



ORGANIC OUTLOOK

DECEMBER 7 - DECEMBER 14, 2018



WWW.FSPRODUCE.COM 48 CT

ORGANIC TROPICALS WARM UP SALES!

Organic Hass Avocados continue to be in steady supply for December following a difficult November. Plan on promoting in the coming weeks as prices continue to drop a bit headed towards Christmas and New Years. Quality has been excellent from Mexico.

Fair Trade Organic Hass Avocados from Equal Exchange will be available again for mid-December in limited supplies!

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



Organic Pitahaya are what's happening this week! **Pitahaya** are white-fleshed, yellow exterior Dragon Fruit that are sweeter than their red-skinned counterparts. You cut the fruit in half and scoop the flesh from the shell.

They have a great presentation on the shelf. The first **Organic Pitahaya** to make their way to the US are grown in Ecuador.

Organic Passion Fruit, Kiwano (Horned Melons), and Feijoas (Pineapple Guavas) will be available for early to mid December from California.

Organic Starfruit are at their tree-ripe best from Florida this month.



Organic Tommy Atkins Mangoes continue to be in steady supply from Ecuador. Quality has been good.

Organic Pineapple quality is excellent. 7ct from Dole and 8ct Purity label will be available for December promotion.



Organic and All-Natural Young Thai Coconuts supplies are steady. Quality has been good. Demand tends to spike in January for "Diet Season."

Organic Formosa Papayas from Mexico are big and beautiful here in December! Quality is excellent, and counts are averaging 9 per 32 lb box.



OG APPLES

Pacific Northwest **Organic Apples** are winding down the regular storage crop over the next couple of weeks. Expect nicer quality and stronger markets as we move into the Controlled Atmosphere fruit. We may see small gaps between rooms despite abundant supplies of most varieties.

Don't miss out on our **Organic Opal** and **Lady Alice Apples** Display Contest. Talk to your sales rep.

Keep an eye out for value pricing on 2 lb bag **Organic Apples** in USXF grade.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** volumes are lower for mid-December as cool weather has slowed productions. Cal-O is in a gap until their new crop starts in Coachella later in December.



OG GREENS

Organic Green, Red, and Rainbow Chard will be in good supply this week out of Lady Moon Farms in Florida.

We'll continue to source from the East coast while supplies are solid. Quality is excellent on all varieties!



OG STRAWBERRIES

ALERT! Driscoll's **Organic Strawberries** have become very tight with supplies not expected to improve until mid to late December/early January. Expect prices to continue to rise rapidly. Only 12/8 oz are available, and only in small volumes.

Other brands of **Organic Strawberries** will continue in extremely limited supply with prices on the rise out of California and Florida. Expect high prices, out-of-stocks, and pro-rates in December.



OG RASPBERRIES

Driscoll's **Organic Raspberries** have turned the corner with tighter supplies and prices on the rise.

Other brands are expected to continue in firm supply with higher prices.



OG KALE

All varieties of **Organic Kale** will be in steady supply this upcoming week out of Lady Moon Farms in Florida, but we're also planning to load additional volumes out of California for mid-December.

Due to the increased demand as of late for all salad greens, we'll have plenty of supplies to cover all needs.



OG BLUEBERRIES

Import **Organic Blueberries** from Chile and Argentina are in excellent supply with promotional opportunities available in both 6oz and pints on their way for December and January.

Driscoll's **Organic Blueberries** from Mexico are now in steady supply with new arrival of 6oz packs.



OG BLACKBERRIES

Organic Blackberries out of Mexico are in excellent supply with promotional opportunities available for December.

Driscoll's brand **Organic Blackberries** out of Mexico are expected to continue in steady supply with prices edging upward.



OG SPECIALTY CITRUS

Buck Brand **Organic Specialty Citrus** is available:

- OG Buddha's Hand
- OG Finger Limes
- OG Variegated Calamondin
- OG Limequat
- OG Melo Gold Grapefruit
- OG Meyer Lemons
- OG Sweet Palestinian Limes
- OG Yuzu Lemons
- OG Pink Variegated Lemons
- OG Satsuma Mandarins



OG CELERY

ALERT! Organic Celery prices are jumping up for the rest of December as cool weather is slowing production to a level where it cannot meet demand.



OG SALADS

ALERT! Supplies of Organic Salads continue to be slow in re-filling the pipeline, and it has been a huge struggle for producers to meet demands of customers. We anticipate being more “caught up” in mid-December as producers transition from major out-of-stocks towards better fill-rates.



OG LETTUCE

We’re currently loading as much Organic Green Leaf, Red Leaf, and Romaine Lettuce as we possibly can from Lady Moon Farms in Florida and from growers on the west coast. We should have good supplies on all three for mid-December, and quality has been very nice. Pricing will remain higher for December.



OG TOMATOES

Organic Hothouse Tomato markets will be tight this week. Demand is very high, and supply is light, so prices will be on the rise.

Organic Round Tomatoes will start this week in decent volume out of Florida. Quality should be excellent.

Organic Grape Tomatoes will be very promotable this week out of Florida as well. Quality has been excellent.

Organic Roma Tomatoes continue to be tight with not a lot of volume coming from Mexico or Florida. Florida will begin production on Organic Roma Tomatoes starting 12/16, and Mexico should be in good supply starting in the New Year.



OG CITRUS

Organic Navel Oranges out of California are now in excellent supply in small sizes and bags. We are seeing prices ease, and color and flavor improve weekly. Large sizes are now gapping due to the rain.

California Organic Satsuma and Clementine Mandarins are in excellent supply overall in bulk and 12/2lb pouches. We may experience slight gaps due to the rain in CA, otherwise December is prime time for these easy peelers.

California Organic Pummelos are available in steady supply.

New crop Organic Daisy Tangerines are available.

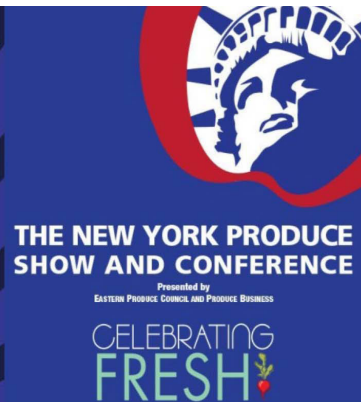


OG GRAPES

Supplies of Organic Green Grapes have dwindled down, so prices are high. They are expected to finish for the season and gap until late December or early January when imports from Peru arrive at much higher prices.

Supplies of California Organic Red Grapes are expected to continue for the rest of December, and then gap until imports arrive.

Organic Black Grapes will gap until imports in January.



COME VISIT US AT THE NY PRODUCE SHOW! WE'LL BE AT BOOTH #423!



CONVENTIONAL OUTLOOK DECEMBER 7 - DECEMBER 14, 2018

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WINTER SPECIALTY CITRUS STARTING



Some exciting **Citrus** varieties are coming into season in mid-December, beginning with **Cara Cara Navels** and **Blood Oranges**. After that, **Minneola Tangelos** will begin. **Pummelos** are in peak season from December - February.

Stem & Leaf Satsuma Mandarins are at their best now through late December.

Better sizing on California 10/3lb **Halos Clementine Mandarins** is on the way, and we'll see 28ct and larger in mid-December. Halos brand is a fixed price program supported by coupons and advertisers, but there are other labels, like Sunkist Delites and Sun West, that are dealing, especially on small sizes.



Import **Clementine Mandarin** supplies are improving from Spain, and now Morocco. Prices are dropping on the 5 lb. gift boxes, with prices differing between the larger sizes of 20/24's and the 28/32's size. Vendors are also putting up 10/3 lb. and 15/2 lb. bags at a considerably cheaper price of the California fruit.

Looking ahead into January, **SUMO Oranges** and the **Vintage Sweet Heirloom Navel Oranges** will begin.



CV STRAWBERRIES & RASPBERRIES

ALERT! **Strawberries** continue to be very tight out of California, Mexico, and Florida. Look for much higher pricing for at least mid-December, but supplies will begin to improve out of Florida. Quality has been very nice at this time on the small volumes being harvested.

ALERT! **Raspberries** will continue to be extremely tight this week. Yields dropped once again this week out of Mexico, so look for pricing to remain much higher going forward.



CV SALADS

ALERT! Dole, Fresh Express, and other **Salad** producers, have had an extremely difficult time refilling the supply chain following November's romaine issue. There simply has not been enough product or production capacity to refill all the empty shelves across the nation quickly enough.

Producers have filled orders consistently at less than 50% for early December and are still not even producing some SKUs. They expect to be at higher fill rates for mid and late December.



CV LETTUCE

ALERT! **Red/Green Leaf** and **Iceberg Lettuces** remain extremely challenging. Supply is very scarce, especially on Red Leaf, and shippers are prorating heavily. Prices on **Iceberg** are at a high for the year.

Unprecedented demand from processors continues to drive the market and prevent any short-term recovery. Rains and unfavorable weather in Florida have pushed their start date for **Lettuce** harvests back into late December.

On **Romaine Lettuce** and **Romaine Hearts** from Arizona and the winter growing regions of Southern California, availability is improving.



CV HOTHOUSE TOMATOES

Hothouse Beefsteak Tomato prices are on this rise this week. As we approach the holidays, demand is growing, and supplies are limited.

New crop from Leamington, Canada have not been turning out much volume, putting higher demands from Western Canada and Mexico. **Cluster Tomatoes** however, remain very promotable but prices will look to strengthen this week.



CV TOMATOES

Roma Tomato prices have come down this week to more promotable pricing. Mexico is beginning their new growing regions and Florida production is still strong. Markets look to remain steady.

Grape Tomato prices also have come down. Pricing and Quality will be promotable out of Florida and new crop Mexico.

Round Tomatoes have also come down as there is now more production. 2-layer prices however remain steady and strong. Quality has been excellent.



CV BLACKBERRIES & BLUEBERRIES

Blackberries will continue to be in good supply this upcoming week. Now is a good time to promote Blackberries due to strawberries and raspberries being higher priced.

Blueberries will be in good supply this week from Mexico and Chile, so look for pricing to remain steady this week on all 6 oz. clamshells. Pints are in a small gap at the current time. Volumes on pints arriving to the US will increase over the next two weeks, and pricing will slide. We will have promotable volumes and pricing to kick off the new year.



CV GREEN BEANS

Green Beans are in steady supply and very good quality from Florida. Markets have leveled off at some very attractive pricing. Now is the time to promote!

Mexican **Green Beans** have started in a small way, but prices remain significantly higher.



CV ASPARAGUS

Asparagus will be mainly coming out of Peru again this week. Pricing and quality have been very promotable.

Prices will be on the rise this week as Mexico has been affected by hard freeze and cold weather and just not much product has been crossing the border. Peruvian supply should be steady.



CV BROCCOLI

ALERT! Broccoli shippers in the desert continue to struggle with slow production. Expect limited availability and stubbornly high prices for most of December.

The Mexican crown deal has started and offers a comparable value. Eastern crowns are available but are extremely limited.



CV SNOW PEAS

Snow Peas will be very promotable this week. Prices have dropped, and quality is good on new crop from Guatemala.



CV HARD SQUASH

The Canadian **Hard Squash** deal has finished. Domestic squash is available, but prices remain stubbornly high. We'll begin working in Mexico until the domestic deal really takes off in mid-December.



CV CAULIFLOWER

Prices are much softer this week on **Cauliflower** and are expected to soften further. Opportunity buys in mid-December may be a possibility.



CV MELONS

ALERT! The prices are very high on **Cantaloupes** and **Honeydews**, and will be through the month of December.

Both melons coming from Central America are peaking on larger sizes - 6 and 9 ct on the cantaloupes with only a few of 12 ct and smaller.

Honeydews are peaking on 4 and jumbo 5 ct with no smaller sizes available. Some 6 ct **Honeydews** from Mexico are still available.



CV POTATOES

Supplies out of **Idaho Russet Potatoes** continue to be plentiful and quality has looked very nice. Price has continued to inch up this week and is expected to stay fairly steady for December. Quality on Norkotah **Russet Potatoes** have looked very nice this season as growers have been reporting strong pack outs.

Red, Yellow, and Russet Potatoes out of Prince Edward Island (PEI) are priced very nicely, and as a value alternative to the nationally branded Green Giant Potatoes. The pricing on the **Russet Potatoes** out of PEI is expected to increase as we inch closer to Christmas.

Locally grown **King White Potatoes** have started in both 10/5lb #1 poly bags, as well as 10lb paper #1 bags. Quality on this product has looked outstanding!



CV CUCUMBERS

Super and Select Cucumber prices are active. There is markedly less volume in Mexico this week – and even less expected next week. Florida production has been very light, with many shippers having little or no volume this week. Expect prices to climb slowly but steadily in mid-December.

Euro Seedless Cucumbers are steady with excellent quality from Mexico.

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, beautiful displays.

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

PRIZES:

2nd PLACE	3rd PLACE	4th PLACE	5th PLACE
\$500	\$400	\$300	\$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.
- Use of social media is strongly encouraged.
- Displays must be up for at least a week.
- Email your photos to Steph Fleetman (steph@fsproduce) by January 4th, 2019.
- All items must be purchased through Four Seasons Produce to be eligible.



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**

**2ND PLACE PRIZE FOR EACH CATEGORY:
2 SMART WATCHES**

**3RD PLACE PRIZE FOR EACH CATEGORY:
DRONE PACKAGE**

**4TH PLACE PRIZE FOR EACH CATEGORY:
COOKWARE SET**

**5TH 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 (steph@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 profile!

<https://rainierfruit.com/lady-alice/>
<http://www.opalapples.com/>

ROMAINE LETTUCE IS BACK

The FDA has stated *there is no recommendation for consumers or retailers to avoid using romaine harvested from these sources:*

- *Florida*
- *Yuma, Arizona*
- *Coachella & Imperial Valleys of Southern California*
- *Mexico*
- *Greenhouse grown*

More information can be found at [fda.gov](https://www.fda.gov)

Packaged Salad producers are scrambling to refill the supply chain during December, but there is simply not enough product to refill the nation quickly enough.

Please pardon our out-of-stocks as the produce industry works to refill the salad case.