise again after this week.

**Beef Tomatoes** markets also came down in price as the demand isn't as high and growers want to keep product moving. New crop Canadian **Beefsteaks** are now available as well as product from Mexico.



## CV SWEET POTATOES

The North Carolina **Sweet Potato** market is very tight at the moment. Delayed harvests have many growers caught up to their cure. The **Sweet Potatoes** will show excessive skinning if packed before being fully cured. Quality has been better than expected in the aftermath of Hurricane Florence while yields have been affected.

There are some long-term concerns on how the crop will store with the heavy rains it saw. **Sweet Potato** prices are expected to gradually continue to rise as we head into 2019. A major shortage could be on the horizon in the summer of 2019.

# CELEBRATING FRESH

**THE NEW YORK PRODUCE  
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EASTERN PRODUCE COUNCIL AND PRODUCE BUSINESS

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