

# ORGANIC MARKET NEWS



OUTLOOK FOR DECEMBER 16 - DECEMBER 23, 2016

## PEAK SEASON ORGANIC GREEN BEANS

**Organic Green Beans** will be promotable for the holidays!

**Organic Green Beans** are in excellent supply out of Mexico. Quality is very good, and most of the Mexican **Organic Beans** we're sourcing are also Fair Trade.

Florida reports adequate supplies of **Organic Green Beans** and may gap next week with the cold weather dipping down south.

Good supplies are available on packaged **Organic Green Beans** out of CA, Mexico, and Florida.

**Organic Romano Beans** are in limited supply out of CA.



## OG SPECIALTY CITRUS

Buck Brand **Organic Specialty Citrus** is back with the following varieties:

- OG Algerian Clementines
- OG Buddha Hand
- OG Calamondin
- OG Limequats
- OG Washington Navel Oranges
- OG African Shaddock Pummelos
- OG Palestinian Sweet Lime
- OG Mango Valencia Oranges
- OG Mandarinquat
- OG Blood Oranges
- OG Finger Limes
- OG Centennial Kumquats
- OG Pink Variegated Lemons
- OG Makrut Limes
- OG Satsuma Mandarins
- OG Cara Cara Oranges
- OG T'Orange Lemon
- OG Fairchild Tangerines

Get your orders in early as supplies will be limited!



## OG TOMATOES

**Organic Cluster Tomatoes** are still in abundant supply out of Mexico. The market has firmed up significantly compared to last week, so prices are up but remain affordable.

**Organic Round Tomatoes** are in limited supply out of Florida. Mexico reports limited supplies on 20lb rounds, but 15lb **Organic Hothouse** are in good supply.

**Organic Roma Tomatoes** are in good supply out of Mexico, but more limited from Florida.

**Organic Cherry** and **Grape Tomatoes** are in good supply out of Florida and Mexico. **Organic Grape Tomatoes** from Mexico have deals available. **Organic Rainbow Cherry Tomatoes** are increasing in supply from Florida.

**Organic Heirloom Tomatoes** are in limited supply out of Mexico. **Organic Cherry Tomatoes On-the-Vine** and **Organic Campari Cocktail Tomatoes** are in season from greenhouse production.



## OG BERRIES

**Organic Blueberries** are promotable! **Argentinean Organic** and **Chilean Organic Fair Trade Blueberry** supplies are excellent in 4 oz and 6 oz.

**Organic Blackberry** supplies have improved from Mexico. Driscoll's brand remains in extremely light supply though.

**Organic Cranberries** are expected to be in good supply through Christmas.

**Organic Raspberry** supplies are steady this week.

**ALERT!** **Organic Strawberry** supplies out of California remain extremely tight. Expect sporadic outs and the situation to get worse through the end of the year. Prices continue to rise.

**ALERT!** A small amount of Florida **Organic Strawberries** will be in and out with extremely high pricing.





## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are expected to be in limited supply the next two weeks. One of the main CA shippers is finished and prices are rising.

Good winter production is coming! Mexican product is expected beginning in the New Year and should be promotable during January - March.



## OG GRAPEFRUIT

California **Organic Grapefruit** supplies are now excellent with most sizes available as well as bags.

Florida **Organic Grapefruit** is very limited. Expect sporadic gaps between arrivals.

Texas **Organic Grapefruit** is extremely limited and is more "choice" looking on the outside, but the flesh inside is a beautiful, delicious red.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** is expected to be somewhat limited for Christmas. Argentina is done for now and most Mexican shippers do not start strong volumes until January. Pricing is up for this week.

We will see a fair amount of **Organic Asparagus Tips**, as well as a few **Organic Purple Asparagus**.

Good volumes and quality will return in mid-January out of CA.



## OG MANGOS

**Organic Mangos** remain steady from Ecuador with mostly the Kent variety available.

The first **Organic Mangos** from Peru are expected to hit just days before Christmas. The transition to the Peruvian crop around that time is expected to be smooth.



## OG LEMONS

California **Organic Lemon** supply has firmed up quite a bit due to the rain. Higher prices and sporadic supply should be expected until they recover in a couple of weeks.

**Organic Meyer Lemons** are now available in 20/1 lb pouch bags, as well as 20lb bulk, out of California. **Organic Texas Meyer Lemons** came and went.



## OG LETTUCE

**Organic Lettuces** out of Florida are in excellent quality and all look outstanding.

California reports good supplies of all **Organic Lettuce**, but the quality is not as nice as Florida product.

**Organic Romaine Hearts** are in good supply out of CA and some shippers have begun packing in Yuma. Prices are up slightly this week, but quality has been very good.



## OG BROCCOLI

**Organic Broccoli** is in good supply out of CA and AZ. Pricing has firmed up a little bit since last week. Some **Organic Broccoli** is available out of GA as well. CA **Organic Broccoli Crowns** are in good supply as well. Expect pricing to push higher for next week with improved demand for the holidays.



## OG GRAPES

Peruvian **Organic Green Grapes** have begun in very limited supplies with high prices. **Organic Red Grapes** are expected to begin next week. Overall crop is down 40% for the season and supplies will be very limited. Peruvian **Organic Red Globe Grapes** are expected in late December.

California **Organic Green** and **Red Grape** supplies are done for the season.



## OG FL CITRUS

Overall, this year's Florida crop continues to prove that it will be short and sporadic on all commodities.

Florida **Organic Ambersweet, Satsuma Mandarins**, and **Cara Cara Oranges** are finished for the season.

**Florida Organic Sunburst Tangerines** and **Orlando Tangelos** are in decent supply this week.

Florida **Organic Navel Oranges** are very limited this week.





## OG SALADS

**GOOD NEWS!** **Organic Salad** quality is back to normal and the desert growing conditions have improved. Expect good volumes as we ramp up for holiday and January **DIET SEASON** volumes.



## OG HASS AVOCADOS

The **Organic Hass Avocado** market seemed to have rebounded with good availability heading into the New Year holiday. Look for deals on bigger fruit in the coming weeks.



## OG PINEAPPLES

**Organic Pineapples** will be good for the rest of December. Four Seasons is now offering some Fair Trade fruit.



## OG PEPPERS

**Organic Green Peppers** are expected to be in abundant supply as multiple regions are coming in at once: Florida, Mexico, and California.

**Organic Red** and **Yellow Peppers** are in good supply out of Israel and Mexico greenhouse production. Holland is done for the season. **Orange Peppers** are more limited.

Good supplies of **Organic Jalapeño Peppers** are coming in from CA and FL. **Organic Fair Trade Anaheim, Cherry Bomb, and Habanero Peppers** are also available and in season from Mexico.



## OG CA CITRUS

California **Organic Cara Cara Oranges** are in a short gap, but we expect more early next week.

California **Organic Navel Orange** and **Minneola Tangelo** supplies have firmed up temporarily due to the rain. Better supplies should rebound before the New Year.

California **Organic Clementines** are having their last little flush and then will be done for the season.

**Organic Candy Mandy Mandarins**, in the new 12/2lb high graphic gyro bags, are expected to be in steady supply at least through January.

**Organic Pummelos** are in steady supply this week.

California **Organic Satsuma Mandarins** are now available in steady quantity in 25lb loose packs and 12/2lb high graphic pouches.



## OG APPLES

Washington **Organic Envy Apples** continue in promotional supply all month.

Washington **Organic Braeburn, Cameo, Red Delicious, and Rosalynn Apples** are in excellent supply with promotional opportunities available.

**Organic Ambrosia, Fuji, Gala, Granny Smith, Jonagold, Opal, and Pink Lady Apples** are in a little stronger supply this week with markets ticking up for the holiday and New Year's resolutions right around the corner.

Washington **Organic Honeycrisp Apples** continue in extremely firm supply with high prices. Approximately 70% of the state's fruit is sold out and most shippers are converting to a 27 lb. euro box to prolong the season as much as possible.

Washington **Organic Gold Delicious Apples** are very limited this week.

# OTHER STORIES:

- **Organic Eggplant** is in good supply out of FL. Mexico reports abundant supplies. Deals are available though quality has been less consistent than the Florida product.

- **Organic Carrots** are now in good supply, including **Organic Rainbow Bunch, Cellos, and Baby Peeled Carrots.** **ALERT!** As we get into January, we may see prices increase.

- **Roasted Italian Organic Chestnuts** are available in good supply.

- **Organic Green** and **Red Cabbage** are in good supply out of Florida. CA reports good supplies of **Organic Green, Red, and Napa Cabbage.**

- **ALERT!** **Organic Cauliflower** has a tighter market, and quality issues on discoloration are apparent. Expect prices to push higher next week out of CA.

- **Organic Artichokes** are in good supply out of California. Quality has been very good. Prices are still firm and sizes are running large.

- **Organic Green Acorn (FL), Butternut (PA/CA), Spaghetti (CA) Squash** are in good supply, while other varieties like **Organic Kabocha** and **Delicata Squash** are now coming out of Mexico.

- **Organic Zucchini** is more limited in supply this week, particularly out of Florida. **Organic Yellow Squash** is very tight from both Florida and Mexico. Prices are up out of Mexico.

# THE 12 PRODUCE MERCHANDISING TIPS OF THE HOLIDAYS

**CHRISTMAS DAY 2016:** SUNDAY, DECEMBER 25

**HANUKKAH:** SUNDOWN SUNDAY, DECEMBER 25

**NEW YEAR'S DAY 2017:** SUNDAY, JANUARY 1

The **Christmas** and **Hanukkah** 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 **Christmas** and **Hanukkah** season.

## 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 in-shell nuts, snack nuts & mixes, dried fruits, and figs & dates.

**SMART TIP:** Take a good look at your inventory on glazed fruit and shipper displays around **December 12th** 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.

## 2. FRUIT BASKETS & PARTY TRAYS

These 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. Use our selection of pre-made styles to complement your store-made baskets. Four Seasons will offer pre-made Fruit and Vegetable Trays available throughout the holiday period.

Check with your sales representative about delivery for the holidays. Our pre-made fruit and vegetable trays are convenient, gain extra impulsive sales and require no additional labor from your produce department. These will certainly boost your sales through the holiday period.

## 3. EASY-PEEL MANDARINS

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 bags, 2lb pouches, and even in loose displays by the pound.



## 4. CONVENIENCE PRODUCTS SAVE HOSTS TIME

Cored Pineapples, Organic and Conventional Pomegranate Arils, Taylor Farms Organic and Green Giant cut veg bags, Organic Veggie 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?

## 5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

Christmas is more fruit focused than Thanksgiving, which has a bigger vegetable focus. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Mangos, Papayas, 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.





## 6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as at Thanksgiving as more different meats are cooked for the holiday feast. Pay attention to Organic and Conventional parsley, rosemary, thyme, sage, poultry blend and celery and 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. All are available in both Organic and Conventional.



## 8. TRADITIONAL CHRISTMAS & HANUKKAH INGREDIENTS

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 & Pearl and Boiler onions are popular holiday dinner side dishes. All are available in both Organic & Conventional.

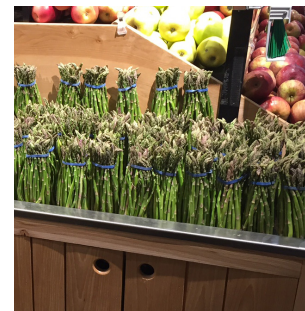
## 9. CATER TO THE DIY VEGGIE TRAY MAKERS

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. Dips or dressings like Marzetti's or Marie's are big sellers.

## 10. ETHNIC SPECIALTIES

To be aware of consistent with the backgrounds of those that shop in your store include: (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, (Latin) Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut and Acorn Squash and varietal Eggplant.

Items that will sell well for Hanukkah include: Honey, sweet potatoes and yams, soup mix ingredients, apples, oranges, tangerines, Mandarins, Satsumas & clementines, pears, walnuts & raisins.



## 11. ORDER & DISPLAY PLANNING TIPS



- Key Christmas Displays should be in place by **December 17th** 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 16-19**.
- 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 Monday prior to Christmas and Hanukkah, 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 salad dressings & dips, salsa, guacamole, humus, and croutons, juices and jarred fruits, dried fruits, fruit mixes, snacks, in-shell and shelled nuts, potatoes and onions
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Extra Deliveries will be offered on **Wednesday 12/21** in most regions.
- We expect heavy volume pulls on **12/21-12/23**. You don't want to be waiting on items those days that could have been brought in earlier.

## HOLIDAY SCHEDULE 2016:

**WEDNESDAY (12/21):** Extra deliveries in most regions to support holiday volumes

**THURSDAY (12/22) - FRIDAY (12/23):** Normal delivery schedules & office hours

**SATURDAY (12/24):** Normal delivery schedule. Office hours of 8am to 12pm to place orders for Monday (12/26).

**SUNDAY (12/25):** Merry Christmas! Office and operations are closed. No deliveries.

**MONDAY (12/26) - FRIDAY (12/30):** Normal delivery schedules & office hours.

**SATURDAY (12/31):** Normal delivery schedule. Office hours of 8am to 12pm to place orders for Monday (1/2).

**SUNDAY (1/1):** Happy New Year! Office and operations are closed. No deliveries.

**MONDAY (1/2):** Diet Season begins - get ready to sell fresh fruits and veggies!





# NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

## ORGANIC

43528 - OG Apple Nicola BCXF	88 ct
43509 - OG Apple Orin CSF	80/88 ct
44013 - OG Buck Brand Lemon T'Orange	20 lb
44085 - OG Buck Brand Mandarinquat	10 lb
42063 - OG Buck Brand Orange Blood Moro	20 lb
42056 - OG Buck Brand Tangerine Fairchild	20 lb
42049 - OG Lemon Meyer Pouch Bag	20/1 lb
43571 - OG Orange Cara Cara	56 ct
44429 - OG Clementines Pouch Bag	12/2 ct
42173 - OG Candy Mandy Mandarins	10/3 lb
44114 - OG Orange Valencia Mexican 88sz	10/4
49241 - OG Pears Bosc Pouch Bag	12/2 lb
44904 - OG Blueberries Driscoll's	12/4.4 oz
44308 - OG Grapes Green SDLS Fair Trade Peru	18 lb
42835 - OG Melon Harper Mexico	5-8 ct
44381 - OG Mango Kent Ecuador	8 ct
44288 - OG Mango Kent Ecuador	9 ct
44273 - OG Mango Kent Ecuador	12 ct
40364 - OG Organic Valley Beans Green Microwave Bag	6/12 oz
48138 - OG Spring Leaf Turmeric Bag Package	6/6 oz
40190 - OG Tomato Cherry On-The-Vine	12/12 oz
41373 - OG Tomato Campari	10/12 oz
41669 - OG Sweet Potato Yams Microwaveable	12/2 ct



## CONVENTIONAL

05594 - CV Apples Granny Smith Eastern 72/88 ct	40 lb
05071 - CV Apples Granny Smith Eastern 2-1/2	12/3 lb
05067 - CV Apples Granny Smith Eastern Tote 8 ct	40 lb
05118 - CV Apples Snap Dragon	27 lb
05119 - CV Apples Snap Dragon Pouch	12/2 lb
13019 - CV Lemons/Limes Green Bee Bag	12/1 lb
13020 - CV Limes Green Bee Bag	12/1 lb
13651 - CV Oranges Navel Bin 36's	684 ct
13555 - CV Oranges Navel Sunkist	48 ct
13818 - CV Oranges Cara Cara Sunkist	56 ct
13747 - CV Oranges Cara Cara SK Giro Bag	12/3 lb
14290 - CV Tangelo Orlando Sunkist Colossal	40 lb
12555 - CV Grapefruit White Florida Premium	23 ct
11170 - CV Cantaloupes Bonsai	18 ct
15008 - CV Cherries X-Large Chile	11 lb
14996 - CV Cherries Jumbo Chile	11 lb
15070 - CV Cherries Rainier	11 lb
14837 - CV Apricots Chile	20 lb
17904 - CV Pineapple Golden Ripe Jumbo	5 ct
00483 - CV Beans Green Pouch Bag	24 lb
23031 - CV Tomato Vine Ripe XLG	25 lb
23155 - CV Tomato Heirloom Mixed	10 lb
04567 - CV Potatoes Prime Baker Green Giant	100/10 lb
23337 - CV Tomato Zima	15/1 pt
23327 - CV Tomato Kumato Tray	10/1 lb





# CONVENTIONAL MARKET NEWS

OUTLOOK FOR DECEMBER 16 - DECEMBER 23, 2016

## FLORIDA STRAWBERRY SEASON IS HERE



Prices dropped sharply on conventional **Strawberries** this week as Florida harvest volumes ramped up quickly. Quality is nice and sizing is larger.



Florida and Mexico will continue with very strong **Strawberry** volumes this week. Look for very promotable pricing through the 3rd week of December.

This cheaper pricing and excess volume may not last too long as Holiday ads are in place and should eat up the extra supply.



### CV CA CITRUS

The **Navel Orange** market is the same - still peaking on 88's and 113s, ideal sizes for packing 4 lb bags. Larger sizes remain strong on price with a little give starting to show on the 72 ct. Jumbo 36ct are available in display bins for holiday promos.

**Blood Oranges** will load this weekend, arriving just before Christmas.

Very nice **Orlando Tangelos** are in stock with **Minneola Tangelos** loading early next week.

**Satsuma Mandarins** are finishing for the season.

The **Lemon** market on choice fruit continues to trend downward with fancy fruit, which is limited remaining firm.



### CV TOMATOES

Florida **25lb Vine Ripe Tomatoes** are plentiful with aggressive pricing.

**Grape** and **Cherry Tomatoes** remain plentiful with aggressive pricing.

**Campari Tomato** volume is down with much higher pricing this week, but there are still green house specialty deals on **Orange Zima**, **Brown Kumato**, and **Mixed Gourmet Medley Tomatoes**.

**Hothouse Beef** and **Cluster Tomatoes** are on the limited side with a bump up in pricing this week. Quality is good.



### CV HASS AVOCADOS

**Hass Avocado** prices continue to creep up as demand increases going into the holidays and supplies coming in from Mexico are being manipulated, limiting supplies.

Fruit is peaking on small sizes 60 counts and smaller. There is a big gap in cost between 48's and 60's, now as much as fourteen dollars more for the bigger fruit. Look for this trend to continue for the next few weeks.





## CV FL CITRUS

Prices remain strong on all **Florida Citrus** as growers are packing mostly for their gift and fundraiser holiday business. Limited amount of fruit is available for the retail markets keeping the market strong.

**Sunburst Tangerines** are done for the season with **FalGlo** starting in a few weeks.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** supply is steady with nice quality. This is a promotable item for Christmas.

**Brussels Sprouts Stalks** are also available this week.



## CV EGGPLANT

**Eggplant** remains very promotable with outstanding quality. Prices are low.



## CV ASPARAGUS

**Asparagus** arrivals out of Peru were extremely limited last week. Better numbers are expected this week, but it will take a little to refill the pipeline.

Look for strong prices to start the week but things could ease off as more product arrives.



## CV BERRIES

Promote **Blueberries** this week. Chile will have very strong supplies this week and through December. Pricing will be very promotable on pints and 6 oz.

This is the week to finish out the berry patch. Promote **Raspberries** and **Blackberries**. Mexican production is expected to be very good, especially on **Blackberries**.



## CV LETTUCE

**Iceberg Lettuce** supplies and pricing have settled in and are steady. Quality is good out of Yuma, AZ.

**Green Leaf, Red Leaf, and Romaine Lettuces** are steady.

**Romaine Hearts** are a bit more snug with an increase in price this week. Quality has been outstanding.



## CV CUCUMBERS

Mexican **Cucumber** quality continues to be outstanding. Pricing is steady (there is some Eastern product and Honduran product on the market, hence, holding the Mexican pricing in check).

**Cello-wrapped Euro Cucumbers** are available, but the big flush is over. There will be a slight bump in pricing out of Mexico this week with nice quality.



## CV GREEN BEANS

**Green Bean** quality is very nice from Florida. There is a slight bump in pricing this week as industry supply is down. However, please be sure to talk to your sales rep for specials heading into Christmas.

**Pouch Bag Green Beans** are also available this week.



## CV BROCCOLI & CAULIFLOWER

There is very good supply of nice quality Eastern **Broccoli Crowns** with very aggressive pricing - promote! California **Broccoli Crowns** are more limited.

**ALERT!** **Cauliflower** supplies are limited with steady to higher pricing this week. Quality is still nice, but there is not enough volume to promote.





## CV PEPPERS

**Green Peppers** are plentiful with very nice quality from multiple growing regions. Pricing will be steady to lower this week and is a great week to promote.

**15lb Red Peppers** are limited with a bump in pricing this week. Quality has been running nice.

**11lb Peppers** are steady. There are some deals popping up on **Israeli Red Bell Peppers**.

**Mini Mixed Sweet Peppers** remain limited and are priced on the high side.



## CV MELONS

Guatemala will continue with strong supplies and very good quality of **Cantaloupes** and **Honeydew** this week and through December.

This is a great week to promote!

We are offering **3 Cantaloupe** types!

- **Regular**
- **MAG/Royal Sol** - gold shell; firm, sweet flesh
- **Bonsai** - small, green ribbed, sweet Charentais-style flesh.



## CV WET VEG

Little Bear brand is associated with BIG Texas-sized bunches during the winter.

The majority of **Wet Veg**, such as **Chards**, **Dill**, etc. have now transitioned from New Jersey Flaim/Panther" label to "**Little Bear**" label from Texas and Mexico.

Quality has been running nice as usual with steady pricing.



## Displays of the Week!

