

DECEMBER 1 - DECEMBER 8, 2023

## FLORIDA FRESH ORGANIC VEG



**GOOD NEWS!** Early December marks the start of Lady Moon Farms' peak production in Punta Gorda, Florida. This means that East Coast retailers can take advantage of East Coast grown **Organic Veg** that is several days fresher than the West Coast options.

Lady Moon's **Organic Greens** and **Cooking Veg** will be in excellent supply for December. This includes **Organic Kales, Bok Choy & Baby Bok Choy, Red & Green Cabbage, Rainbow Chard, Green & Red Dandelion, Parsleys, Dill, Cilantro, Collards, Eggplant, Green Peppers, Mini Mix Sweet Peppers, Jalapenos, and Shishito Peppers.**

Lady Moon's **Organic Leaf** and **Romaine Lettuce** crops are coming into season in Florida, and will be in good supply with excellent quality, with steady prices expected.

Lady Moon's production of **Organic Zucchini** dropping, and their **Organic Cucumbers** will gap until spring, so these items will be sourced from Mexico moving forward in the winter.

Out West, **Organic Romaine Hearts** have not experienced a change in availability. Supply has improved as more production is available in the growing regions of Arizona, SoCal, and Mexico.

**Organic Iceberg Lettuce** in New Jersey has finished, and in early December, production will completely return to the West Coast.



### OG CITRUS

**Organic Mandarins** supply is getting stronger with most large players in the game starting to harvest. The two main varieties for December are the **Organic Clementine** and **Organic Satsuma.**

**Organic Navel Oranges** are in stock with the early Fukumoto/Beck varieties, and showing superb quality out of California. Jumbo and XL sizes are in good availability to kick off the season, thanks to the 2023 rains.

**Organic Lemons** from California are showing good quality but prices have not decreased yet since the fruit is taking longer than usual to color up on the trees. Prices are poised to drop headed towards mid-December.

**Organic Grapefruit** are in strong supply with Mexico and California both pushing fruit.

Seeded **Organic Daisy Tangerines** and new crop **Organic Pummelos** will start their seasonal availability in the first week of December from California.

### OG SPECIALTY CITRUS

Buck Brand **Organic Specialty Citrus** from Porterville, California varieties in availability in early December:

- **OG Satsuma Mandarins**
- **OG Limequats**
- **OG Meyer Lemons**
- **OG Pink Variegated Lemons**
- **OG Sweet Palestinian Limes**
- **OG Fairchild Mandarins**
- **OG African Shaddock Pummelos**
- **OG Chandler Pummelos**
- **OG Red Globe Pummelos**
- **OG Buddha Hands**

### OG BERRIES

**Organic Blueberry** prices continue to come down as availability improves. Quality has been excellent out of Peru.

**Organic Blackberry** supplies are improving out of Mexico. Quality has been better after a tough stretch this fall. Growers have rebounded and grew out of all the damaged fruit.

**NOTE: Organic Raspberries** will become limited as December continues. A natural gap in the growing cycle will keep fruit tight and prices higher out of Mexico.

**NOTE: Organic Strawberries** will start out of Florida in very limited fashion. Baja, Mexico fruit is starting as well with light volume. Pricing will remain high as fruit continues to be very limited overall, but quality has been good.

Greenhouse grown **Organic Strawberries** from Ohio will continue in modest availability this winter in 10/12oz clamshells.





## OG APPLES

**GOOD NEWS!** While we are flush with lots of excellent quality **Organic Apples**, one particular varietal to highlight this month is the **Organic SugarBee Apple** as there is a display contest at Four Seasons for December.

New crop **Organic Cosmic Crisp Apples** are available. They will be limited for the first few weeks, but excellent supplies will be available as we get into January and beyond.

**NOTE:** **Organic Golden Delicious Apples** are gapping but are expected back in mid-December. They will be very sporadic and limited for the season.



## OG GRAPES

**Organic Green Grapes** from Peru are showing great size and strong quality. Prices will be higher than California.

**NOTE:** **Organic Green** and **Black Grapes** supply from California has finished, with some **Organic Red Grapes** still floating around the pipeline.



## OG BANANAS

**NOTE:** **Organic Banana** production has been limited in some of the growing regions for Dole, having a broader impact on total availability for December. Four Seasons is working with our other brand partners to keep supply as steady as possible.



## OG PEARS

**GOOD NEWS!** **Organic Green & Red Anjou, Bosc, Concorde, and Comice Pears** continue in peak season supply and quality.

**NOTE:** **Organic Bartlett Pears** and **Starkrimson Red Pears** will finish for the season during mid-December.



## OG FALL FRUIT

**Organic Pomegranates** from California are in stock and will be steady as we start the month of December. Quality this year has been good.

**Organic Persimmons** continue in peak season!

**ALERT!** All **Organic Fresh Figs** from California are now done for the season.



## OG CELERY

**NOTE:** The cost of Californian **Organic Celery** increased significantly after the Thanksgiving holiday.

Harvest volume is dropping, so quality is expected to stay nice.



## OG HARD SQUASH

The last of the **LOCAL** Lancaster County, PA **Organic Butternut Squash** will be available for the first week of December. Then, all **Organic Hard Squash** will transition over to new crop Mexican product.

New crop Mexican grown **Organic Acorn, Butternut, Spaghetti, Kabocha, and Delicata Squash** are all in good supply, with steady pricing and great quality.



## OG KIWIFRUIT

**Organic Kiwifruit** from California are in good supply, but pricing is higher.

Some volume filled **Organic Gold** and **Jumbo Green Kiwifruit** from California are also available. Pricing should come off just a bit when fruit from Italy begins in December.



## OG BEANS

15lb **Organic Green Beans** in a row pack box from Covilli Organics will be available for December. We are expecting to have steady volume into and through Christmas. 25lb **Organic Green Beans** will also be available from Florida.

10/1lb bags of **Organic French Beans** are in house. All Christmas volume is booked and approved, assuming no major weather challenges.





## OG ASPARAGUS

**GOOD NEWS!** **Organic Asparagus** will be available in the "Hippie Organics" label with outstanding quality on all arrivals. Pricing will remain steady as of right now.



## OG SPROUTS

### BRAND UPDATE:

After decades of business, Sproutman has sold their operation to Jonathan Sprouts.

Effective 12/7, Jonathan Sprouts brand **Organic Sprouts** will be offered by Four Seasons Produce with a similar assortment to Sproutman.



## OG PEPPERS

**ALERT!** **Organic Color Bell Peppers** are extremely short in supply. Canadian greenhouses finished with their crop, and Mexico does not start to ramp up until about the 2nd week of December. Prices will be high and there will be gaps on some of the packaged **Organic Color Bell Peppers**.

Right now, Israel is the only **Organic Pepper** available. This market is expected to improve slightly by Christmas.



## OG BROCCOLI & CAULIFLOWER

While production in California remains stable throughout growing region transition, **Organic Broccoli** continues to be produced in large quantities along the East Coast, from Virginia to North Carolina. Although costs increased upwards just after Thanksgiving, they are still reasonable. In December, keep promoting **Organic Broccoli** as long as the East Coast season lasts.

**NOTE:** The availability of **Organic Cauliflower** has significantly decreased since Thanksgiving. Production will have a difficult month in December because of anticipated increases in costs and constraints on supplies.



## OG MANGOS

**ALERT!** California grown **Organic Keitt Mangos** are done for the season.

Ecuador is expected to start with extremely limited fruit around the middle of December. Fruit will be limited from growers, and prurates and shortages are expected on **Organic Mangos** for the rest of the year.



## OG TROPICALS

**Organic Rambutan** from Guatemala is now in stock! These are being sold in a small 5lb bulk case.

**Organic Kiwano Melons**, **Organic Passion Fruit**, and **Organic Feijoa** will all be available in limited supplies from California for the month of December.

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

**Organic Yuca Root** will be available from Florida for a limited time.

**Organic Dragon Fruit** from California is done for the season.







# WONDERFUL CITRUS AND POMEGRANATE DISPLAY CONTEST

**DECEMBER 11, 2023 - JANUARY 7, 2024**

It's the Most Wonderful Time of the Year—as in WONDERFUL Citrus and POM Pomegranates!

What a GREAT promotional year this has been, so in December, let's close it out strong with some consumer favorites! Halos Mandarins, POM Wonderful Pomegranates, and Wonderful Seedless Lemons are all in season and primed for promotion from Wonderful Citrus! The ever-popular Halos Mandarins are a kid favorite, are virtually on every customers' shopping list, and are HUGE volume drivers for the produce department! Throw in some seasonal Pomegranates for color and bags of Seedless Lemons for a zesty addition to any display!

The high-graphic bins and boxes will surely make for some fun and creative displays. With a BIG prize package up for grabs and the opportunity to produce BIG sales and profits, the stage is set for an awesome month ahead of selling Wonderful Citrus and POM Wonderful Pomegranates! Let's get creative, have fun, and as always, keep it fun and fresh!

## CRITERIA:

- Build a WONDERFUL display of WONDERFUL fruit! ALL fruit MUST be purchased from Four Seasons Produce.
- Must include all three SKUs in your displays (Halos, Pomegranates, and Seedless Lemons) in order to qualify.
- Must purchase a minimum of 8 cases of Halos, 5 cases of Pomegranates, and 3 cases of Seedless Lemons over the contest period.
- Must use the WONDERFUL point of sale bins OR boxes in your displays.
- All contest displays must remain up for one week.
- Please send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday January 11th



## DISPLAY CONTEST PRIZES:

### TWO GRAND PRIZES!

Small store (4 registers or less)--\$600 Gift Card  
Large Store (5 or more registers)--\$600 Gift Card

Grand prizes will be awarded on having all display contest criteria met, display creativity, and % of increase in sales over previous year, during the same time period. We will need in store sales data in order to award a Grand Prize.

### MOST CREATIVE DISPLAY:

- 1st Place**-Mountain Bike
- 2nd Place**-Smart Watch
- 3rd Place**-Titleist Golf Bag
- 4th Place**-Air Fryer

### LARGEST DISPLAY:

- 1st Place**-Mountain Bike
- 2nd Place**-Kitchen Aid Stand Mixer
- 3rd Place**-Gaming Chair
- 4th Place**-Keurig Coffee Maker

### BEST SMALL STORE DISPLAY:

(4 registers or less)

- 1st Place**-Mountain Bike
- 2nd Place**-Breville Juicer
- 3rd Place**-Bluetooth Headphones
- 4th Place**-Cookware Set

**So its time to get our Halos on and build some WONDERFUL displays! For more display tips and ideas, please talk to your Four Seasons Sales Rep or Merchandiser.**

**SEE PAGE 2 FOR PRODUCE & POS CODES**



PHONE: 1.800.422.8384

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





# IT'S THE MOST Wonderful TIME OF THE YEAR

## HALOS PRODUCT CODES:



CODE: 14042



CODE: 13947



CODE: 222670

14042 - CV Mandarins CA 15/2 lb Halos  
13947 - CV Mandarins CA 10/3 lb Halos  
222670 - CV Mandarins 4/5 lb Halos Gift Box

## SEEDLESS LEMONS PRODUCT CODES:

229676 CV Lemons Seedless 12/2 lb Bag Wonderful



## POMEGRANATES PRODUCT CODES:



CODE:  
17603  
17680  
17604  
17689



CODE: 222144



CODE: 9413

17603 CV Pomegranates 22 ct POM Wonderful  
17680 CV Pomegranates 30 ct POM Wonderful  
222144 CV Pomegranates Arils 12/4 oz POM Wonderful  
9413 CV Pomegranates Arils 8/8 oz POM Wonderful  
17604 CV Pomegranates 22 sz 308 ct Bin POM  
17689 CV Pomegranates 30 sz 420 ct Bin POM

## POS CODES:

232889 - POS Display Bin Halos 1 ea/2 ct  
232887 - POS Display Truck Halos 1 ea  
232888 - POS Display Wrap Halos 1 ea  
232891 - POS Display Bin Lemons Seedless 1 ea  
232886 - POS Display Lemons Seedless 1 ea Wonderful Octagon



CODE: 232891



CODE: 232889



CODE: 232887



CODE: 232886



Wraps  
around 3  
Halos  
bin bases

CODE: 232888





SugarBee®  
Apple



rockit



# SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

DECEMBER 4, 2023 - JANUARY 7, 2024

Want to put some serious "sting" in your apple sales and watch category growth "Rockit"? SugarBee Apple season is here, and we are celebrating this customer favorite with a display contest filled with great prizes, great sales potential, and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a "buzz" in your store and a "blastoff" in your sales and profits. This year, we are once again including a super cool, super crisp Rockit Apple into the mix and you, nor your customers will be disappointed with this small apple with monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your "hive" for more!

## DISPLAY CONTEST CRITERIA:

- Build a BUZZworthy, awesome display of SugarBee and Rockit apples in your produce department. All fruit MUST be purchased from Four Seasons Produce
- You must purchase a minimum of 10 cases of SugarBee Apples and 3 cases of Rockit Apples over the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- Utilize the high graphic display boxes and bins in your displays highlighting the SugarBee and Rockit branding.
- All displays must remain up for a minimum of one week.
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday January 11th 2024.

## THE QUEEN BEE - GRAND PRIZE:

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



## GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

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

### CONVENTIONAL:

Code 222529  
CV SugarBee 72/88ct

Code 229274  
CV Rockit 6/3lb Clamshell

Code 237758  
CV SugarBee 12/2lb Pouch Bag

### ORGANIC:

Code 222328  
OG SugarBee 80/88ct

Code 226404  
OG SugarBee 12/2lb Pouch Bag

Code 226761  
OG Rockit 6/3lb



Code: 226771  
Rockit Pop Up Bin



Code: 223135  
SugarBee Pop Up Bin

Code: 222612  
OG SugarBee Display Box Code

Code 237756  
CV SugarBee Empty Box



Code: 237757  
OG Rockit Display Box

Code: 233648  
CV Rockit Display Box



Every entry will receive an awesome SugarBee hat just for entering

## CONTEST PRIZES:

### "THE BEE HIVE"

Largest Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:  
\$50

### "THE POLLINATOR"

Best Organic Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:  
\$50

### "THE HONEY COMB"

Most Creative Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:  
\$50



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# CONVENTIONAL MARKET NEWS

DECEMBER 1 - DECEMBER 8, 2023

## CALIFORNIA MANDARINS FOR DECEMBER



**GOOD NEWS!** December is peak season for **Mandarins!**

California growers are now harvesting nice volumes on both **Clementine Mandarin** and **Satsuma Mandarin** varieties. **Clementines** are known for their bright flavor and tight, yet easy-to-peel skins. **Satsumas** have puffy and very easy-to-peel skin, and juicy sweet flesh with rich citrus tones.

New crop California **Halos Mandarins** (currently packed with the Clementine variety) are in season with promotable volumes on the following sizes: 10/3lb bags, 15/2lb bags, and 4/5lb gift boxes.

**Stem & Leaf Mandarins** are in-stock from California on the Satsuma variety in bulk 22lb cases and 6/3lb clamshells.

On the import side, the Chilean crop is finishing up, meanwhile, new crop **Clementine Mandarins** from Morocco were delayed and will increase in availability in December.



### CV CITRUS

**GOOD NEWS!** **Navel Oranges** from California have shown outstanding quality while market conditions remain steady. Expect these prices to become more promotable during December.

Ask your rep about opportunities on **Jumbo Navel Oranges** in cartons and display bins, as well as holiday gift boxes.

New crop pink flesh **Cara Cara Oranges** from California will be available around 12/12.

Star Ruby **Grapefruit** from Florida and Rio Star **Grapefruit** from Texas are in heavy supply. Expect prices to slowly drop as we enter December.

**Lemon** supplies have improved, but prices have not decreased as supply is still catching up to demand with the fruit taking longer than usual to color up. **Meyer Lemons** are usually in peak supply but they're taking longer to ramp up this year.

**Limes** from Mexico are still promotable, but come mid-December, this shall change as yields will not be as plentiful.

Florida **Tangerines** are gapping until the next varietal.



### CV BERRIES

Driscoll's **Rainbow Berry** packs will be available again starting early December! Supplies should be steady heading into the New Year.

**Blueberry** availability continues to be good overall. Prices continue to ease a bit to keep the imports moving. Expect "Waves" of short and promotable weeks in December and into January, meaning some weeks might be short, other weeks there could be deals. The ports might be delayed due to holidays as well, which could cause short markets into the New Year.

**Blackberry** prices are easing off out of Mexico as crops rebound. Availability should be good, and quality has looked nice.

**Raspberries** are expected to be tight going forward through the rest of the year. Supplies will get short and pricing will increase. Quality has been nice.

**Strawberries** out of Florida will be available for early December. Driscoll's loadings will begin the first week of December, so expect availability then and going forward. Independent labels will be available also. Quality should be very nice, but volume is still limited. Pricing is expected to hold at current levels. Mexico crops are limited, and California fruit is also limited.



### CV FALL FRUIT

POM Wonderful **Pomegranates** have been moving well to start their season. Projections have their season volume lasting through Christmas, so look to promote for the month of December.

**Pomegranate Arils** will be steady for the month of December.

**Fuyu** and **Hachiya Persimmons** are in peak season through December.

**Black Mission Figs** will be steady from Mexico and Peru in 12/8oz clamshells for the beginning of December. The California season has ended.

**Green Kiwifruit** has been in excellent supply. Fruit from Italy and Greece are beginning to be steady on the east coast.





## CV BROCCOLI

**GOOD NEWS!** After the holidays, as December gets underway, **Broccoli Crowns** become even more enticing.

The sharp pricing is fueled by both growing supply from Mexico and abundant volume on the east coast from Virginia to Georgia. To increase sales, expand your offerings and emphasize **Broccoli** in the beginning part of December.



## CV CAULIFLOWER

After the holiday, California **Cauliflower** had a slight surge in supply to start December, but as the month goes on, prices are expected to rise.

Increase sales in the first half of the month by emphasizing **Cauliflower**, and increasing the display.



## CV ARTICHOKE

As December approaches, **Jumbo-sized Artichokes** are once again readily available.

In addition to their recent volume boost, **Artichokes** are anticipated to experience a substantial price decrease. It is recommended to seize such opportunities in early December as conditions have rapidly improved.



## CV BEANS

25lb **Green Beans** are in stock with outstanding quality. Florida is going steady and Mexico continues to come on with more and more volume. We are not expecting any challenges as we head into Christmas, but expect to see pricing increase with ads and larger pulls similar to Thanksgiving.

10/11lb bags of **French Beans** are available, and all Christmas volume is booked and approved assuming no major weather challenges.



## CV ASPARAGUS

**GOOD NEWS!** **Asparagus** is arriving with outstanding quality from Mexico, and is very promotable for early December. Peru also continues to have volume.



## CV TROPICALS

**Hass Avocados** are in good supply after Thanksgiving on 32ct, 48ct, and 60ct. Pre-conditioned fruit will also be available in all sizes.

**NOTE:** **Mango** supplies are currently steady, but that will change soon. Ecuador volumes will be very limited for the month of December. Prices are expected to be high. Brazil continues to have limited volumes of larger fruit but 10ct and 12ct sizing has been more available.



## CV GRAPES

We have fully transitioned into new crop **Seedless Grapes** from Peru and Brazil to kick off December across the range of sizes offered: LG, XL, and Jumbo.

Pricing remains strong. Quality is excellent with mostly high-end varieties to kick off the import season.



## CV JARRED FRUIT

**UPDATE:** Del Monte struggled to keep up with production of their 64oz packs of **Jarred Fruit** in recent years.

The 64oz have been discontinued and will be replaced with 52oz **Jarred Fruit** SKUs in stock at FSP 12/6.



## CV LITTLE BEAR VEG

With our New Jersey growers winding down for the season, supplies will switch to the premium program out of South Texas from Little Bear on many **Bunched Veg** items.

**Bunched Beets, Chards, Collards, Kale, Turnip & Mustard Greens, Radishes, Dill, and Mint** will kick off the South Texas season for us at Four Seasons.





## CV CHESTNUTS

Italian **Chestnuts** are in season and in good supply in 20/1lb mesh bags, as well as 25lb bulk.



## CV BRUSSELS SPROUTS

As December draws near, **Brussels Sprouts** are consistently available in the market. Discounted costs, superior caliber, and large quantities will endure.



## CV MELONS

**GOOD NEWS!** **Cantaloupes** and **Honeydews** have transitioned to imported fruit (Guatemala), while showing strong quality with promotable pricing to start this season.



## CV LETTUCE

Since the shift to southern growing regions went smoothly, **Leaf** and **Romaine Lettuce** production is substantial to kick off December. Throughout the majority of December, more output from South Carolina will be accessible to supplementing the Western volumes. Prices should be promotable.

During the relocation to winter growing regions, **Iceberg Lettuce** production has stayed stable. It is anticipated that the fresh southern fields will offer consistent supply and remarkable quality.

There continues to be **Romaine Hearts** available, although production in the southern region began slower than other **Lettuces** comparatively, costs should be higher than for other **Lettuce** varieties.



## CV STONE FRUIT

Import **Cherries** are now available out of Chile despite an overall smaller crop and some heavy rains. Quality has been excellent.

Prices on **Cherries** are coming down, and are expected to continue this trend each week in December. Argentina is expected to start over the next few weeks, creating more price pressure. Then, as we move into January when vessel fruit starts to arrive, expect significant promotional opportunities.

Import **Peaches** are expected to arrive in early December, followed by **Nectarines** right after. Supplies will be limited until later in the winter (Chilean summer).



## CV APPLES

**GOOD NEWS!** **Apples** are promotable across the board.

It time to promote new crop **Cosmic Crisp Apples**. Growers have a much larger crop expected this year. Prices are already adjusting down.

Starting the first week of December, **SugarBee** and **Rockit Apples** will be promotable for our Display Contest.

Washington **Gala** and **Gold Apple** prices will come down in early December.

We have lots of cool proprietary **Apples** in stock, make sure to expand your selection now to capture all sales:

**Ambrosia, Cosmic Crisp, Envy, Evercrisp, Lemonade, LucyGlo, LucyRose, Rockit, Ruby Frost, Snap Dragon, SugarBee, and SweetTango.**

## OTHER STORIES

- **Pineapple** supplies are steady for the beginning of December. Expect a slight increase in pricing for the middle to end of the month.

- **Eggplant, Cucumbers, and Green Peppers** are all going strong with product coming from Mexico. We will be heading to load out West, and less from the East Coast in search of the best quality.

- The Idaho **Count Russet Potato** market has pushed up just slightly due to limited availability and freight.

- **Color Bell Peppers** are now rolling in from Mexico as well. Canada is done with their crop, and there will be some product coming from Israel to help supply for December.

- **ALERT! Grape Tomatoes** and other **Snacking Tomatoes** are become tight in supply during growing region transitions. Expect lighter availability and higher pricing during December.

- We will see locally grown **Acorn, Butternut, and Spaghetti Squash** for early December from our Lancaster County, PA growers. After this time, supplies will be moving over to new crop Mexican **Hard Squash**. We will pricing push up slightly when we make the switch over to Mexico.



October 16<sup>th</sup> - November 12<sup>th</sup>, 2023

# STEMILT WORLD FAMOUS FRUIT APPLE & PEAR DISPLAY CONTEST WINNERS



## GRAND PRIZE

### HENNING'S SUPERMARKET

Harleysville, PA

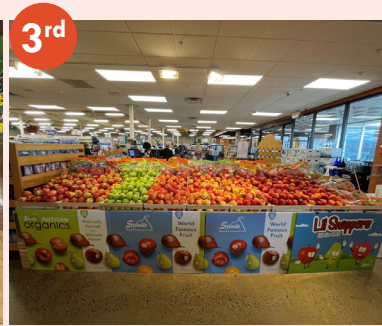
LARGEST DISPLAY



**COMMON MARKET 7TH ST**  
Frederick, MD



**MCCAFFREY'S FOOD MARKET**  
Newtown, PA



**MOTHER EARTH**  
Kingston, NY



**SOULBERRY NATURAL**  
New Hope, PA

MOST CREATIVE



**BERKSHIRE FOOD CO-OP**  
Great Barrington, MA



**KIMBERTON WHOLE FOODS**  
Wyomissing, PA



**FRIENDLY CITY FOOD CO-OP**  
Harrisonburg, VA



**MONADNOCK FOOD CO-OP**  
Keene, NH



**RIVER VALLEY CO-OP**  
Easthampton, MA

BEST LIL SNAPPERS



**TAKOMA PARK FOOD CO-OP**  
Takoma Park, MD



**WEAVER MARKETS**  
Denver, PA



**JUBILEE FOODS**  
Emmitsburg, MD



# DECEMBER HOLIDAY MERCHANDISING

**HANUKKAH 2023 BEGINS:** THURSDAY, DECEMBER 7 (BEGINS AT SUNDOWN)

**CHRISTMAS DAY 2023:** MONDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** MONDAY, JANUARY 1

The December holidays are filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this Holiday season.

## TRADITIONAL "MUST-HAVES" CHECKLIST

### VEGETABLES

- ☐ Asparagus
- ☐ Artichokes
- ☐ Beans - Green & French
- ☐ Beets
- ☐ Broccoli
- ☐ Sweet Baby Broccoli
- ☐ Brussels Sprouts & Stalk Brussels Sprouts
- ☐ Cabbage - Green, Red, & Savoy
- ☐ Carrots - Baby/Whole
- ☐ Cauliflower
- ☐ Celery & Celery Hearts
- ☐ Collard Greens
- ☐ Escarole & Endive
- ☐ Fennel/Anise
- ☐ Fresh Herbs
  - ☐ Poultry Mix
  - ☐ Sage
  - ☐ Rosemary
  - ☐ Thyme
  - ☐ Chives
  - ☐ Parsley
- ☐ Mushrooms - White
- ☐ Sweet Peppers & Cucumbers
- ☐ Tomatoes - Snacking varieties

### FRUIT

- ☐ Apples Snacking - large sizes & club varieties
- ☐ Apples Baking- McIntosh, Cortland, & Rome
- ☐ Avocados
- ☐ Berries
- ☐ Cranberries
- ☐ Melons
- ☐ Grapefruit
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Pummelos
- ☐ Pears - All Varieties
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pineapples
- ☐ Pomegranates - Whole & Arils

### BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Raisins & Dried Cranberries
- ☐ Dates
- ☐ Glacé/Candied Fruit

### DECORATIVE

- ☐ Fresh Cut Flowers
  - ☐ Poinsettias
  - ☐ Fresh Wreaths
  - ☐ Norfolk Island Pines
- \*\*All items pre-ordered**

### HARD GOODS

- ☐ Garlic
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

### VALUE ADDED

- ☐ Cole Slaws & Salad Mixes
- ☐ Stuffing Mix
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Snipped Green Beans
- ☐ Fruit And Vegetable Trays
- ☐ Cored Pineapples
- ☐ Cut Fruit
- ☐ Chopped Collard and Kale
- ☐ Sparkling Juice

## THE 12 TIPS & REMINDERS TO HELP YOU THIS DECEMBER

### 1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include:

- In-shell and Shelled Nuts
- Raisins
- Dates
- Medjool Dates
- Chestnuts
- Dried Figs
- String Figs
- Nut trays
- Pistachios Packs

Ask your rep about the brands and programs we offer on organic and conventional.

Take a good look at your inventory on **Glacé/Candied Fruit** and holiday shipper displays around **December 12th-15th** to make sure that you have it all out on the sales floor. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.



### 2. PARTY TRAYS & GIFT BASKETS

These are a **MUST** during the holidays for those hosting parties or going to gatherings!

**Veg and fruit trays sell very well** during December. Plan out your orders with your Four Seasons rep.



Many independent retailers find success in packing their own custom fruit and gift baskets in store. Gone are the days of Red Delicious Apples, Globe Grapes, and Florida Navel Oranges navels. Include modern varieties like premium California Navel Oranges and Washington Fuji, Granny Smith, and Honeycrisp Apples. Premade fruit baskets may be available by pre-order from Four Seasons as well. Merchandise gift boxes of Oranges and Mandarins too.



### 3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to be- come more popular around the holidays. Offer Clementine and Satsuma Mandarins in 2 or 3lb bags. Keep a few gift boxes around. Loose or tote bag displays of Stem & Leaf Mandarins can really make a statement!



### 4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

These convenience items will sell well all month, especially right before Christmas and New Year's Day:

- Cored Pineapples
- Pomegranate Arils
- Fresh Cut Fruits & Vegetables
- Cubed Butternut
- Cut Vegetable Bags
- Guacamole & Fresh Salsa
- Microwave Green Beans
- Vegetable Spiral Noodles



### 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which is more about vegetables. Expand fruit variety:

- Coconuts
- Persimmons
- Mangos
- Melons
- Berries
- Clementines
- Pummelos
- Kiwifruit
- Pomegranates
- Papayas
- Varietal Pears
- Pineapples
- Satsuma Mandarins
- All other fresh Citrus

December is a great time to promote Organic Specialty Citrus from Buck Brand!



### 6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as a Thanksgiving, as more different meats are cooked for the holiday feast:

- Parsley
- Thyme
- Poultry Blend
- Rosemary
- Sage
- Celery & Celery Hearts

### 7. HIGHLIGHT GREAT HOLIDAY MOVERS

These items are popular holiday side dishes:

- Green Beans
- Broccoli
- Cauliflower
- Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays)
- Asparagus
- Fresh Cranberries
- Green Cabbage
- Cole Slaw Mixes
- Yukon or Red Potatoes
- Pearl and Boiler Onions





## 8. TRADITIONAL HANUKKAH INGREDIENTS

- Honey
- Sweet Potatoes (Yams)
- Soup Mix (root vegetables)
- Walnuts
- Raisins
- Onions
- Parsnips
- Apples
- Oranges
- Tangerines
- Potatoes for Latkes
- Falafel
- Donuts
- Chocolate Candy (Gelt)



**Hanukkah 2023 is December 7 (begins at sundown) - December 15.**

## 9. CATER TO THE DO-IT-YOURSELF VEGGIE TRAY MAKERS

Make sure you offer all of these items for customers who want to make their own veggie trays:

- Celery & Carrot Sticks
- Baby Carrots
- Broccoli Crowns
- Cauliflower Florets
- Peppers
- Radishes
- Broccoli
- Cauliflower
- Celery
- White Mushrooms
- Grape & Cherry Tomatoes
- Scallions
- Cucumbers
- Green & Yellow Squash
- Avocados
- Asparagus
- Fresh Dips
- Dressings
- Guacamoles



## 10. ETHNIC SPECIALTIES

### MEDITERRANEAN:

- Artichokes
- Broccoli Rabe
- Savoy Cabbage
- Escarole
- Endive
- Fennel/Anise
- Long Hot Peppers
- Red Peppers
- Green & White Asparagus

### LATINO CUISINE:

- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

### EASTERN EUROPEAN:

- Fresh Dill
- Parsley Root
- Horseradish
- Red Cabbage
- Celery Root
- Beets
- Leeks

### SOUTHERN COOKING:

- Collards - bunched and shredded
- Kale
- Black-Eyed Peas,
- Sweet Potatoes



## 11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas produce displays should be in place by December 16th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your December 15th-19th deliveries.
- Stay ahead on your "hard goods" like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display – these are great in fruit salads! Stay ahead with color.
- Beginning on the Wednesday prior to Christmas, every day will be busy and you'll want to capture as many sales as you can.

December 2023						
S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

## 12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your "hard goods", like nuts, dried fruit, potatoes, and onions, and "longer code date value-added" items, like salad dressings & dips, salsa, guacamole, hummus, and croutons, juices and jarred fruits, fruit mixes, and snacks.
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Large orders are expected for delivery on 12/22 and 12/23. Plan ahead so you won't be waiting on delivery trucks those days with items that could have been brought in earlier.