

ORGANIC MARKET NEWS



OUTLOOK FOR DECEMBER 10 - DECEMBER 17, 2015

ORGANIC CITRUS UPDATE

CALIFORNIA CITRUS

Full box **Organic Cara Cara Oranges** (pink/red flesh navels) are expected to arrive before the weekend, offering a better value than the half boxes.

Organic Navel Oranges continue to improve in both quality and supply. Prices are becoming more promotable as peak season is now here.

Organic Clementine Mandarins continue to be steady this week and are expected to be available until Christmas in both bulk cases and pouch bags.

Organic Satsuma Mandarin supplies have ramped up with better quality and flavor. This delicious fruit is at it's peak now through Christmas.

Organic Pummelos are here in steady supplies and prices. Quality is outstanding!

Organic Daisy Tangerine are in a small gap but more fruit is expected to arrive in mid-December. Daisy Tangerines have great mandarin-like flavor, but a tighter skin.



FLORIDA CITRUS

Organic Red Navel Oranges (Florida Cara Caras) have arrived in very limited supply. Their appearance has some scarring, but the flesh is very delicious.

Organic Sunburst Tangerines are in firm supply this week with high prices. Only bagged fruit is currently available.

New crop **Organic Orlando Tangelos** have arrived.

Organic Golden Sweet Tangelos are in excellent supply with promotional opportunities available for the next week.



OG BROCCOLI

ALERT! **Organic Broccoli** has remained extremely short in supply during early December, causing out-of-stocks and higher pricing. Prices should drop over the next 1-2 weeks as more product becomes available in new growing regions.

NOTE: The desert-region **Organic Broccoli** that is coming into season typically has whiter stems due to seed variety and cool weather.

Organic Broccoli Crowns are in limited supply out of CA.



OG BERRIES

Mexican **Organic Blackberry** supply is excellent with improving quality and promotional opportunities available.

Organic Blueberries out of Chile are improving by the day in both supply and price. Some fruit will begin arriving by boat towards the end of December, further declining the markets.

Fair Trade **Organic Blueberries** out of Argentina are in excellent supply with prices on the decline. 6 oz clamshells are now available.

Organic Strawberry and **Raspberry** markets continue to be extremely tight.



OG TOMATOES

Organic Round – good supplies out of FL and Mexico.

Organic Roma – limited out of FL, good supply out of Mexico.

Organic Grape – a bit limited out of FL as some areas saw 10-12 inches of rain in the past 5 days, Mexico reporting good supplies that are increasing.

Organic Cherry /Rainbow Cherry – FL reporting limited supplies on both, price is steady.

Organic Cluster – limited supplies out of Mexico.



OG LEMONS

Organic Lemon supplies continue to be in excellent shape with promotional opportunities available.

Organic Meyer Lemons are now in good supply. This sweeter, culinary-friendly lemon variety will be in peak season through February. We will be stocking them in 20-25 lb. bulk cases and 10/1lb. bags.



OG SALADS

Organic Arugula will remain short in supply through December. **Organic Mache** and the **Organic Mache Blend**, along with **Organic Romaine Leaves** will also be very short.

Earthbound Farms continues to struggle to get shipments out on time due to their new enterprise system. This is causing occasional delays and out-of-stocks.



OG HASS AVOCADOS

Look for some tremendous deals on large size **Organic Hass Avocados** this week and next! All sizes are in good supply and prices continue to be very promotable.

Four Seasons continues to offer the Equal Exchange Fair Trade avocado program. For more information on this great program check out: www.beyondthepeel.com or contact your Four Seasons sales associate.



OG KALE

Good supplies of **Organic Kale** are available out of FL and CA.

Organic Lacinato Kale out of Florida is limited, but abundant out of CA.

Organic Red Kale is in good supply out of both coasts.



OG SQUASH

All Florida **Organic Zucchini** is done for the time being. Mexico growers are reporting very limited supplies, with pre-orders being requested.

Quality has been very good on the **Organic Squash** out of Mexico.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** markets are very tight and some shippers are reporting discoloration in the field. Expect prices to finally turn around by mid-December.



OG BRUSSELS SPROUTS

California **Organic Brussels Sprouts** supplies are limited. We should see more volume out of AZ and Mexico by Christmas. Prices are high right now.



OG CARROTS

ALERT! Overall **Organic Carrot** supply out of CA remains tight. Pro-rates are the norm on all cellos and 25lb. tables. No jumbos are available at this time.



OG CUCUMBERS

Organic Cucumbers are in good supply out of Mexico. FL is done for the time being. Prices are fairly steady out of Mexico and the quality is very good.



OG PEARS

Organic Anjou Pears supply has tightened up significantly, with high prices.

Organic Red Anjou Pears are in extremely limited supply with higher prices.

Organic Asian Pears are gapping.

Organic Bosc Pears have tightened up significantly with prices on the rise.

Organic Comice Pears are winding down for the season.

Organic Concorde Pears are back in limited supply.



OG POTATOES & ONIONS

Organic Russet Potatoes are also in promotable supply with nice quality to match out of Colorado.

Organic Red and Yellow Potatoes out of Manitoba, Canada are absolutely beautiful right now. PEI has started shipping **Organic Red and Yellow Potatoes** and quality will be slightly less than Manitoba product. Price will reflect this.

Peri & Sons is expected to have good supplies of **Organic Yellow, Red, and White Onions** through the end of the year. **Organic Sweet Onions** are limited and only available in 16/31lb bags out of Peru.



OG GRAPEFRUIT

California Organic Grapefruit supplies continue to be excellent with prices coming off.

Florida Organic Grapefruit supplies are expected to be firm all season due to citrus greening. We are experiencing a small gap this week but more fruit is expected in a few days.

Texas Organic Grapefruit is gapping.



OG PINEAPPLES

Organic Pineapples will continue to be in good supply through next week.

The long term forecast for **Organic Pineapples** is a little less optimistic. **Organic Pineapples** will be very limited the first quarter of 2016. This could last well into the second quarter of 2016 as well.



OG GRAPES

Peruvian **Organic Green Grapes** have arrived with excellent quality and are expected to be in steady supply.

California **Organic Black Grapes** will go for about 1-2 more weeks and then finish up for the season.

California **Organic Red Grapes** will finish for the season this week.



OG CELERY

ALERT! **Organic Celery** supplies are tighter this week out of CA. Some regions are reporting slow growth in the fields. **Organic Celery Hearts** are in adequate supply.

IN OTHER NEWS

- **Organic Parsley** is in better supply this week out of CA and AZ. Prices are still a little high but will come down gradually next week. Florida will start by Christmas.

- All Washington **Organic Apples** remain extremely tight.

- **Organic Formosa Papayas** will gap for a few days, but supplies going forward will

be good. Condition of the fruit will be good as well.

- **Organic Tommy Atkins Mangos** from Ecuador continue to be in good supply. Prices seem to be coming down slowly as volumes and fruit have filled the supply pipeline.

- **ALERT!** Mexican **Organic Cantaloupes** are done for the season.

- California **Organic Hachiya** and **Fuyu Persimmons** and **Organic Pomegranates** are winding down for the season.

- **ALERT!** **Organic Basil, Chives, and Dill** continue to be limited in both bulk and retail clamshell packs of **Organic Herbs**.



CHRISTMAS & NEW YEAR PRODUCE MERCHANDISING CHECKLIST

Christmas Day 2015: Friday, December 25 **New Year's Day 2016: Friday, January 1**

The Christmas holiday is filled with ethnic, religious and cultural traditions that influence our customers' food choices. You're familiar with what your family likes for the year-end holidays, but how about the preferences of your shoppers? Think about your store and surrounding neighborhoods as you use this checklist to drive sales this Christmas and New Years!



Nut and 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 Diamond Nuts; Terra Fina snack lines; Marian Farms, Earthbound Farms and Fruit D'or organic dried fruits, Nutri Figs, Mariani dried fruits.

SMART TIP:

Take a good look at your glazed fruit and shipper displays inventory around December 14th to make sure that you have it all out on display. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.

Fruit Baskets & Party Trays are a MUST during the holidays for those hosting parties or going to gatherings! Utilize Four Season's fruit basket pre-order program to grow your incremental sales for the holidays.

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

Convenience Products save hosts time and will sell this December.

Cored Pineapples, Pomegranate Arils (POM POMs), Taylor Farms Organic and Apio Eat Smart cut veg bags, 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?

December Holidays are historically more fruit focused than Thanksgiving which has a bigger vegetable focus. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Quince, Mangos, Papayas, Starfruit, Melons, varietal Pears, all fresh Berries, Organic Golden Berries, Kumquats and other fresh Citrus. Now will be a good time to try some of our Organic Buck citrus varieties.



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

Highlight Great Holiday MOVERS like:

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. All are available in both Organic and Conventional.

Traditional Christmas, New Years and Kwanza ingredients in some areas include:

Collards, Kale, Yams & Sweet Potatoes, Black Eyed Peas, White Potatoes and Cabbage. For heavy demand stores post a CASE RETAIL and have extra full cases at your displays. Display in mass with yams, yellow and white turnips and green beans. Keep extra cases on hand for these sales.



Cater to the DIY veggie tray makers with:

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

Ethnic Specialties to be aware of:

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

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

Hispanic - Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut and Acorn Squash and varietal Eggplant.

Order and Display Planning Tips:

- Key Christmas Displays should be in place by December 18th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your deliveries on the 17th, 18th and 19th of December.
- 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 ad 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 Saturday prior to Christmas, every day will be busy and you'll want to capture every sale that we can.

Smart Labor Planning will help you sell and please customers:

- Develop an off-hour or evening fill schedule for your hard goods like salad dressings & dips, salsa, guacamole, humus, & croutons, Juices and jarred fruits, Dried fruits & fruit mixes & snacks, in-shell & shelled nuts, Bird seed Potatoes and Onions
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.

2015 YEAR END HOLIDAY SCHEDULE

Monday 12/21 & Tuesday 12/22 – Normal delivery and office schedule.

Wednesday 12/23 – Extra deliveries made in most regions to support holiday volumes.

Thursday 12/24 – Normal deliveries. Our offices close early. Orders for Saturday 12/26 delivery will be due by 1pm.

Friday 12/25 – **Merry Christmas!** Our offices and operations will be closed.

Saturday 12/26 & Sunday 12/27 – Normal weekend delivery and office schedule.

Monday 12/28 & Tuesday 12/29 – Normal delivery and office schedule.

Wednesday 12/30 – Extra deliveries made in most regions to support holiday volumes.

Thursday 12/31 – Normal deliveries Orders for Saturday 1/2/-2016 delivery will be due by 1pm. Our offices close at 1pm.

Friday 1/1/2016 – **Happy New Year!** Our offices and operations will be closed.

Saturday 1/2/2016 & Sunday 1/03/16 – Normal weekend delivery and office schedule. **Time for Diet Season!**

Thank you for your strong support of Four Seasons Produce!
Have a very Merry Christmas, and a happy, healthy New Year!

Poinsettia Care



- Poinsettias should be unpacked immediately upon arrival. If this is not possible the boxes must be opened or the tops cut off to allow the ethylene gas to escape. If this not done, the ethylene gases that poinsettias release will suffocate the plants causing them to droop and become limp. This process is not reversible.
- Poinsettias must be stored and displayed out of coolers and refrigerated areas. This will cause irreversible chill damage.
- Displays should be located out of drafty areas.
- The top half of the soil should be allowed to dry before watering poinsettias.
- Older, damaged poinsettias should be removed from the display as these will detract from the rest of the display.

- Poinsettias cannot sit in water. They need 'dry feet'. This will drown the plant, causing the leaves to drop and become yellow. Once this process starts, it will continue to work its way up to the top of the plant.



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AT FOUR SEASONS

CONVENTIONAL

- 13053 CV Lemons Meyer Sunkist Pouch 18/1lb - arriving 12/12
- 13744 CV Pummelos Jumbo Sunkist Display Bin 14sz 287ct
- 14214 CV Tangelos Minneola Sunkist 80ct – arriving 12/15
- 14345 CV Tangelos Minneola SK Choice 12/3lb – arriving 12/15
- 13741 CV Oranges Cara Cara SK Pouch Bags 18/2lb – arriving 12/13
- 09618 CV Oranges Navel Sunkist Holiday Gift Box 72sz 10lb
- 13552 CV Oranges Navel Sunkist Jumbo 36ct
- 13555 CV Oranges Navel Sunkist XXL 48ct

- 17485 CV Kumquats FLA 10lb – arriving 12/14
- 17477 CV Kumquats FLA 12/1pt – arriving 12/14

- 00689 CV Brussels Sprouts Recipe Pack 12/1lb



ORGANIC



- 40101 OG Bolthouse 1915 Juice Romaine 6/12oz
- 40102 OG Bolthouse 1915 Juice Beet 6/12oz
- 40103 OG Bolthouse 1915 Juice Carrot 6/12oz
- 40104 OG Bolthouse 1915 Juice Blueberry 6/12oz
- 40105 OG Bolthouse 1915 Juice Pineapple 6/12oz

- 49694 OG Lemons 'Spring Leaf' Sweet Meyer Bag 10/1lb
- 43571 OG Oranges Cara Cara Fcy CA 38lb 56ct
- 44045 OG Mandarins Satsuma Gift Box 5lb – arriving 12/16

- 44234 OG Oranges Cara Cara FLA 56ct
- 44241 OG Oranges Cara Cara FLA 80ct

- 44308 OG Grapes Green Fair Trade Peru 18lb

- 40411 OG Peas Sugar Snap "Earthgreens" Bags 10/10oz
- 40609 OG Carrots Rainbow Bags Wisconsin 12/2lb
- 41044 OG Squash Kabocha 35lb
- 41042 OG Squash Turban 35lb
- 40171 OG Potatoes Fingerling "Crimson Golds" 16/1.5lb

CONVENTIONAL MARKET NEWS

OUTLOOK FOR DECEMBER 10 - DECEMBER 17, 2015

BERRY PROMOTIONS POISED TO RETURN

Strawberries

Strawberry production out of both Mexico and Florida is increasing. Retail prices are still high which has kept demand down. It's time to promote **Strawberries**! Florida product will trade at a lower price than premium variety Driscoll's product from Mexico, but there will be a size and appearance difference between the two.



Blueberries

Blueberry volumes out of Chile continue to increase - they are a great item to promote into January! Pint containers will begin to arrive just before Christmas.



Blackberries

Supplies out of Mexico continue to increase on **Blackberries**. Weather continues to cause quality issues in some of the fruit, causing a split market. Still, there will be promotional opportunities on nice **Blackberries** throughout December.



CV IMPORT CLEMENTINES

There seems to be an abundance of **Clementines** in the market place this week on both Spanish and Moroccan fruit. Spanish fruit is getting a premium price on 24's and larger fruit with some concessions on 28's and even bigger discounts on 32's as shippers try and keep inventories turning.

On Moroccan fruit, prices are even softer. Quality overall has been very nice and prices are expected to tick back up as demand from holiday ads kick in next week. Shippers are also very aggressive on 10/3 lb. packs as well trying to keep as much of that business against the heavy demand on the much advertised brands from California.



CV PINEAPPLES

What a complete turnaround in the **Pineapple** market from a few weeks back.

With the strong prices the "big 2" shippers were getting, the market was flooded by many off labels which caused all prices to tank.

Going into the holiday, it looks as though there will be plenty of nice quality **Pineapples** of all sizes to promote. Most retailers already have their ads written, but since **Pineapples** are such a great impulse item, in-store promotions will be very effective.



CV TOMATOES

Campari Tomatoes are in good supply and a good item to promote heading into Christmas.

Beef Tomatoes are very limited. The Canadian crop is done and the fruit in Mexico is off to a slow start.

Cluster Tomatoes are trending higher due to Canada being finished.

Vine Ripe Tomatoes from Florida and Mexico are in short supply with higher pricing this week, but nice quality.

Roma Tomatoes are steady.

Grape Tomatoes got very limited very fast and pricing will be higher this week. **Cherry Tomatoes** are up a tad.



CV SQUASH

Green and Yellow Squash supplies remain limited from Florida and Mexico.

Hard Squash supplies are steady, and we will be transitioning from East Coast to Mexico within the next couple of weeks.



CV PEPPERS

Green Peppers are limited from FL due to rain related issues. We will be relying on nice Mexican product.

11lb Red, Yellow, and Orange Peppers are very limited from all growing regions and prices are higher this week. Canada is finished.

25lb Red, Yellow, and Orange Peppers are limited too, with higher pricing.



CV BRUSSELS SPROUTS

Brussels Sprouts remain limited. We should be well stocked, but pricing remains steady to higher. The Salinas crop will go another several weeks, before transition to Oxnard, CA and to Mexico. We will continue to have the value added **Brussels Sprouts** packs heading into Christmas.



CV WATERMELONS

Watermelon supplies are increasing out of Mexico. This is only expected to last for another few weeks. Prices will be slightly lower this week but will head back up after the New Year.



CV ASPARAGUS

Asparagus prices are up and will hold there through the Holiday pulls. Peru has struggled to break new fields due to some extreme heat. This is causing lower than anticipated volumes.



CV ANISE

Anise supplies are good from Santa Maria, CA. We will have nice and fresh supply heading into Christmas. This will be a good item to promote.



CV BROCCOLI/CAULIFLOWER

Broccoli remains limited from all regions, especially California and Mexico. This is putting pressure on Eastern supply. Pricing will be up this week, but quality is nice.

ALERT! Cauliflower remains extremely limited with high pricing.



CV GREEN BEANS

Green Beans are extremely limited from Florida. Rain has caused a slow start on new crop. Quality is nice from Florida, with steady to higher pricing this week.

We will continue to have the pouch bags this week as an option heading into Christmas.



CV CUCUMBERS

Cucumbers are limited from Florida and Mexico. Pricing will be steady to higher and we will have nice Mexican product.

Cello Wrapped Cucumbers are plentiful and are a great item to promote.

12/6ct Mini Seedless Cucumbers are in decent supply.



CV HONEYDEW

Honeydew from Central American growing regions are becoming abundant, especially on the large sizes. There may be promotional opportunities on **Honeydews** this December.



CV GRAPES

The season of California **Grapes** will finish in the next two to three weeks. **Red Seedless Grapes** for all practical purposes is done with a few **Black Seedless Grapes** still being rationed out. **White Seedless Grapes** will be the name of the game from California with Autumn Kings and Luisco's in the "Christmas Lady" to promote through the holidays.

On **Red Seedless Grapes**, there is California fruit available and these are half the price of Peruvian fruit, but if you can't work through a range of quality defects, it's time to step up and pay the price on the imports. You can wait till after the holiday to switch to the much higher price whites from Peru.



CV CANTALOUPE

ALERT! Cantaloupes are in extremely short supply, driving up prices.

That trend will continue this week as rain has caused lower yields. Vessels have also had to wait longer than expected to maximize container space.

Guatemala has also been facing delays caused by labor strikes. It appears as if they have just about settled those issues. Look for prices to remain strong for the next few weeks. Sizing will also continue to be on the bigger side for another week.



CV CA CITRUS

The markets on **Navel Oranges** are expected to remain steady next week and could firm up due to increased export demand and increased volume going into Christmas. Sizing will continue to be heavy to 88's/113's and light on 56's. **Cara Cara Navel Oranges** are picking up in volume peaking on 72's/88's with very few 56's and larger.

On **Lemons**, expect a steady market with some flex on larger sizes on volume business due to fair demand. Demand is expected to pick up and increase as soon as demand increases.

Clementine Mandarins are in the peak of production with plenty of fruit available for the holiday ads. **Satsuma Mandarins** are winding down with most growers finishing the harvest this week.

The first **Minneola Tangelos** will ship this weekend from Yuma, Arizona with growers in California getting started sometime next week.

We could have **Blood Oranges** starting as early as next week

IN OTHER NEWS:

CV ARTICHOKE

ALERT! Artichokes are limited and pricing will remain on the high side.

CV CABBAGE

Cabbage remains a great item to promote with plentiful volume and aggressive pricing.

CV KALE/COLLARDS

Kale and **Collards** supply and pricing are steady. These are good items to promote into Christmas.

CV BROCCOLI RABE

ALERT! Broccoli Rabe remains limited with high pricing.

CV ONIONS

Packaged Onions have seen a tick upward in price this week as demand has increased on these items.

Peru **Sweet Onions** are in full swing and we will steady pricing and very nice quality though the holidays.

CV LETTUCE

ALERT! Iceberg Lettuce supplies are a bit higher. Pricing will finally be down this week, with nice quality from Yuma, AZ. Pricing has not hit rock bottom, but at easier levels. Where it will all shake out is still up in the air.

Romaine, Green Leaf, and Red Leaf Lettuce supplies are more plentiful and pricing will be down this week. **Romaine Hearts** are more available with lower pricing and nice quality.

CV CELERY

Celery is extremely limited on all packs from Oxnard, CA. Yields are down from cool weather and quality issues (what we are receiving is nice). Pricing will be up this week, but we will have nice and fresh supplies.



For more info on what's in season, check out producegeek.com!