

ORGANIC MARKET NEWS



DECEMBER 9 - DECEMBER 16, 2022

LADY MOON FLORIDA ORGANIC LETTUCE



Good news on the **Organic Lettuce** front: Lady Moon Farms is now harvesting high-quality fresh product from their fields in Punta Gorda, FL.

Lady Moon's **Organic Romaine Lettuce** will be promotable. Quality will be excellent.

Organic Green and Red Leaf Lettuces from Lady Moon are available, and supplies are steady and consistent. Quality has been phenomenal!

Out west in the winter growing regions of Arizona and Southern California, **Organic Lettuces** and **Romaine Hearts** will finally be harvested in better volumes by mid-December, bringing prices back down from the super high levels experienced in November.



OG APPLES

The first new crop **Organic Cosmic Crisp Apples** of the season are now available out of Washington.

Growers have invested heavily in **Organic Cosmic Crisp Apples** and orchards are now coming into better volumes, so while much of the rest of the apple category will be somewhat limited this winter compared to bumper crop years, this variety will be a promotable variety for sure.

Organic Fuji, Gala, Granny Smith, and Honeycrisp Apples are expected to remain rather limited for the season with less promotable pricing and perhaps even some fill rate hiccups here and there between pack outs.

Organic Kanzi, Lady Alice, Opal, and Pinata are now in steady supply.

Organic Pink Lady Apples were originally thought to be affected by the freeze, but reports are good and we should see a steady supply this season. Time to cut this variety into your sets!



OG TROPICALS

Organic Hass Avocados are promotable headed into the holiday season. Supply volumes are steady.

Organic Kent and Tommy Atkins Mangos are available from Ecuador. Peru will start their season soon. Look for a slight break in price for the middle of December.

Organic Royal Star Papayas are now being offered as Fair Trade fruit. **Organic Papayas** will be limited for the next several weeks, as cooler weather has slowed fruit production.

Organic Feijoa, Passion Fruit, and Kiwano Melons will all be available in limited supplies from California.

South Florida-grown **Organic Black Sapote, Sapodilla, Starfruit, and Eggfruit (Canistel)** are all available.



OG BERRIES

Organic Blackberry supplies remain strong though growers are talking about prices headed up. There may be spot buys in the meantime. Quality has also been excellent out of Mexico.

Organic Blueberry prices will be on the rise as less supplies come in out of Peru. USA/Mexico are harvesting lightly with very limited availability. Quality remains excellent.

ALERT! Organic Raspberries are very tight as production is limited out of Mexico due to plantings. One area is slowing down and the new area is just not ready to harvest yet. Quality has been nice.

ALERT! Organic Strawberry prices remain strong with tight availability. New areas are starting in Florida and Mexico, but volume is very limited still. Quality has been nice out of Mexico. Prices should ease off a bit in the New Year.



OG GRAPES

NOTE: Organic Grapes from California are now done for the season and are transitioning into imports from Peru.

Organic Red Grapes will gap until closer to Christmas. **Organic Green Grapes** are more available with better supplies coming right before Christmas.

The varieties out of Peru will be “**Crimsons**” (Red) and “**Sweet Globes**” (Green). Expect future prices to increase in December.



OG MANDARINS

Organic Mandarins are in peak season from California for December!

Organic Clementines and **Satsuma Mandarins** are the two primary varieties for the month. Available options include pouch bags from Homegrown Organics, as well as Giro net bags in the Candy Mandy brand. Bulk are also available for loose displays or in-store toting.



OG CITRUS

Organic Navel Oranges are in peak season from California. Quality and supply are excellent. Added to the assortment for mid-December are jumbo sizes like 40ct and 48ct.

First of the season **Organic Cara Cara Oranges** (pink flesh Navels) are set to arrive to the east coast during the week of 12/12, with **Organic Blood Oranges** expected the week of 12/19 or 12/26.

Organic Grapefruit, Lemons, and Meyer Lemons are in peak season.

On the specialty side, look for **Organic Pink Variegated Lemons, Sweet Palestinian Limes, and Pummelos.**



OG BRUSSELS SPROUTS

NOTE: Organic Brussels Sprouts are fairly tight out of Mexico. Availability is sporadic due to cooler weather and rain. Expect supply gaps.



OG ASPARAGUS

Organic Asparagus prices are dropping and are more promotable for Christmas. Mexico has more availability, and quality is excellent.



OG PEPPERS

Organic Green Peppers are steadily available from Lady Moon Farms out of Florida. Quality has been excellent, and volume continues to improve.

Organic Jalapeño Peppers are also in season from Lady Moon Farms in Florida, as well as Covilli Fair Trade in Mexico.



OG CUCUMBERS

Organic Mini Seedless Cucumbers will start to be steady towards the holiday with new crop Canadian product bringing on more volume.



OG MELONS

Organic Cantaloupes are being harvested out of Arizona with only 9ct available.

NOTE: Organic Honeydews will gap.



OG CELERY

NOTE: Organic Celery prices will be tight overall through the New Year. Light supplies coming from domestic growers and Mexico production hasn't begun. Larger-sized stalks will be extremely limited as well for the next few weeks until new areas begin.



OG BEANS

Fair Trade **Organic Green Beans** are available out of Mexico from Covilli. Quality has been very nice, and supplies are expected to remain steady.

10/1lb **Organic French Beans** are in available, but there are a lot of container delays out of Guatemala. Quality is excellent, and pending any crazy weather, improved volume should be expected by Christmas.



OG TOMATOES

Organic Grape Tomato prices are expected to ease down towards the holiday with more availability out of Florida. Lady Moon Farms is starting with new crop replanted after the Hurricane.

Lady Moon Farms is expected to have steady availability of Florida-grown **Organic Grape, Cherry, and Rainbow Cherry Tomatoes** for the rest of December.

Savoura **Organic On-the-Vine Cherry Tomatoes** in bulk and overwrap options are selling very well. Ask your rep for more info.



OG GREENS

Organic Collard Greens, Green Kale, and Lacinato Kale will be promotable from Lady Moon Farms in Florida. Quality has been excellent, and volume is coming on for a nice promotion period.

Lady Moon Farms also has Florida-grown **Organic Bok Choy, Baby Bok Choy, and Red Baby Bok Choy** in season with excellent quality.

Their **Organic Fennel and Red & Green Dandelion** are also arriving with beautiful appearance and freshness.



OG FALL FRUIT

Organic Fuyu Persimmons are in good supply up until Christmas. **Organic Hachiya Persimmons** are very short on supply and will be done for the season.

Organic Pomegranates supplies dwindled after California rains affected the crop. Most growers are reporting being short on extra fancy grade fruit, and most of what is left will be considered fancy grade which allows for scarring and slight discoloration. The organic crop may not last until Christmas.

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

There are some modest supplies remaining of fall crop **Organic Cranberries**.



OG BROCCOLI & CAULIFLOWER

Strong demand and erratic harvest volume continue to drive **Organic Broccoli** and **Cauliflower** prices up and down. Mid-December looks to be another up cycle.

ALERT! **Organic Broccoli** will remain tight overall. East Coast supplies are slowing down and West Coast growers continue to remain very limited. Harvests are expected to start in mid-December.

ALERT! Expect **Organic Broccoli Crowns** to be remain more limited than the 14ct. Quality from both areas has been excellent.

ALERT! **Organic Cauliflower** will remain very tight. Temperatures are not hot enough to produce the volume needed to supply the demand. Quality has been good but expect light availability in December.



OG LIVING LETTUCE

Following some insect challenges in their hydroponic growing facilities, Pete's Living brand **Organic Butter Lettuces** with root bulb, are back in stock and are expected to be in steadier supply.

The Pete's Living line includes the following:

- **OG Living Green Butter Lettuce**
- **OG Living Red Butter Lettuce**
- **OG Living Spring Mix**
- **OG Watercress Bag**



DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2022 BEGINS: SUNDAY, DECEMBER 18 (BEGINS AT SUNDOWN)

CHRISTMAS DAY 2022: SUNDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** SUNDAY, 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 and a variety of Pistachio 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, globe grapes, and FL navel. Include modern varieties like premium CA navels, WA fuji, granny smith, and honeycrisp. 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 become 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

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 and Guacamole!

5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which was more about vegetables. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Mangos, Papayas, Melons, varietal Pears, all fresh Berries, Pineapples, Clementines, Satsuma Mandarins, Pummelos, and 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. Pay attention to parsley, rosemary, thyme, sage, poultry blend, celery, and celery hearts.

7. HIGHLIGHT GREAT HOLIDAY 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.



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 2022 is December 18 (begins at sundown) - December 26.



9. CATER TO THE DO-IT-YOURSELF 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. Fresh dips, dressings, and guacamoles are big sellers.

10. ETHNIC SPECIALTIES

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

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

Latino Cuisine: Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut & Acorn Squash, varietal Eggplant

Southern Cooking: Collards - bunched and shredded, 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 16th-19th.
- 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.

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 items those days that could have been brought in earlier.

FOUR SEASONS HOLIDAY SCHEDULE

Friday 12/23: Normal office and delivery schedule.

Saturday 12/24: Office open 8am – 1pm taking orders for Monday 12/26. Normal delivery schedule.

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

Monday 12/26 - Friday 12/30: Normal office and delivery schedule.

Saturday 12/31: Office open 8am – 1pm taking orders for Monday 1/2. Normal delivery schedule.

Sunday 1/1: Happy New Year!! Office closed and no deliveries.

Please contact your sales representative with any questions.



Chilled truffle bars
that melt in your mouth

HONEY MAMA'S®



Healthy indulgence from organic whole foods

No
Refined
Sugar

Gluten
Free

No Preservatives or Stabilizers
Paleo and Keto Friendly

Dairy
Free

Soy
Free



Honey Mama's leads refrigerated category growth

- #1 brand rank in \$/TDP among refrigerated competition
- #2 brand rank in total \$ Sales and \$ per MM ACV
- Consistently outperforms combined refrigerated category with \$ up +42% YOY

Demand fueled by shift to fresh, clean ingredients

- #1 attribute when choosing a healthy snack is freshness
- 70% of consumers believe chocolate has health benefits
- 59% actively changing diet to improve wellbeing

Source: SPINS Total US - Natural Enhanced, Combined Candy/Chocolate and Wellness Bars Categories (Refrigerated Items Only), L12 WE 6/13/21

HONEY MAMA'S AVAILABLE AT FOUR SEASONS



ASK US ABOUT DECEMBER PROMO PRICING!

CONVENTIONAL MARKET NEWS

DECEMBER 9 - DECEMBER 16, 2022

DECEMBER APPLES UPDATE



New crop **Cosmic Crisp Apples** are now in season and will be available in excellent supply throughout the winter and spring. Growers invested heavily in this variety, and yields are finally coming on strong. Shippers are eager to promote!

SugarBee Apples continue in peak season with excellent consumer response.

New crop **Envy Apples** are now in season from Washington. Steady supplies should be expected and demand continues to increase each year for this branded apple.

Eastern new crop **Evercrisp Apples** have begun. This is a cross between a Honeycrisp and Fuji Apple. **Evercrisp** make up a nice trio of premium eastern apples along with **Snap Dragon** and **Ruby Frost**.

Western **Fuji**, **Gala**, **Granny Smith**, and **Honeycrisp Apples** are expected to be more limited for the rest of the season with upward price pressure expected and some random small gaps between pack outs.

NOTE: Washington state **Gold Delicious Apples** are very limited and expected to remain this way for the season with sporadic supplies and high and rising prices.

Rave and **Sweetie Apples** have finished for the season out of Washington. Eastern **Stayman Apples** have finished for the season.



CV CITRUS

California is in peak season with **Navel Oranges**. Look for promotable pricing on bagged California fruit for the next 2 months, especially with a 12/3lb value option. Jumbo size fruit is becoming more available too.

Cara Cara Oranges are getting started for the season. **Blood Oranges** should be in stock in mid to late-December. **Minneola Tangelos** will start at the end of December. **Vintage Sweets Heirloom Navel Oranges** will be in house by 12/18 in a 10/3lb bag.

Grapefruit is in much better supply with Texas and Florida in full swing with outstanding quality. Texas **Grapefruit** and Florida **Grapefruit** will be promotable for December. **Pummelos** from California are in-house in a 12ct case option with bins of jumbo 6sz available upon request.

Lemons are showing excellent quality and good supply. **Seedless Lemons** and **Meyer Lemons** are in great supply for holiday promotion.

Limes out of Mexico will start the winter jump as crops wind down. Expect **Lime** pricing to increase weekly through the winter months.



CV MANDARINS

December is peak season for flavorful and easy-to-peel **Satsuma Mandarins**.

Stem & Leaf Satsuma Mandarins from California attract a lot of attention for fruit connoisseurs as well as those doing holiday gifting. In addition to the bulk **Stem & Leaf**, starting the week of 12/12, Four Seasons will be offering 6/3lb clamshells and 15/2lb pouch bags of **Stem & Leaf Satsumas**.

Florida and Georgia **Satsuma Mandarins** are available in bulk and bags.

December is also peak season for mild and familiar tasting **Clementine Mandarins**.

California **"Halos" Mandarins** (packed with Clementines) are continuing in excellent supply in 10/3lb bags, 15/2lb bags, and 4/5lb box options. Ask your rep about **"Halos"** merchandising display materials.

5lb gift box and 10/3lb bags of import **Mandarins** are in excellent supply with Chile, Morocco, and Spain in the supply chain.

OUTLOOK: **SUMO Citrus** is expected to start by mid-January.



CV BERRIES

Blackberries will remain promotable as growers continue to move excess supplies. Harvests will begin slowing down with rising prices over the next few weeks. Quality has been excellent out of Mexico.

Blueberry prices jumped over the past week as incoming vessels have slowed way down and are forecasted to decline from Peru. Availability should be steady and quality is good.

Driscoll's **"Sweetest Batch" Blueberries** from Mexico are in season with outstanding flavor.

Raspberry prices are beginning to tighten up as Mexico harvests slow down until new fields begin. Quality has been excellent, and supplies should be steady over the next week.

Strawberry prices are finally beginning to come down with Florida production increasing. During mid-December, sourcing will shift to primarily Florida grown fruit. Prices will not be promotable quite yet, but a welcomed price break is coming. Quality has been excellent on the early arrivals.



CV CUCUMBERS

Euro and Mini Seedless Cucumbers will be very promotable as we head into Christmas. Quality is excellent, and there is plenty of availability with shippers looking to deal.

Super Select Cucumbers are expected to remain steady as we head into the end of December. Quality out of Mexico is fantastic, and we will continue to source from that region as well as Florida.



CV MELONS

Cantaloupes have transitioned into imports from Guatemala. Quality has been outstanding on arrivals on both 9's and 12's. Expect promotional pricing on 12's heading into Christmas.

Honeydew are plentiful in supply from Guatemala. Expect promotional pricing on 6's heading into Christmas.

Watermelon prices remain expensive as Mexico gaps over the next few weeks. Expect higher prices and tighter supplies as Florida production will begin to slow down. Quality has been nice for cuts coming out of Florida primarily.

There may be occasional spot buys on **Mini Seedless Watermelons** and import **Specialty Melons** during December.



CV BEANS & ASPARAGUS

Green Bean prices are expected ease down a bit and then hold steady through the holiday and into January. Product will be available in Florida and Mexico. Ad lids and promos will be more possible for this holiday than they were for Thanksgiving.

Asparagus prices are expected to drop during December with better availability out of Mexico. Quality is excellent out of Peru and Mexico. This is expected to be a good item to promote for Christmas.



CV GRAPES

Grapes are fully transition into imports as California quality began to fall at the end of the season. The new crop fruit from Peru is mostly newer premium varieties, so most of the volume will be on XL and jumbo **Green** and **Red Grapes**.

In general, pricing will begin to increase versus the last couple of months particularly on the value lines.



CV MANGOS

Mango supplies are opening up a bit, and pricing is falling as a result. Peru is starting with fruit, so this will help the supply chain meet demand.

Ataulfo "Honey" Mangos from Ecuador and Peru remain limited. Prices has been higher. Quality has been good.



CV ARTICHOKEs

Artichokes are in limited availability with product gaps on 12ct and 24ct for the month of December.



CV EGGPLANT

Eggplant will be promotable as we head into the holiday. Quality and availability have been great out of Mexico, Florida, and Georgia.



CV BROCCOLI CROWNS

NOTE: CA and Mexico are limited pushing more demand on east coast **Broccoli Crowns**. Prices are expected to hold tighter leading into Christmas.



CV CAULIFLOWER

NOTE: California **Cauliflower** is limited with just a few growers that have availability. Yuma, AZ is a little behind, causing a gap and stronger prices.



CV ONIONS

“Sweetie Sweet” Sweet Onions will start to wind down for the season and be finished by mid-December.

There will be a seamless transition over to Peruvian **“Mayan Sweet” Sweet Onions** right around the time for Christmas pulls. Both 40lb jumbo loose and 16/3lb bags will have a smooth transition but pricing will inch up for the imports.



CV CELERY

NOTE: Celery prices continue to rise with holiday demand and some growers having yield/quality issues in their fields. This elevated market is likely to continue into January.



CV STONE FRUIT

Dark Sweet Red Cherries are in a short window of tight availability as we move from air shipments to vessels in mid-December from Chile. Then, expect some excellent volume and prices in late December and early January.

Chilean **Peaches** and **Nectarines** are expected to start in mid-December with large fruit prevailing.



CV LETTUCE

ALERT! The **Lettuce** market gives a new meaning to unstable. **Iceberg Lettuce** seemed to be coming off then just like that vendors are popping price back up. Mexican supplies helped massage the market down, but the problem is the yields are just not there yet. Cool weather continues to stunt growth on all Yuma, AZ product.

ALERT! **Romaine** and **Romaine Hearts** are expected to shoot back up in price now that California has finished for the season.

Red and **Green Leaf Lettuces** are somewhat more available but are not promotable yet.



CV PEPPERS

15lb **Sweet Red Pepper** prices will remain steady out of Mexico right into the holiday at the end of the month. Quality has been excellent.

11lb Hothouse **Color Bell Pepper** prices will increase in price as we head into the holidays. Canada is cleaning up and gapping until Mexico starts ramping up production. We continue to carry jumbo sizes.

Mini Mix Sweet Pepper prices are expected to ease a bit into the holiday as we head into the end of December with more availability out of Mexico. Shippers will try to hold the higher market as long as possible. Quality is good. There is product available out of Mexico, Carolinas, California, and Canada.



CV TOMATOES

Roma Tomato prices are dropping with more availability out of Mexico as we head into the end of December. Quality is excellent and availability will be steady.

NOTE: **Grape** and **Cherry Tomato** prices will remain elevated heading into the holiday, with light availability from most regions, including greenhouse grown. Florida is starting to have more volume but with holiday pulls and healthy eating push in January it is unknown if this market will drop.

Cluster Tomato prices are expected to rise as we head into the holiday.

Beefsteak Tomato prices are up for December. Canadian shippers are packing into 2-layer 4x4 and 4x5 boxes to make some extra money since the vine ripe market is so high. Because of this, it is driving up the pricing on the 15lb beefsteak as well.

ALERT! **Vine Ripe Tomato** prices are high with little product available and demand remaining strong. Quality is good from Mexico, but volumes are light and there's really nothing from Florida yet.

Better availability will not be seen until about end of December as Florida will start to ramp up, and Mexico is coming on with more volume, but relief is not expected until January.





WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

DEC 12, 2022 - JAN 8, 2023



With the calendar now on the last page, let's finish out our awesome display contest year with a bang with an item that's on everyone's shopping list - "Halos" mandarins from our partners at Wonderful Citrus.

This is a volume driver for sure and with the high graphic point of sale bins and boxes that are available there are a myriad of ways to get creative with displays get customers excited in your stores! With a BIG prize package offered and BIG sales and profit possibilities for your department and store, this sets the stage for an awesome month of selling "Halos" brand mandarins!

CRITERIA:

- Build an AWESOME display of Wonderful Citrus "Halos" in your department! Fruit **MUST** be purchased from Four Seasons Produce. Codes included in the display contest are listed below.
- You must purchase **a minimum of 10 cases** throughout the promotion to qualify for entry.
- All displays **MUST** utilize the Wonderful Citrus "Halos" point of sale bins or boxes to qualify for entry.
- All displays **MUST** remain up for at least one week.
- Send all display contest photos to contests@fsproduce.com by Friday, January 13, 2023.

PRIZES:

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**



5 HONORABLE
MENTIONS:
\$50

(SEE PAGE 2 FOR PRODUCE & POS CODES)



PHONE: 800.422.8384

www.fsproduce.com



IT'S THE MOST Wonderful TIME OF THE YEAR!

PRODUCT CODES:

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



CODE: 14042



CODE: 13947



CODE: 222670

POS CODES:

232889 - POS Display Bin Halos 1 ea
 79898 - POS Display Tractor 1 ct
 232887 - POS Display Truck Halos 1 ea
 232888 - POS Display Wrap Halos 1 ea



CODE: 232889



CODE: 79898



CODE: 232887



CODE: 232888

Wraps
around 3
Halos
bin bases

LITTLE POTATO COMPANY HOLIDAY CONTEST

11/20/22 - 01/02/23

The Holiday Season is quickly approaching. Thanksgiving, Christmas, Hanukkah, and New Years are all before us and with them come lots of gatherings, parties and large meals. Food is the centerpiece of each of these holidays and produce is one of the key ingredients. This year Little Potato Company and Four Seasons Produce will be teaming up to help create a holiday campaign to drive new customer trial and repeat purchases for loyal customers. What better way then with a potato that can be used in so many ways. They can be roasted, steamed, boiled, grilled, mashed and smashed.

The goal is to deliver ideas to your shoppers on great tasting side dishes that will enhance these important and traditional meals. We are looking to drive excitement in your store but more importantly with your shoppers. We want to drive sales and push for incremental volume. Our contest will focus on the 3lb and 1.5lb bags. We will have high graphic bins and some POS materials to generate extra attention to your display or shelf space. If you are interested in building a display and selling more Little Potatoes during this busy season, please contact your Four Seasons Sales Rep and Merchandiser. They will be happy to help and build you an attractive display.

CRITERIA:

1. Displays must be built using the 3lb and 1.5lb bags of Little Potatoes
2. High graphic POS bins need to be utilized
3. A minimum of 8 cases on display
4. Displays in place for a minimum of 2 weeks
5. Produce must be purchased from Four Seasons Produce
6. Photos need to be sent to contests@fsproduce.com
7. All photos must be received by 1/6/2023



PRIZES:



1ST PLACE
\$300 VISA
GIFT CARD

2ND PLACE
\$250 VISA
GIFT CARD

3RD PLACE
\$150 VISA
GIFT CARD

4TH PLACE
\$100 VISA
GIFT CARD

CODES:

- 218906 - Boomer Golds 3lb bag
- 218908 - Terrific Trio 3lb bag
- 218909 - Dynamic Duo - 3lb bag
- 218907 - Blushing Belle - 3lb bag
- 218975 - POS Empty Display Bins
- 213073 - Blushing Belle 1.5lb bag
- 213062 - Boomer Gold 1.5lb bag
- 213075 - Fingerlings 1.5lb bag
- 213074 - Terrific Trio 1.5lb bag
- 222803 - Creamer Potatoes 1.5lb bag





SugarBee
Apple



rockit



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

DECEMBER 5, 2022 - JANUARY 1, 2023

Do you want to see your produce sales "Rockit", add some sting, and drive volume in your apple category? SugarBee apple season is here and we are celebrating the arrival of 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 throwing in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a 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 super awesome display of SugarBee and Rockit apples in your produce departments. All fruit **MUST** be purchased from Four Seasons Produce.
- A minimum of 8 cases of SugarBee apples need to be purchased over the contest period time and a minimum of 2 cases of Rockits must be purchased over that same time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee and Rockit brands.
- All displays must be up for a minimum of one week.
- *Send all contest display photos to contests@fsproduce.com by Friday, January 6, 2023.

"THE QUEEN BEE" GRAND PRIZE

An all-expense paid trip out to Washington State to meet the growers and tour the orchards and packing facilities.

Date is not yet determined but we are targeting the Fall apple and pear harvest season.

Grand Prize winning display will be judged on creativity, use of SugarBee/Rokit point of sale and overall eye appeal!



"THE BEE HIVE"

Largest Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION

"THE HONEY COMB"

Most Creative Display

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION

"THE POLLINATOR"

Best Organic Display

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION

ORGANIC:

Code 233566

OG Rockit 6/3lb

Code 226404

OG SugarBee Apple 12/2lb High Graphic Pouch Bag

Code 222328

OG SugarBee Apple 80/88 WXFP

CONVENTIONAL:

Code 222529

CV SugarBee 72/88ct

Code 229274

CV Rockit 6/3lb Pouch Bag



CODE: 223135
POS Display Pop Up Bin #1



Code: 226771
Rockit Pop up display

CODE: 222612 - Empty
SugarBee Box

So, it's time to start dreaming up your next display contest winner! "Bee" creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee and Rockit Apple!



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

