

MARKET NEWS ORGANIC OUTLOOK

ORGANIC HASS AVOCADOS SEASON

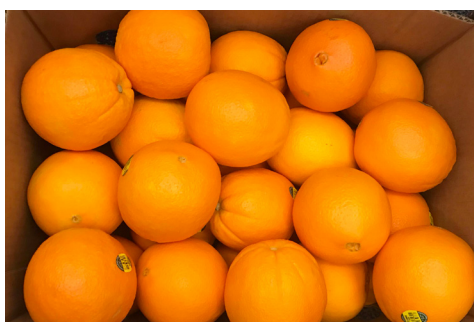


December may not be known as “Avocado Time”, but in fact, **Organic Hass Avocados** from Mexico are in peak season!

Organic Hass Avocados from Mexico are in steady supply with good condition. 48ct fruit has been in higher demand. 60ct fruit remains very promotable with heavy volume on the smaller side.

48ct Equal Exchange **Organic Fair-Trade Hass Avocados** are in good supply. 60ct fruit will also be available.

Organic Smooth Skin Green Avocados will continue to be available from Florida for mid-December.



OG CITRUS

California **Organic Navel Oranges** are now in excellent supply with markets easing on all sizes and bags, though rains may delay some packing. Ask about spot deals on jumbo 40ct fruit.

California **Organic Clementine Mandarins** are in good, steady supply with nice sweet, mild flavor. 12/2lb pouch bags from Homegrown Organics will be in stock in mid-December.

Sweet and tangy **Organic Satsuma Mandarins** from California are now in excellent supply in bulk and in “Candy Mandy” brand 12/2lb. bags.

Organic Grapefruit supplies have steadied out with good supplies now available from California.

Organic Lemons out of California and Mexico continue in season, though early December rains have delayed some harvesting and packing.

California **Organic Meyer Lemons** are now in steady supply.



OG BERRIES

Organic Raspberries out of Mexico and California are now in excellent supply.

Driscoll's **Organic Blackberries** out of California and Mexico have improved, and steady supplies should now be expected. Quality and supplies are improving daily on other brands of **Organic Blackberries** out of Mexico. Prices should come down throughout December.

Organic Blueberries out of Argentina, Peru, and Chile are now in excellent supply in both 6oz and pints. Look for promotional opportunities. Driscoll's **Organic Blueberries** are in firm but steady supply out of California and Mexico with excellent bloom, size, and flavor.

ALERT! **Organic Strawberries** continue in extremely light supply with prices skyrocketing due to rain damage and delays. This difficult supply situation is expected to continue through December.



OG CAULIFLOWER & BROCCOLI

Organic Cauliflower is yielding excellent supplies in early December as shippers have begun harvesting in Arizona. Pricing has begun to drop. Mid-December will be an exceptional time for store to build displays and capitalize off the aggressive pricing we will see.

Organic Bunched Broccoli and **Broccoli Crowns** have seen lower pricing and excellent supplies in early December.

Many **Organic Broccoli** shippers are still finishing harvests in California but also have begun in the desert of Arizona. Expect these favorable trends to continue into mid-December before we see pricing and supplies normalize.



OG GREEN BEANS

NOTE: **Organic Green Beans** from Florida are in a supply gap in during early December. Although Florida production has come to a halt, harvesting is expected to resume in mid-December and be ramping up just in time for the Christmas season.

Mexican volumes are also limited due rainy weather conditions. Expect to see limited supplies and high pricing during early to mid-December.



OG CUCUMBERS

Organic Cucumbers from Mexico and Florida continue to see excellent quality. Early to mid-December will see Mexican **Organic Cucumbers** begin to rise in price, while Lady Moon Farms in Florida will have promotional opportunities.

Expect to see steady supplies and excellent quality from both regions in early December.



OG TROPICALS

Organic Tommy Atkins Mangos are in good supply from Ecuador. **Organic Honey Ataulfo Mangos** are also available, but quality has just been fair.

Organic Dragon Fruit will be back in stock around December 15th. **Organic Passion Fruit** will be in season again starting 12/11.

Organic Feijoa, Mamey, Starfruit, Black Sapote, and Cactus Leaves (Nopales) will all be available for early December.



OG BOK CHOY

Organic Baby Bok Choy is yielding excellent supplies in early December. Product coming from Lady Moon Farms in Florida has seen excellent quality and steady supplies.

Expand your **Organic Baby Bok Choy** sets as there will be promotional opportunities during early and mid-December.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in limited supplies during early December, however as we move toward mid-December expect to see supplies normalize.

Pricing will be slightly elevated from what we saw during most of November, however with excellent supplies coming on in mid-December, stores will be able to continue to promote and drive extra volume.



OG SQUASH

Organic Zucchini and Yellow Squash from Lady Moon Farms in Florida are seeing steady numbers to begin December.

During early December, expect to see steady availability and pricing, while quality will remain excellent. Look for potential opportunities to promote if there is an increase in supplies.



OG LETTUCE

Organic Leaf Lettuces from Lady Moon Farms in Florida are in full swing. Look for steady availability and excellent quality in early December.

Organic Romaine Hearts from Arizona continue to see excellent quality and steady supplies during early December.



OG PEARS

Washington **Organic Anjou, Bosc, Concorde, Red, and Starkrimson Pears** are in excellent supply.

Washington **Organic Bartlett Pears** will be somewhat limited until they finish in a few weeks.

Organic Asian and Seckel Pears continue in limited supply.



OG GRAPES

California **Organic Grape** supplies continue tightening with markets on the rise. **Organic Red Grapes** will have the better availability.

Organic Black and Green Grapes are expected to finish up for the season in mid to late December, and then gap until Peru begins in January and South Africa in February.



OG ASPARAGUS

Organic Asparagus prices will be rising very quickly this week. Harvests are finishing rapidly for the season, leaving to less availability. Quality has been nice however on what is coming in.



OG GREENS

Organic Greens from Lady Moon Farms in Florida are in full swing. Items such as Kales, Collards, and Dandelions are yielding great number and excellent quality. Expand on your **Organic Greens** set at store level to capitalize on sales of the amazing items.



OG POMEGRANATES

Organic Pomegranates will be in steady supply, but volumes are expected to tighten up toward the end of the month.



OG APPLES

Organic Envy and **Opal Apples** are two premium varieties that are highly promotable for the month of December, including a display contest.

Organic SugarBee Apples have been a huge hit this year, thanks to their super sweet flavor! Our inventories will wrap up by Christmas.

Organic Heirloom Apples from Heirloom Orchards in Oregon available this week: **Organic Arkansas Black, Calville Blanc, Mutsu, and Northern Spy.**

Organic Ambrosia and **Autumn Glory Apples** are both in peak supply.

Overall, **Organic Apples** remain extremely promotable with great quality this season. Ask us about spot deals on **Honeycrisp**.



OG TOMATOES

Organic Grape Tomatoes will be very promotable out of Florida this week from Lady Moon Farms. Quality has been outstanding, so promote with confidence. **Organic Round Tomatoes** from Lady Moon Farms will be available this week in steady supplies. Quality has looked great.

Organic Campari Tomatoes from Village Farms new crop production in Mexico will now be in peak season through the winter.

Organic Roma Tomatoes from Mexico and Florida continue to be available this week with steady numbers. Quality has looked great as well.

Organic Cluster Tomatoes remain promotable this week from Canada and Mexico. Quality has look excellent from both regions. **Organic Beefsteak Tomato** prices will be high with tight availability; however, quality has been very nice out of Canada.



OG PEPPERS

Organic Green Peppers are in steady supply now that they're being harvested in Florida and Mexico. Prepare for pricing to remain steady during early December, however promotional opportunities may arise if either area begins to see an increase in supplies.

Quality from both Lady Moon Farms in Florida and Mexican shippers have been outstanding, and this trend is expected to continue.

Organic Colored Bell Peppers from Israel and Mexico are both currently in season. Availability from Israel has seen improvement as the season is ramping up, while Mexico remains rather limited. Expect to see steady availability, pricing, and quality during early December.

OTHER STORIES

- **Organic Green** and **Red Cabbage** are being harvested in multiple growing regions. Expect to see steady supplies and level pricing during early to mid-December.

- **Organic Celery** continues to have great supplies, excellent quality, and aggressive pricing in early December. As many shippers are continuing to yield excellent supplies in early-December, stores will continue to see aggressive pricing to drive extra volume.

- **Organic Green, Red, and Rainbow Chard** from Lady Moon Farms in Florida continue to see excellent supplies in December. Look from promotable opportunities to drive extra volume.



Taylor Farms Organic Cut Vegetable line will be rebranded under the Earthbound Farms brand beginning the week of December 9th.



OLD Code: 43485
OG Beans Green
6/12 oz Taylor Farms
UPC: 8-24862-06602-4

NEW CODE: 222825
OG Beans Green
6/12 oz Earthbound
NEW UPC: 0-32601-95271-6



OLD Code: 43483
OG Broccoli/Cauliflower
6/9 oz Taylor Farms
UPC: 8-24862-08804-0

NEW CODE: 222821
OG Broccoli/Cauliflower
6/9 oz Earthbound
NEW UPC: 0-32601-95272-3



OLD Code: 43479
OG Broccoli Florets
6/9 oz Taylor Farms
UPC: 8-24862-08800-2

NEW CODE: 222819
OG Broccoli Florets
6/9 oz Earthbound
NEW UPC: 0-32601-95269-3



OLD Code: 43482
OG Slaw Broccoli
6/9 oz Taylor Farms
UPC: 8-24862-08802-6

NEW CODE: 222824
OG Slaw Broccoli
6/9 oz Earthbound
NEW UPC: 0-32601-95270-9



OLD Code: 43481
OG Broccoli/Carrot
6/9 oz Taylor Farms
UPC: 8-24862-08801-9

NEW CODE: 222820
OG Broccoli/Carrot
6/9 oz Earthbound
NEW UPC: 0-32601-95268-6



OLD Code: 43480
OG Vegetable Medley
6/9 oz Taylor Farms
UPC: 8-24862-08803-3

NEW CODE: 222825
OG Vegetable Medley
6/9 oz Earthbound
NEW UPC: 0-32601-95275-4



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222858	CV Bison Ancestral Blend Grassfed	12/14 oz	850006943050
222859	CV Venison Grassfed	12/14 oz	850006943074
222860	CV Elk Grassfed	12/14 oz	850006943081
222861	CV Beef Ancestral Blend Grassfed	12/16 oz	850006943043
222862	CV Boar Wild Caught	12/16 oz	840006943067

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2019 HOLIDAY OFFICE & DELIVERY SCHEDULE

TUESDAY 12/24 (CHRISTMAS EVE): Office closing at noon, normal delivery schedule.

WEDNESDAY 12/25: Merry Christmas! Office closed, no deliveries.

THURSDAY 12/26: Normal office and delivery schedule.

TUESDAY 12/31 (NEW YEAR'S EVE): Office closing at noon, normal delivery schedule.

WEDNESDAY 1/1: Happy New Year! Office closed, no deliveries.

THURSDAY 1/2: Normal office and delivery schedule.

**For clarification or special requests on this schedule, please contact your sales rep or merchandiser.
Have a safe and enjoyable holiday season!*



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!



Wonderful

DECEMBER 2 - DECEMBER 30, 2019

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 at least 2 of the following items in your displays in the produce department: POM Pomegranates, Halos, or Wonderful Pistachios
- Displays must be up for at least 1 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 Mayer (stephf@fsproduce) by January 3, 2020.



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MARKET NEWS

CONVENTIONAL OUTLOOK

DECEMBER CITRUS UPDATE



Rain! It poured in the California **Citrus** growing regions during the first week of December.

Hopefully, this rain will help size up the **Navel Orange** crop, however in the short term, it is going to make it difficult to pick **Navels** and **Lemons** early in the month. Some sizes, mostly the larger, will be limited. The spot market on 56 ct and larger is higher.

When they do get back to picking, growers will also start ramping up with the **Cara Cara Navel** and **Blood Oranges**. Our first **Blood Oranges** arrive on 12/10.



On **Mandarins**, **Stem & Leaf Satsumas** continue in peak season. **Clementines** are steady with the "Halos" brand. Other shippers will ramp back up following the rains at lower pricing than the Halos.

Pummelos are now in peak season from California.

Texas Rio Star Grapefruit season is kicking into gear, and sugars are improving.



CV BERRIES

Raspberries are in excellent supply from Mexico for early to mid-December. This week will be another great time to promote all 6 oz clamshells. Quality is very nice.

Blackberries are still in tighter supply, but are expected to improve over the next couple weeks. The sizing of the berries is smaller at this time, but the quality and flavor is excellent.

Blueberries will continue to be in excellent supply all month from Peru. This will be a great time to promote all 6 oz., pints, and 18 oz. **Blueberries**. Quality, berry size, and flavor continues to be very nice.

ALERT! Strawberries will be *extremely* limited for mid-December out of California and Mexico due to heavy rains. Florida has no volume right now. Many growers have had no fruit for us to load for a 5 day period! Prices are skyrocketing - expect out-of-stocks.



CV GRAPES

California is winding down and more customers are switching into imported **Grapes**, specifically **Green Grapes**.

Pretty Lady (CA) Grapes: Greens will wrap up soon. Reds will continue into the first week of January. The last Blacks will sell out in mid-December.

Import Green Grapes: With California ending, get ready for some sticker-shock on Greens. Sweet Globe, Sugarone, and Thompson Grapes are most of the varieties coming into US ports from Peru. Sweet Globes are the very best with excellent size and condition. Sugraones are very good as well, with nice eating quality and big berries and bunches.

Import Red Grapes: We will see volumes start to appear at the east coast ports in mid-December. Allison, Timco, Jack Salute, and Crimson Grapes are the varieties that have arrived thus far. Condition and quality are fantastic as we are seeing great size and full red color.



CV TOMATOES

Cluster Tomato prices will start to increase, but the product will remain promotable through mid-December as a small amount of Canadian and US hothouses have started production. Quality has looked fantastic.

Grape, Roma, and Round Tomato prices will be higher this week. Florida demand is strong, and Mexico has extremely limited crossings, leaving them short on product. Expect higher pricing through the holidays.

Beefsteak Tomato prices will be on the rise this week as demand is picking up and availability remains tight. We continue to promote Canadian and US product and quality is great.



CV SQUASH

Green Squash prices will be going up this week. The cooler temps and rainy days have slowed crossings from Mexico. Florida has limited production as well as harvests are just beginning.

ALERT! **Yellow Squash** prices out of Mexico are high with extremely limited availability. Florida growers have felt the demand and have brought markets up as well. Product remains tight this week with high prices from both regions.



CV PEPPERS

Green Bell Pepper prices have become very promotable this week out of Mexico and California. Quality and size have been great. Sell with confidence.

Colored Bell Pepper prices will be up this week. **Red, Orange, and Yellow Peppers** are strong demand with low yields creating a stronger market. Quality has been nice.



CV CUCUMBERS

NOTE: **Super Cucumber** prices markets remain very high this week as weather down south remains cool and rainy. Yields are down, leading to less available product. Quality is beautiful out of Mexico.

Euro Seedless Cucumber prices also remain higher this week. Demand has been strong out of Mexico and cool, rainy weather have low yields. Quality has looked nice.



CV BROCCOLI & CAULIFLOWER

West Coast growers are still pushing out large volumes of **Broccoli Crowns**. Eastern **Crowns** are in stock again but are at mercy of the cooler weather on the east coast. Expect a few ups and downs in this market.

Large volumes of **Cauliflower** are pumping out of the west coast, creating spot deals for mid-December.



CV PERSIMMONS

Fuyu Persimmons and **Hachiya Persimmons** are all in steady supplies next week!

NEW! **Percinnamons Persimmons**, in 10/2lb pouch bag from Kingsburg, are now available! Be sure to check out this newest variety of Persimmons that can be eaten out of hand just like an apple. The **Percinnamon** boasts subtle hints of buttery, cinnamon goodness! Not a FUYU, Not a HACHIYA, it's a PERCINNAMON...



CV ROMAINE LETTUCE

Romaine and **Romaine Hearts** grown in Yuma, AZ and Santa Maria, CA are in decent supply. Prices are starting to see a dip from the Salinas, CA advisory.

Reminder: Check for the origin of the **Romaine Lettuce** on the box label for bulk and sticker label for bagged hearts (not the corporate headquarters address).



CV ICEBERG LETTUCE

Western **Iceberg Lettuce** tightened up. Prices will increase as demand goes up for mid-December.



CV ARTICHOKES

ALERT! California growers are extremely limited on **Artichokes** in all size. Expect limited availability next few weeks. Also, expect to see evidence of "frost-kissed" moving forward.



CV HASS AVOCADOS

Hass Avocados from Mexico are in steady supply with good condition. 60ct fruit remains very promotable with heavy volume on the smaller side.



CV POMEGRANATES

POM Wonderful **Pomegranates** in cartons and display bins will be available through Christmas. Grab these for your Wonderful Display Contests!



CV CELERY

Celery pricing and volume is steady. Expect a slight bump for the holidays.



CV ASPARAGUS

Asparagus has been super promotable for early December from Mexico and Peru. These deals will continue through mid-month.

Prices will be higher later in December because of the Christmas demand.



CV IMPORT STONE FRUIT

Cherries from South America are now coming into the Northeast and we are seeing much cheaper prices.

There are a few **Apricots** starting to show up.

Peaches and **Nectarines** will be in stock by the middle of December.

Plums will arrive at the end of the month.



CV TROPICALS

Mango supplies from Ecuador will be steady for next week. **Ataulfo Honey Mangos** will also be available.

Pineapple supplies will be in good supply for mid-December promotions on 7ct and 8ct.

Cactus Pears and **Yellow Pitaya (Dragon Fruit)** will be available again in limited supplies for mid-December.



CV APPLES

The much anticipated first arrivals of **Cosmic Crisp Apples** from Washington have already sold out here in early-December. We'll have limited volumes of additional **Cosmic Crisp** in 40lb and 27lb cases arriving later in the month for our partner retailers.

Generally, Eastern and Washington **Apples** are in excellent supply, and growers are looking to promote both commodity fruit and specialty varieties.



CV KIWIFRUIT

Mighties brand **Red Kiwifruit** is now in season from California. This gold-flesh variety has a red center, thanks to its high levels of the antioxidant Anthocyanin.

Green and **SunGold Kiwifruit** remain in season.

Be sure to check out **MEGA Kiwifruit** now in stock. **MEGA Kiwifruit** is a Hayward Variety that is BIG and tasty! The 18sz/60ct volume-filled profile is sure to wow customers!



CV SNOW & SNAP PEAS

ALERT! Heavy rains in Southern California and Baja, Mexico have dramatically impacted harvest yields and quality on **Snow** and **Snap Peas**.

Expect higher prices on bulk product and occasional prorates on branded packaged **Snow** and **Snap Peas** for December.



CV GREEN BEANS

NOTE: **Green Bean** prices remain high this week from Florida and Mexico. Cooler weather in both areas continue to slow yields, leading to less beans available. The market looks to remain steady.