

ORGANIC MARKET NEWS

DECEMBER 3 - DECEMBER 10, 2021

ORGANIC MANDARINS FOR DECEMBER



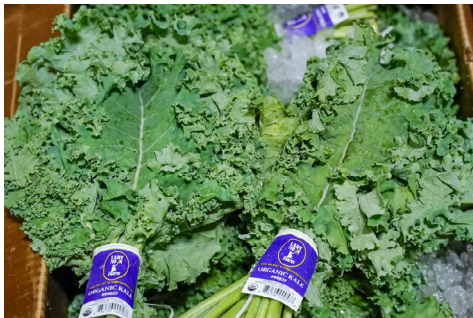
It's California **Organic Mandarin** season!

Organic Satsuma Mandarins are in excellent supply for December, and the crop is expected to continue into early January with very nice flavor throughout. Some **Organic Satsuma Mandarins** may show slight patches of green on the rind depending on the growers' picking methodology.

California **Organic Satsuma Mandarins** are available in bulk cases, which can be sold by the lb on loose displays or in random weight store-packed totes or green tills. The **Organic "Candy Mandy"** brand 12/2lb Mandarins in net bags will be packed with Satsumas throughout December.

Organic Clementine Mandarins are available in bulk cases for December, plus 12/2lb pouch bags from Homegrown Organics and 15/2lb net bags in the "Cuties" brand. Homegrown Organics 12/2lb high-graphic pouches are in good supply, and bulk **Organic Satsuma** and **Clementine Mandarins** are in good supply.

Then, expect there to be a little tightness for a week or two as we move into **Organic Page, Tango, and Murcott** varieties for the bulk of the deal, which is expected to be shortened slightly and end in April.



OG GREENS & LETTUCES

Organic Greens from Lady Moon Farms in Punta Gorda, FL are in full production and strong, steady supplies are expected!

Organic Rainbow Chard, Green and Red Dandelion, Collards, and Green, Red or Lacinato Kale have excellent quality and good volumes. Expect promotional opportunities throughout the month on various items.

Organic Green and Red Mustard Greens, Mizuna, and Tatsoi are all expected to begin harvesting in early December to round out Lady Moon's offerings.

Fresh crop winter plantings of **Organic Leaf and Romaine Lettuce** from Lady Moon Farms from Florida have started with excellent supplies and quality! Look for promotional opportunities throughout December.

Organic Romaine Hearts and Iceberg Lettuce have improved supplies, but pricing remains elevated. As December continues and volumes grow, price decreases are expected.



OG TOMATOES

Organic Cherry Tomatoes continue to be limited for early December from Lady Moon Farms. Quality has been nice. **Organic Rainbow Cherry Tomatoes** will be available for early December. Quality has been excellent, and supplies are getting stronger.

Organic Grape Tomatoes from Lady Moon Farms continue to be promotable for early December out of Florida. Quality has been excellent, and supplies will be steady for early December.

Organic Beefsteak Tomatoes continue to be available with steady supplies from Canada and Mexico. Quality has been very nice from both regions. Supplies are expected to remain steady.

Organic Cluster Tomatoes will be promotable for early December as growers from Mexico continue to harvest strong supplies. Quality has been nice.

Organic Roma Tomato prices are starting to ease off a bit for early December. Mexico is starting to see some better volume.



OG BERRIES

Organic Raspberry and Blackberry prices are split with Driscoll's supply decreasing and costs on the rise. Mexican fruit is ramping up in a big way and prices are easing. Expect this trend to continue into the new year.

Organic Blueberry prices are a little bumpy right now as Peru is on the downward trajectory and Chile is expected to ramp up in a big way in mid to late December. There may be stronger pricing and some sporadic out of stocks until the Chilean supply ramps up toward the end of December.

ALERT! Organic Strawberry supplies are limited and expected to stay that way until the New Year. With very strong markets.



OG CUCUMBERS

Mexican **Organic Cucumbers** remain in plentiful supply for December. Excellent quality and affordable pricing will provide good promotional opportunities in early December. Lady Moon's crop has finishing for the season and will return in 2022.

Organic Euro Seedless Cucumber prices continue to be promotable for early December with crops out of Canada and Mexico. Quality has been excellent.



OG WARM VEG

Organic Eggplant and **Green Bell Peppers** continue to see strong supplies from Lady Moon Farms. Steady pricing will remain throughout the season.

Mexican **Organic Eggplant** and **Green Bell Pepper** harvests have begun, and supplies will strengthen throughout the month.



OG CABBAGE

Organic Red Cabbage is now available from Lady Moon Farms in Punta Gorda, Florida. Expect to see steady supplies and pricing throughout the winter season.

Organic Green Cabbage from Lady Moon will start in early December and is expected to have strong supplies throughout the winter season.



OG BOK CHOY

Organic Bok Choy and **Baby Bok Choy** are now in steady supplies coming from Lady Moon Farms' Florida winter plantings. Quality is outstanding!

Expect steady volumes and pricing throughout the season, with opportunities for promotions when in strong volume.



OG SQUASH

Florida grown **Organic Zucchini** from Lady Moon Farms remains in steady supplies during early December. Expect quality to be excellent.

Mexican **Organic Zucchini** and **Yellow Squash** continue to have good supplies in early December. Quality has been outstanding, and pricing is promotable.



OG PEPPERS

Organic Red, Yellow, and Orange Peppers from Israel are in steady supply and pricing remains consistent, while quality has been outstanding. The biggest challenge remains airfreight. Decreases in air space have created increased costs and more challenging for on time arrivals.

Mexican **Organic Red, Yellow, and Orange Peppers** will remain minimal in volume until mid to late December.



OG CELERY

Organic Celery will continue to have steady supplies in early December, but quality will remain less than ideal. As growers move South into SoCal and Mexico in late December and early January, quality will improve.



OG MUSHROOMS

ALERT! **Organic Mushrooms** continue to be in light volume and growers raised pricing during November. Growers are battling a slew of input cost increases, a major labor shortage, and other supply chain challenges, meanwhile demand remains strong. Occasional prorates should be expected.



OG KIWIFRUIT

Organic Kiwifruit has transitioned into Italy and California grown fruit for the start of December. Vessel delays from Italy could become a problem with this crop, so we'll likely focus on California grown product.



OG ASPARAGUS

Organic Asparagus will be available for early December out of the Baja, Mexico region. Quality should be nice. Supplies are expected to be steady, however the Baja region is finishing, and then San Luis is expected to start. There will be a transition period, so supplies could tighten up very quickly.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico remain in steady volumes during early December. Expect strong supplies, steady pricing, and excellent quality. Pricing is expected to improve throughout the month of December.



OG CITRUS

California **Organic Citrus** season continues to ramp up for December. The winter crop of **Organic Navel Oranges** will be lighter in volume overall compared to prior years, but there will still be opportunities to promote, perhaps just at different price points. More large navels are becoming available.

Organic Blood Oranges and **Meyer Lemons** are coming into peak season, starting in mid-December.



OG FALL FRUIT

NOTE: **Organic Pomegranates** will be very tight as we head further into the month of December.

Organic Pomegranate Aril supplies will be steady.

Organic Hachiya and **Fuyu Persimmons** will be in stock for the beginning of December, but supplies will start to dry up before we reach the holidays.

Organic Cranberries are expected to be in okay supply for December and then sell out for the holidays.



OG TROPICALS

Organic Hass Avocados continue in steady supplies as we start the final month of the year.

Four Seasons will have **Organic Fair-Trade Hass Avocados** from Mexico. 48ct and 60ct will be in steady supply for early December.

Ecuador **Organic Mangos** will be available for the beginning of December. Supplies may become a little lighter towards the end of the month.

Organic Royal Star Papayas from Mexico have made a comeback and are steady in supply. The fruit may exhibit some sunspots which do not affect the condition, and in many cases are a sweeter piece of fruit.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is now coming from the Southern growing regions of SoCal and Yuma, AZ. Quality is expected to be improved with product coming from fresh fields from the new growing regions. Supplies should be good in early December, and with improved pricing, promotional opportunities are expected.

The **Organic Cauliflower** transition south to the SoCal/Yuma, AZ growing regions has begun from some growers while some will not begin until mid-December. Supply volumes will be strong in early December, but quality will remain less than ideal until the transition to southern growing regions is completed.

OTHER STORIES

- **Organic Turmeric** from Fiji will be available through December. The end of the month and into January is an exciting time for **Organic Turmeric** as Premium Florida-grown product will return to stock from our growing partner Phoenix Rising Farms. Hawaii-grown **Organic Turmeric** will also begin to pop up during that time as well.

- **Organic Eggfruit**, **Organic Starfruit (Carambola)**, and **Organic Green Smooth-skin Avocados** out of Florida are available for early December! Avocados will be winding down very soon.

- **Organic Drink & Eat Coconuts** and **Coconut Chunks** are in stock for the next several weeks. This comes at a great time as **Organic Young Thai**

Coconuts have been extremely tight as containers continue to experience lengthy delays.

- **Organic Green Beans** will be in steady supply during early December with improved pricing. Strong volumes from Mexico will provide potential promotional opportunities. Production from Florida will also be available with steady supplies.



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 6 - JAN 2, 2022

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!



LARGEST DISPLAY

1ST PLACE: **\$500**
2ND PLACE: **\$400**
3RD PLACE: **\$300**
4TH PLACE: **\$200**
5TH PLACE: **\$100**

MOST CREATIVE

1ST PLACE: **\$500**
2ND PLACE: **\$400**
3RD PLACE: **\$300**
4TH PLACE: **\$200**
5TH PLACE: **\$100**

BEST ALL PISTACHIOS

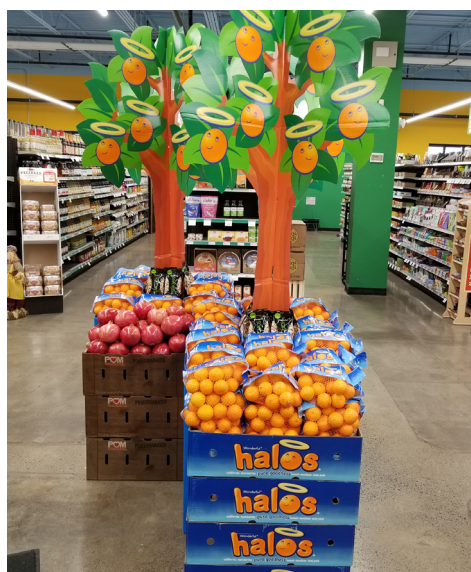
1ST PLACE: **\$250**

BEST ALL POMEGRANATES

1ST PLACE: **\$250**



CONTEST CRITERIA:



- Must merchandise at least 2 of the following items with your displays in the produce department: Halos, POM Pomegranates, or Wonderful Pistachios
- Displays must remain up for at least 1 week.
- All product must be purchased through Four Seasons Produce to be eligible.
- Use of social media is strongly encouraged.
- Email your photos by 1/7/22 to contests@fsproduce.com



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



It's the most Wonderful time of the year!

PRODUCT CODES:



13947 CV Mandarins CA 10/3 lb
14042 CV Mandarins CA 15/2 lb

POS Available:

229569 POS Display Mascot Poles 1 ct
70194 POS Display Bin Halos 2ct
216380 POS Display Bin Fruit Stand 1 ct
229570 POS Display Bin Halo's Good Choice Kid 1ct



CODE: 14042



CODE: 13947



CODE: 70194



CODE: 229570

Good Choice Kid Bin Base

2 Bin Bases per Box



Halos Mascot Pole

CODE: 229569



CODE: 216380

Fruit Stand Kit

- All elements hold fruit to sell
- Holds 6-8 master trays
- Comes with detailed instruction sheet



17603 CV Pomegranates 22 ct POM Wonderful
17680 CV Pomegranates 30 ct POM Wonderful
222144 CV Pomegranates Arils 12/4 oz POM
9413 CV Pomegranates Arils 8/8 oz POM



18407 Pistachios Roasted Salted Shelled 72/6oz
207120 Pistachios Roasted Light Salt Shelled 72/6oz
222913 Pistachios Shelled (36 Chile Roasted, 36 Honey Roasted) 72/5.5oz
227757 Pistachios Shelled (36 BBQ, 36 Sea Salt and Vinegar) 72/5.5oz
207311 Pistachios Flavored (96 Salt & Pepper, 72 Sweet Chile) Mini Bin 168/7oz
18208 Pistachios Roasted Salted 1/4 PL Bin 180/8oz
18029 Pistachios Roasted Salted 1/4 PL Bin 156/16oz
228906 Pistachios Roasted 96 Lite Salt/60 No Salt 1/4 PL Bin 156/16oz
207119 Roasted Salted 1/4 PL Bin 108/24oz



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com





OH, SNAP! YOUR FAVORITE APPLE IS BACK.



LEGENDARY FLAVOR.

Spicy-sweet. A hint of vanilla. Get ready to send your taste buds on an epic quest.

ADVENTURE IS CALLING.

SnapDragon's monster crunch will leave you feeling satisfied and energized...ready to seize the day. It's ideal as a snacking apple or sliced in salads, and pairs beautifully with light cheeses, peanut butter and so much more. |

SWEET WITH A SNAP.

When you want a healthy, satiating snack, pick a SnapDragon apple, which contains no fat, sodium or cholesterol and is an excellent source of fiber. And thanks to the energizing rush of natural sugars, a SnapDragon is a healthy alternative to that second cup of coffee.



PROMOTE SNAPDRAGON APPLES DEC 6 - JAN 2!

Want to add some snap into your apple displays in the month of December? Four Seasons Produce has partnered with Hess Brothers to bring you an apple promotion with a monster crunch! Talk to your sales rep or merchandiser for promotional opportunities, display tips, and ideas!

CODE: 229768 - CV Apples Snap Dragon 72/88ct 40lb

CODE: 5119 - CV Apples Snap Dragon 12/2lb

CODE: 32249 - POS Snap Dragon Display Bin 1ct

HESS BROTHER'S
FRUIT COMPANY
LANCASTER, PENNSYLVANIA



PHONE: 800.422.8384 | WWW.FSPRODUCE.COM



2021 FOUR SEASONS PRODUCE CHRISTMAS & NEW YEARS SCHEDULE

CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

Sunday 12/19 - Thursday 12/23: Normal office and delivery schedule.

Friday 12/24: Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

Saturday 12/25: Merry Christmas! Office closed and no deliveries.

Sunday 12/26 - Thursday 12/30: Normal office and delivery schedule.

Friday 12/31 - Normal delivery schedule. Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

Saturday 1/1/2022: Happy New Year! Office closed. No deliveries.

CONTACT YOUR REP NOW TO GET YOUR CHRISTMAS PRE-ORDERS IN!

BIG PACK BEANS AND BROCCOLI FLORET PACKS



VEGETABLE TRAYS / PARTY TRAYS



CONVENTIONAL MARKET NEWS

DECEMBER 3 - DECEMBER 10, 2021

DECEMBER CITRUS VARIETY EXPANDS



Citrus variety is ramping up here in December. Prepare to adjust your sets to the best of what winter has to offer!

Pink-flesh California **Cara Cara** and red to red-streaked **Blood Oranges** are starting to be harvested, and we'll have our first arrival around 12/10. Sizing will start off small with the crop mostly packing 88's and 113's.

Navel Oranges continue to be in excellent supply from California, and the eating quality is only getting better as the season ramps up. Sizing is finally increasing and we're now seeing more larger sizes such as 40's and 48's. Around 12/11, we will have display bins of 40ct **Navel Oranges** available to promote jumbo fruit for the holidays. We will also have bins available in the coming weeks as we head into the new year.

RioStar Grapefruit is in steady supply from Texas, and quality has been very nice. We will have excellent supplies on 27's and 40's, as well as bagged 3lb and 5lb options. Pricing will remain steady throughout the month of December. Florida supplies have tightened up slightly, especially on larger fruit, while there continues to be good promotable opportunities on small fruit.

California **Pummelos** continue in peak season.



CV MANDARINS

Mandarins are steady from CA, and pricing will remain higher than usual due to the overall light crop volume. Quality and flavor are good.

We will continue to carry the Halo's (Clementine variety for December) brand for our premium program, but we will also have opportunities on import **Mandarins** from South America throughout the entire month of December at a significant value price on 10/3lb and 15/2lb.

There will be limited amounts of 5lb gift box **Clementine Mandarins** from Spain. 10 or 15 years ago this would have been the big promotional item for the holidays, but now the peak demand is on 3lb bags from California, and the import gift boxes are more of a specialty offering for holiday gifting.

California **Stem & Leaf Satsuma Mandarins** continue in peak season. We'll be promoting tree-ripe fruit from Family Tree Farms during much of December. These should have excellent flavor.



CV LEMONS & LIMES

Lemons remain in steady supply from California, and we will have good supplies on 95's, 115's, and 140's all month. We will continue to see strong pricing throughout the month of December across the board on all fancy and choice fruit, but quality is expected to be very nice.

We started to carry the new **Seedless Lemons** from Wonderful. These are packed as 12/2 lb mesh bags, and they look great!

Meyer Lemons from California are in peak season. This variety is crossed with a tangelo and is known as the culinary lemon. The 1lb high-graphic pouch bags from Sunkist are selling well this December.

Limes are in steady from Mexico, but pricing is expected to rise slightly as we head into mid-December. This is a traditional higher priced period as supplies decline for the winter season. Quality has been very nice on all 10 lb place packs and bulk fruit.



CV BERRIES

Driscoll's is coming into steadier supplies of their biggest and best-tasting berries on 2 items out of Central Mexico: "**Limited Edition Sweetest Batch**" **Blueberries** and **Blackberries**.

Blueberries out of Peru continue to be promotable for early December. Later in the month, Peru is expected to slow down and transition into product from Chile. Quality has been very nice out of Peru.

Driscoll's Blueberry pints are coming out of Central Mexico as we move away from Peru. Quality has been outstanding with great flavor. We expect to stay in the Central Mexico crop moving into January.

Driscoll's **Blackberry** and **Raspberries** prices are steady for December. Quality coming out of Central Mexico has been excellent. Some "hot" buys on **Raspberries** are expected during December, but overall volumes are steady.

Strawberries continue to come out of Oxnard, California. Quality has improved tremendously and looks good; however, pricing remains elevated. CA growers are beginning to finish up as Florida and Mexico begin. We will begin to transition into Florida later in December as more volume is expected.



CV GRAPES

Grapes are winding down for the season from California, so we are transitioning to fresh crop fruit from Peru.

Effective the week of 12/6, our premium lines of **Green** and **Red Grapes** will be from Peru. The quality has been excellent on the initial arrivals, so the fruit will be excellent.

We will have mostly jumbo **Grapes** available, and we're carrying the "Sweet Globe" on the **Green** and "Allison" and "Jack Salute" on the **Red**.



CV MELONS

Cantaloupes and **Honeydew** are off and running from Guatemala. Our first arrivals hit the first week of December, and the quality is excellent.

We will have 9's and 12's on the **Cantaloupe**, and the **Honeydews** will be 5 ct. The market price will continue to slide, and there will be promotable opportunities as we head further into December.



CV KIWIFRUIT

Italy provides a smooth transition for **Kiwifruit**. Greece and California grown fruit are also prevalent in the marketplace.

Gold Kiwifruit will be available from Italy and Greece in a volume filled pack option as well as we start December.

Red Kiwifruit will be available for early December again in an 8/1lb clamshell.

Four Seasons will also offer a 16/1lb California **Green Kiwifruit** from in this premium "Mighty Kiwi" pack available for early December!



CV BROCCOLI & CAULIFLOWER

Southeast growers are back in the fields and the **Broccoli Crowns** are beautiful! Mexico has started harvesting as well. CA and AZ came off in price but remain on the higher side.

Cauliflower pricing is more affordable to kick off the month. Quality has been great!



CV PEPPERS

Green Peppers will be very promotable for early December from Southern Florida with excellent quality and strong supplies. California is also harvesting steady supplies. Mexico is expected to start very lightly as well.

11lb **Yellow**, **Orange**, and **Red Pepper** markets will ease off some for early December as more harvests out of Mexico begin. All varieties will be priced very equally.



CV CUCUMBERS

Euro and **Mini Seedless Cucumbers** remain very promotable for early December with excellent quality out of Mexico, US, and Canada.

Super Select Cucumber prices are dropping slightly as Central Mexico finishes and product starts in Northern Mexico. Quality out of Mexico has been excellent and supplies will be steady.



CV ASPARAGUS

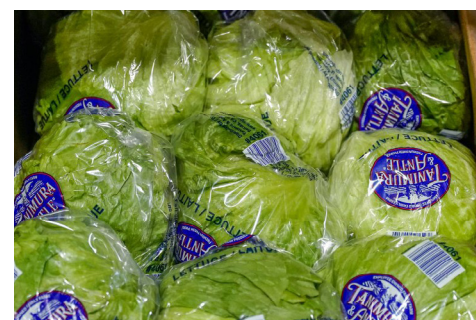
Asparagus prices remain very promotable! Now is a great time to build big displays at great price points. Shippers are trying to bring pricing up, but overall demand remains very soft. Quality out of Mexico and Peru has been very nice. Production from Mexico will start to finishing up mid-December.



CV CABBAGE & BOK CHOY

Cabbage prices will begin to increase as local production ends. We will begin to transition into product from Georgia and South Texas. Quality has been excellent.

There will be a gap in **Bok Choy** as early crops were damaged by storms.



CV LETTUCE

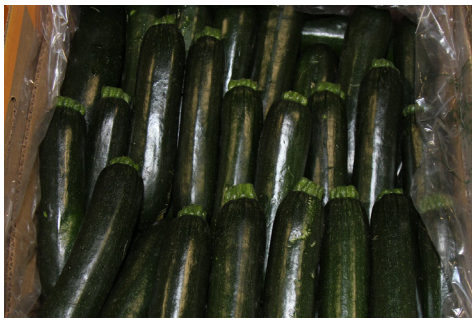
The good news is that **Iceberg Lettuce** continues to drop in price, though lighter weights are still expected. Quality is not on point yet though with occasional discoloration upon arrival. are starting to show upon arrival again.

NOTE: **Leaf Lettuces** also continue to come off in price, but quality issues are still showing. It has been a rough transition.



CV EGGPLANT

Eggplant prices are coming off for early December as demand softens and freight rates ease off as well. Mexico and Florida are increasing in volume and quality has been excellent from both regions.



CV SQUASH

Green and Yellow Squash from Mexico continues to be very promotable for early December and quality has been excellent. Cooler temperatures are expected in Mexico, which could increase pricing in the coming weeks.



CV GREEN BEANS

Green Bean prices will be very promotable for early December. Florida production is cranking, and quality and supplies are excellent.



CV TROPICALS

Pineapples supplies are steady as we start December, and while costs have inched up slightly, it's a great time to promote. Four Seasons continues to also feature the delicious **HoneyGlow** variety from Del Monte in 5ct and 7ct sizes.

Hass Avocado supplies are steady with pricing pulling back just slightly after the Thanksgiving holiday. 48s and 60s are dominating the size curve with 40 size and larger continuing to struggle with very limited supply.

Mangos are winding down from Brazil. Ecuador is also available and in good supply.

Ataulfo Mangos from Ecuador have been very limited but will be available for early December.



CV FALL FRUIT

Fuyu and Hachiya Persimmons are beginning to wind down as we move into December. Fruit should be available for a few more weeks but will likely wrap up before we hit the Christmas holidays.

Black Mission Figs from Mexico will be available for the month of December. There should be steady supplies barring any weather events.

Pomegranates will be available in good supply for the beginning of December. Sizing will get very limited as we head deeper into December with many growers cleaning up the popular large sized fruit.

Pomegranate Arils will also be offered by POM Wonderful. These will be available for the entire season in a 4oz and 8oz cup.



CV TOMATOES

Campari Cocktail Tomatoes will be promotable for early December out of Mexico. Quality has been outstanding.

Grape Tomatoes will be very promotable for early December from Florida and Mexico. We continue to support mostly Florida product, and quality has been excellent.

Beefsteak Tomato prices are continuing to ease off for early December. Supplies are continuing to get stronger out of Mexico, USA and Canada. Quality has been excellent.

Cluster Tomatoes continue to be promotable with strong supplies from USA, Canada, and Mexico. Quality has been excellent from all regions.

Vine Ripe Round Tomato prices have eased off for early December as more supplies from Florida and Mexico become available. Quality has been very nice from both regions.

Roma Tomato prices continue to come off, and supplies have improved since the last week of November. Quality has been nice and strong from Florida and Mexico.

OTHER STORIES

• **Celery** prices are easing down post-Thanksgiving.

• **Brussels Sprouts** pricing let off a smidge but holds higher as product remains limited.

• **12ct Jumbo Artichokes** are promotable, while 24ct are very limited.