



ORGANIC OUTLOOK

DECEMBER 15 - DECEMBER 22, 2017



WWW.FSPRODUCE.COM 22 LB

ORGANIC CALIFORNIA CITRUS UPDATE

Organic Satsuma Mandarins are in steady supply and are expected to continue through the end of December. **Organic Stem & Leaf Satsuma Mandarins** are now in good supply for mid to late December. Flavor is excellent!

Organic Clementines continue in peak season. The crop is expected to wrap up in early January.

Organic Navel Oranges continue in better supply with good flavor and improving color.

Organic Cara Cara Oranges (Pink Flesh Navels) are very limited this week with high pricing. Peak season will arrive in January-March.

Organic Pummelos continue in peak season supply and quality.

New crop **Organic Daisy Tangerines** are expected to begin in late December.

California **Organic Star Ruby Grapefruit** are in steady supply this week. It is unknown what future effects the wildfires will have as they continue to multiply southward.

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



OG LETTUCE

Lady Moon Farms in Florida has good supplies of **Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces**. Quality is excellent.

CA growers have good supplies on all varieties of **Organic Lettuces**, but brown discoloration is present on the ribs.

Organic Romaine Hearts quality continues to be very good. Pricing has moved up a little this week.



OG BERRIES

ALERT! California **Organic Strawberry** volume is extremely limited with very high prices. Expect supply gaps. California wildfires are affecting picking and loading of fruit. Mexican **Organic Strawberry** supply is limited due to shifting demand out of California, combined with poor weather. Florida had some freezing weather, significantly affecting supply.

Driscoll's **Organic Blackberries** and **Raspberries** are firmer this week with prices on the rise. California wildfires are affecting picking and loading of fruit. Other brands of **Organic Blackberries** continue in steady supply out of Mexico.



OG TOMATOES

ALERT! **Organic 2-Layer, 15lb Hothouse, 11lb Cluster, and Roma Tomatoes** are in very tight supply out of Mexico. Prices are very high. Florida is expected to begin **Organic Vine Ripe Tomatoes** in late December.

Organic Grape Tomatoes will gap for a few weeks out of Mexico. Prices have moved up. Florida product in adequate supply, but expect volumes to get tighter and prices to rise.

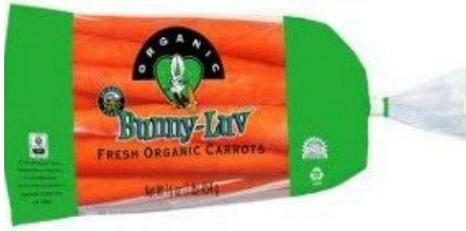
Organic Cherry Tomatoes are in adequate supply out of Florida. **Organic Rainbow Cherry Tomatoes** are limited. It could be until late December before volumes are stronger.



OG BROCCOLI

The **Organic Broccoli** market is flooded and deals are available now. Some shippers are having product issues. It's been hit or miss. Even the newly harvested fields are showing some discoloration.

Organic Broccoli Crowns are in good supply as well.



OG CARROTS

Organic Carrot supplies have recovered and more are available out of CA. **Organic Table, Juice, and Jumbo Carrots** are back in decent supply.

Expect no price changes on **Organic 25lb Carrots**, but **Organic Cello Carrots** have dropped in price. **Organic Bunch Carrots** and **Rainbow Bunch Carrots** are in good supply out of CA.



OG CAULIFLOWER

ALERT! The **Organic Cauliflower** market has begun to tighten up and prices are rising. Most shippers are experiencing some aphid and discoloration issues.

Organic Romanesco is in limited supply.



OG BLUEBERRIES

Driscoll's **Organic Blueberries** are transitioning this week to 6oz, as Mexican supply ramps up. Prices will ease slightly as well. South American **Organic Blueberry** supplies have tightened slightly, but better supplies are expected to ramp up heading into January.

January and February are shaping up to be a great time to promote **Organic Blueberries**.



OG CUCUMBERS

Organic Cucumbers are in abundant supply from Mexico. Florida is gapping for a few weeks.

Organic Hothouse Cucumbers out of Mexico are in good supply, while packed **Organic Mini Peruvian Cucumbers** are adequate.



OG GRAPES

ALERT! California **Organic Red and Green Grapes** are extremely limited and will run out heading into January. Quality is fair.

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



OG CABBAGE

Florida growers are harvesting the first **Organic Red and Green Cabbage** of the season.

CA growers have adequate supplies of **Organic Green and Red Cabbage**.



OG CELERY

Organic Celery is in good supply out of Mexico and CA. Quality has improved a little. **Organic Celery Hearts** are in good supply from CA.

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



OG FALL FRUIT

Organic Pomegranates continue and are expected to wrap up for the season over the next couple of weeks. **Organic Pomegranate Arils** are in good supply.

Organic Fuyu Persimmons continue in steady supply. **Organic Hachiya Persimmons** are done for the season.

ALERT! **Organic Cranberries** continue out of Canada in extremely limited supply and might just make it to Christmas.



OG ASPARAGUS

Organic Asparagus is in steady supply this week out of Mexico. Quality has been good. Stronger volumes will begin in mi-January.



OG HASS AVOCADOS

Organic Hass Avocado prices moved up last week, and although the price increase will not be drastic, pricing continues to trend up. 60ct fruit is tighter as fruit is sizing mostly in the 48ct profile.



OG MANGOS

Organic Mangos from Ecuador continue to be promotable through the end of the year. Quality has been good.



OG SQUASH

Organic Zucchini and **Yellow Squash** are tighter in supply this week from FL. Product from Mexico is also more limited with pricing expected to move up a little.

Organic Sunburst Squash is available in limited supply out of Mexico.

Organic Green Acorn, Butternut, Spaghetti, and **Kabocha Squash** are in good supply. Most of product is now coming out of CA and Mexico. Supplies of **Organic Delicata Squash** are limited.



OG APPLES

Washington **Organic Braeburn, Cameo, Envy, Fuji, Gala, Golden, Granny Smith, Honeycrisp, Jazz, Jonagold, Kanzi, Kiku, Lady Alice, Opal, Piñata, Pink Lady,** and **Red Delicious Apple** markets are beginning to tighten as shippers are limiting packing to strengthen prices into the new year. There is still plenty of fruit, especially smaller sizes and bags, with promotional opportunities available.

2lb high graphic pouches of **Organic Gala, Gold, Granny Smith, Honeycrisp, Jazz, Red Delicious,** and **Rosalynn Apples** are available this week, as well as some 3lb. **Organic Granny Smith Apples.**

Canadian **Organic Ambrosia Apples** continue in excellent supply.



OG PEPPERS

Quality continues to be very good on **Organic Colored Peppers** from Israel. Supplies are limited from Mexico, with the exception of **Organic Orange Peppers**, which are more abundant than other colors shipping from that region.

Organic Green Peppers are in good supply from FL, NC, and Mexico.

Organic Jalapeño Peppers are in good supply from Mexico and Florida.

OTHER STORIES:

- **Organic Eggplant** is in adequate supply from Mexico, and still limited from Florida. MEX reports adequate supplies. FLA reports supplies still limited.

- **Organic Kale** is abundant from CA and FL, and quality is nice.

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

- Mexican **Organic Cantaloupes** are done for the season. Mexican **Organic Honeydew** have arrived with limited availability and will wrap up in the next few weeks.

- Washington **Organic Pear** prices are starting to tighten as the end of the season is here for some shippers.

- **Organic SunGold Kiwifruit** out of Italy continues in very limited quantity with high pricing. **Organic Green Kiwifruit** from Italy continues in 20/11lb bags, 1 layer trays, and bulk boxes. Prices remain steady.

- **Organic Brussels Sprouts** are expected to be in limited supply out of CA. Mexico will begin soon.

- **Organic Cilantro** is in adequate supply from CA. Expect good quality and supplies to continue.

- **Organic Pineapples** remain in good supply and are very promotable. Quality has been good.

- **Organic Formosa Papayas** are in good supply. Look to keep promoting through the end of the year.

- **Organic Salads** have been in better supply as the extreme heat has given way to more seasonable weather in the southern growing regions. Supplies should be good heading into Christmas.

- **Organic Green Beans** out of Mexico are in abundant supply and quality is very good. CA and FL are more limited.

The 12 Produce Merchandising Tips of the Holidays

CHRISTMAS DAY 2017: MONDAY, DECEMBER 25

HANUKKAH: SUNDOWN TUESDAY, DECEMBER 12

NEW YEAR'S DAY 2018: MONDAY, JANUARY 1

The **Christmas** and **Hanukkah** 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 **Christmas** and **Hanukkah** season.

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 and a variety of Pistachio packs. Ask your rep about the brands and programs we offer on organic and conventional.

SMART TIP: Take a good look at your inventory on glazed fruit and holiday shipper displays around **December 11th** 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. FRUIT BASKETS & PARTY TRAYS

These are a **MUST** during the holidays for those hosting parties or going to gatherings! Utilize Four Season's fruit basket pre-order program to grow your incremental sales for the holidays. Use our selection of pre-made styles to complement your store-made baskets. Four Seasons will offer pre-made Fruit and Vegetable Trays available throughout the holiday period.

Check with your sales representative about delivery for the holidays. Our pre-made fruit and vegetable trays are convenient, gain extra impulsive sales and require no additional labor from your produce department. These will certainly boost your sales through the holiday period.

3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to become more popular around the holidays. Offer Clementine and Satsuma Mandarins in gift boxes, 3lb bag Halos and Satsuma Mandarins, and even in loose displays by the pound.



4. CONVENIENCE PRODUCTS SAVE HOSTS TIME

Cored Pineapples, Cubed Butternut, Microwave Green Beans, Pomegranate Arils, cut vegetable bags, Vegetable Spiral Noodles and pre-ordered fresh cut fruits and vegetables will sell well all month, especially right before Christmas and New Year's Day. Are you prepared to have these incremental sellers in stock? Don't forget the Fresh Salsa!

5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

It's more fruit focused than Thanksgiving, which has a bigger vegetable focus. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Mangos, Papayas, Melons, varietal Pears, all fresh Berries, Organic Golden Berries, Pineapples, Clementines, Satsuma Mandarins, Pummelos, and other fresh Citrus. Now will be a good time to try some of our Organic Buck specialty citrus varieties.



6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as at Thanksgiving as more different meats are cooked for the holiday feast. Pay attention to parsley, rosemary, thyme, sage, poultry blend and celery and hearts.

7. 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) (**December 12 - 20**)



8. HIGHLIGHT GREAT CHRISTMAS & NEW YEARS MOVERS

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 and Pearl and Boiler onions are popular holiday dinner side dishes.

9. CATER TO THE DIY VEGGIE TRAY MAKERS

Specifically with: Celery & Carrot Sticks, Baby Carrots, Broccoli Crowns, Cauliflower Florets, all colored peppers – red, yellow & orange, radishes, broccoli, cauliflower, celery, sliced and whole white mushrooms, grape & cherry tomatoes, scallions, cucumbers, green & yellow squash, avocados and asparagus. Dips or dressings like Marzetti's or Marie's are big sellers.

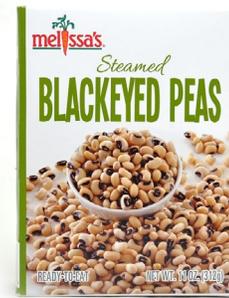
10. ETHNIC SPECIALTIES

Mediterranean: Anise, Artichokes, Broccoli Rabe, Savoy Cabbage, Escarole, Endive, Long Hot Peppers, Red Peppers, Green & White Asparagus

Eastern European: fresh Dill, Parsley Root, Horseradish Red Cabbage, Celery Root, Beets, Leeks

Latin: Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut and Acorn Squash, varietal Eggplant

Southern Cooking: Collards, Kale, Black-eyed Peas, Sweet Potatoes



11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas 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 deliveries **December 18-19**.
- 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 Monday prior to Christmas and Hanukkah, every day will be busy and you'll want to capture as many sales as you can.

12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your "hard goods" like salad dressings & dips, salsa, guacamole, humus, and croutons, juices and jarred fruits, dried fruits, fruit mixes, snacks, in-shell and shelled nuts, potatoes and onions
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- We expect heavy volume pulls on **12/21-12/23**. You don't want to be waiting on items those days that could have been brought in earlier.

Four Seasons Produce Christmas & New Years Schedule

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

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

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

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



Poinsettia Care

- 1 Poinsettias should be unpacked immediately upon arrival.** If this is not possible the boxes must be opened or the tops cut off to allow the ethylene gas to escape. If this not done, the ethylene gases that poinsettias release will suffocate the plants causing them to droop and become limp. This process is not reversible.
- 2 Poinsettias must be stored and displayed out of coolers and refrigerated areas.** This will cause irreversible chill damage.
- 3 Displays should be located out of drafty areas.**
- 4 The top half of the soil should be allowed to dry** before watering poinsettias.
- 5 Older, damaged poinsettias should be removed from the display,** as they will detract from the rest of the display.
- 6 Poinsettias cannot sit in water.** They need 'dry feet'. This will drown the plant, causing the leaves to drop and become yellow. Once this process starts, it will continue to work its way up to the top of the plant.

Should **WINTER WEATHER** throw a wrench into your plans....

Customers who

CANNOT ACCEPT DELIVERY

on orders they have placed are asked to please call our **24/7 dispatcher** at

717-721-2803

or

888-237-1971

Help us re-route our drivers safely and keep them moving!



ORGANIC OPAL APPLE DISPLAY CONTEST WINNERS



THANK YOU TO EVERYONE WHO ENTERED THE CONTEST!

- BEST OVERALL DESIGN -

FIRST PLACE:

TAKOMA PARK CO-OP

TAKOMA PARK, MD

RUNNER-UP:

HEALTHY LIVING

SARATOGA SPRINGS, NY



- MOST CREATIVE -

FIRST PLACE:

ROOTS MARKET

OLNEY, MD

RUNNER-UP:

EAST AURORA CO-OP

EAST AURORA, NY



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CONVENTIONAL OUTLOOK

DECEMBER 15 - DECEMBER 22, 2017

WWW.FSPRODUCE.COM 25 LB

RED HOT TOMATO MARKET



ALERT! All **Tomatoes** (field and hothouse grown) continue to be extremely limited due to the aftereffects of Hurricane Irma in Florida, plus the cold weather in the current Mexico growing regions.

Pricing continues to move higher on **Vine Ripe, Roma, Cluster, Grape Tomatoes**, and other varieties, with such little supply in the marketplace.

This shortage will last into January. The hope is that new growing regions in Mexico that were less impacted by the cold, and post-Hurricane Irma plantings in Florida, bring supplies for late winter back to a more normal level.



CV PEPPERS

Supplies on **Green Peppers** continue to improve. The cool weather in both Florida and Mexico did slow down some production, but volumes will begin to increase. Pricing is already beginning to slide this week, and surprisingly, sizing is coming up smaller on the Mexican crop.

Red Peppers are in better supply this week out of Mexico. Growers are now beginning to harvest more volume, and crossings in Nogales improve daily. Look for pricing to drop later in the month.

ALERT! **Mini Sweet Peppers** are in extremely tight supply this week. Pricing will be much higher as Canadian growers are now finished for the season. Mexican growers will begin harvesting in late December.



CV BLUEBERRIES

Blueberry prices will remain steady this week. Holiday demand is here and causing supplies to remain tight.

Vessels from Chile are expected to arrive at some point this week. It is unclear if these **Blueberries** will be made available prior to Christmas. These vessels will have more **pint containers** than smaller pack sizes. We will make this pack switch quickly following the Christmas.

Peak season on berries from South America is slated for January and February.



CV HASS AVOCADOS

ALERT! December **Hass Avocado** prices are up!

As the New Year begins, overall **Hass Avocado** volume from Mexico is anticipated to stabilize. We are continuing to see a shift in the size curve toward 48's and 40's, with smaller fruit gaining strength in the market due to reduced availability, and a larger influx of #2 fruit.

Although instability in arrival volume is anticipated to continue throughout December, we should see the market stabilize by January as the market prepares for the "Big Game" push.



CV CUCUMBERS

Both **Field** and **Euro Cucumbers** are still in good supply, but pricing should begin to work its way off the bottom this week. Look for pricing to climb slightly as growers are now through the flush of their harvest. Quality has been excellent on all arrivals this week.



CV PINEAPPLES

With the holiday, growers have limited **Pineapples** for the spot market. Deals from a week ago have dried up and prices back to normal levels.



CV SQUASH

ALERT! **Zucchini** and **Yellow Squash** have jumped up in pricing as supplies have dropped out of Florida and Mexico.

Cold weather slowed production, and pricing will remain higher going into Christmas. New growing areas in Mexico will begin in late December.



CV GREEN BEANS

ALERT! **Green Beans** will be extremely tight going into Christmas. Growers out of Florida and Mexico are through the flush, and the cool weather really slowed maturity in the beans. Look for pricing to climb quickly.



CV SWEET CORN

Fresh crop **Sweet Corn** is in really good supply out of Florida, and growers will have all three varieties.

We'll also begin to have better supplies on the 12/4 pack this upcoming week.



CV STRAWBERRIES

Strawberries are available, but supplies and pricing will not be promotable for Christmas. Most of the product will be coming from Florida.



CV LETTUCE

ALERT! **Iceberg Lettuce** pricing will be higher this week and supplies will be limited as growers in Arizona are coming up on a 1-week harvest gap.

Romaine and **Leaf Lettuces** are in steady supply this week. Prices will be up slightly due to increased demand.



CV CAULIFLOWER

ALERT! **Cauliflower** is extremely limited in supply this week. Pricing will be much higher, and expect prorates and some shortages.



CV BROCCOLI

NOTE: Cooler weather in Mexico and the west coast is slowing **Broccoli** harvests. Demand is up as well. We expect higher pricing for the rest of December.



CV ORANGES

We are beginning to see the transition to big sized **Navel Oranges** at more promotable pricing.

On the other hand, pricing on 88/113s is actually going up. 4lb bag pricing will stay steady to higher. Unfortunately, it's not coming down anytime soon as this crop is going to be 72s and larger post New Year's.

Cara Cara Navel Oranges are now in season. **Blood Oranges** will arrive to the east coast just before Christmas.



CV MANDARINS

California **Clementines** continue in steady supply, but there's little flex on pricing from the big brands like Halos.

5-lb. and 3-lb. **Clementines** from Spain and Morocco are the deal. With strong demand on California fruit, most importers will be aggressively priced through the end of December on their fruit to lure business in their direction.

California **Satsuma Mandarins** remain in peak season through Christmas.



CV GRAPES

Going onto the week before Christmas, we continue to have nice deliveries of the **Pretty Lady Grapes** in their high-graphic Christmas bags.

Supplies are still ample on these California **Grapes** at steady prices and should carry us through the end of the year before we make the switch to **Imported Grapes** from Peru and soon Chile which you will see a bump in price as demand increase as receivers all make the switch.



CV BROCCOLI RABE

ALERT! Harvests are very light on **Broccoli Rabe** for December. Prices have gone up sharply. Supplies will likely improve in January.



CV SWEET ONIONS

Fresh crop **Sweet Onions** from Peru are in the peak of their season. Supplies are good and prices are promotable.



CV ASPARAGUS

NOTE: **Asparagus** pricing will be higher for the rest of December with the current Mexico growing region wrapping up for the season. Supplies will be out of Peru until fresh crop Mexico starts at the end of January.

