



ORGANIC OUTLOOK

DECEMBER 14 - DECEMBER 21, 2018



WWW.FSPRODUCE.COM 18/2 LB

ORGANIC CITRUS POISED FOR Q1 PROMOS

Organic Navel Oranges out of California are now in excellent supply in small sizes and bags. We are seeing prices come down and color & flavor improve weekly. Large sizes are still tight with higher prices.

New crop California **Organic Cara Cara Navel Oranges** are in season in good supply.

California **Organic Satsuma** and **Clementine Mandarins** are in excellent supply in bulk and 12/2lb pouches. "Candy Mandy" branded 2lb bags are also available.

Organic Grapefruit is now in good supply with prices easing off weekly.

California **Organic Pummelos** and **Organic Daisy Tangerines** are here in steady supply.

Q1 Outlook: January - March, 2019

In talking with grower/shippers, it sounds like there will be nice opportunities for retailers to get behind California **Organic Citrus** promotions (displays, ads, in-store specials) in the first quarter.

Organic Lemons, Grapefruit, Navels, Minneolas, Cara Caras, and Blood Oranges are expected to be in good volumes at reasonable prices, and with very nice quality.



OG SALADS

ALERT! Organic Salad supplies have been VERY slow to rebound after the FDA/CDC Advisory on romaine lettuce, plus weather issues have slowed harvests in some regions.

Organic Kale, Arugula, and of course Romaine, have been the most adversely affected, along with all other items with the extra strain of lost product across the entire nation's supply chain.

Fill-rates are improving but not fast enough!



OG SPECIALTY CITRUS

Buck Brand/Deer Creek Heights items now available in limited supply:

- OG Buddha's Hand**
- OG Finger Limes**
- OG Melo Gold Grapefruit**
- OG Algerian Clementine Mandarins**
- OG Meyer Lemons**
- OG Pink Variegated Lemons**
- OG Limequat**
- OG Sweet Palestinian Limes**
- OG Lou Lou Navels**
- OG Red Globe**
- OG Thai Pummelos**
- OG Mango Valencia Oranges**
- OG Satsuma Mandarins**



OG CECE'S VEGGIE NOODLES

Cece's Organic Veggie Noodles are now available from Four Seasons for buyers throughout the Northeast and Mid-Atlantic!

Be sure to ask your FSPI sales associate for more details on this new line that now includes kits like Shells & Cheese and Zucchini Marinara.



OG BLACKBERRIES & BLUEBERRIES

Driscoll's **Organic Blueberries** are now in steady supply with new arrivals of 6oz packs. Volumes are expected to continue upward, which should help ease prices. Other brands of **Organic Blueberries** from Chile and Argentina are in excellent supply with promotional opportunities available in both 6oz and pints.

Driscoll's **Organic Blackberries** out of Mexico are expected to continue in steady supply with prices staying steady into the new year. Other brands of **Organic Blackberries** from Mexico have firmed up due to rain in Mexico.



OG RASPBERRIES & STRAWBERRIES

ALERT! Driscoll's **Organic Strawberries** have become very tight with supplies not expected to improve until early January. Prices should continue to rise rapidly. They are back in 8/1lb packs due to large berry sizes. Other brands of **Organic Strawberries** will continue to be extremely limited in supply with prices on the rise out of California and Florida. Florida is having heavy rain, and frost is possible. This might put them out of the game for awhile.

Driscoll's **Organic Raspberries** continue to be in tighter supply, and prices are on the rise. Other **Organic Raspberries** are expected to continue in firm supply with higher prices.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts out of Mexico are in decent supply. Product is also available out of CA, but the quality is not as nice as the Mexican.

Organic Bagged Brussels Sprouts are limited. **Microwaveable Bagged Organic Brussels Sprouts** are not expected to be available until late December.



OG TROPICALS

Organic Pitahaya remain the hot exotic item of the week! **Pitahaya** are white-fleshed, yellow exterior Dragon Fruit that are sweeter than their red counterpart. They have a great presentation on the shelf! In-season from Ecuador this December - ready to eat!

Passion Fruit, Kiwano Horned Melons, Starfruit, and Feijoas will be also available again next week!



OG SQUASH

Organic Zucchini and **Yellow Squash** are in decent supply out of Mexico, but prices are moving up for late December.

Organic Zucchini is limited from FL, but **Organic Yellow Squash** is in adequate supply. New fields are running behind due to cool temperatures.



OG CUCUMBERS

Organic Cucumbers out of Florida are limited as growers are waiting for the next planting to come on in late December. **Organic Cucumbers** out of Mexico are in tighter supply this week, and pricing is up a little.

Organic Hothouse Cucumbers are in good supply out of Mexico and Spain.



OG HASS AVOCADOS

Organic Hass Avocados export volumes increased greatly last week and there is promotable volume through the new year.

Organic Fair Trade Hass Avocados from Equal Exchange will be available in late December in limited supply.



OG CELERY

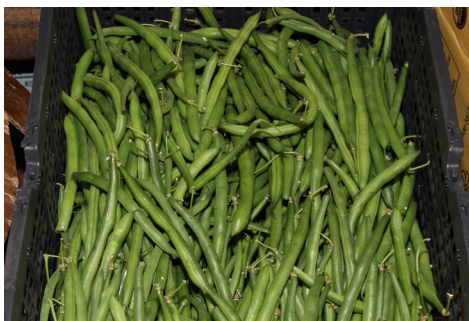
ALERT! **Organic Celery** is in very tight supply out of CA, AZ, and Mexico. Cooler weather has impacted growth and harvests. Prices are up considerably.

Organic Celery Hearts are in tight supply as well, with blight noticeable sporadically.



OG CHERRIES

New crop **Organic Cherries** out of Argentina and Chile are available. Steady supplies are expected for December.



OG GREEN BEANS

Organic Green Beans are in good supply out of both Mexico and Florida. Expect to see prices drop here in mid-December. Quality has been very good.



OG FLORIDA GREENS

This time of year, we heavily rely on our Florida **Organic Greens** and **Lettuce** program from Lady Moon Farms. Product is available in good supply and great quality. **Organic Romaine Lettuce** from Florida is in promotable supply.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Broccoli Crowns** are in tighter this week as growers grapple with the transition down south to winter desert growing regions. The product is growing slowly due to colder temperatures. New harvests out of Brawley will be available here in mid-December. Prices will begin to slide down closer to Christmas.

ALERT! **Organic Cauliflower** is in very limited supply for mid-late December, at very high prices. Not all orders will be filled. Quality is fair to good, with some discoloration present.

Organic Romanesco is in good supply out of CA



OG TOMATOES

Organic 2-Layer Round Tomatoes out of Mexico are in decent supply. Florida product is more limited.

Organic 15lb Hothouse and **Cluster Tomatoes** are in decent supply. Prices will be down for late December.

Organic Cherry Tomatoes have begun out of Florida. Supplies are adequate from Canada and very limited from Mexico. **Organic Rainbow Cherry Tomatoes** and **Grape Tomatoes** are in decent supply out of Florida.

Organic Roma Tomatoes are in tighter supply this week out of Mexico. Prices are steady. Supplies from Florida are limited so far.



OG WESTERN LETTUCE

Organic Red and **Green Leaf Lettuce** from California is in very limited supply. Consumers are still buying more of those varieties since the romaine scare.

California growers have good supplies of **Organic Romaine Lettuce**, with dropping prices to spur movement.

Organic Romaine Hearts are being loaded in Yuma, with good quality. Prices are still on the higher side.

OTHER STORIES:

- **Organic Tommy Atkins Mangos** continue to be steady from Ecuador. Quality has been good.

- **Organic Pineapple** quality is excellent. 7ct from Dole and 8ct Purity Label will be available.

- **Organic Cabbage** is in better supply out of FL and CA, and prices have begun to drop. **Organic Red Cabbage** is limited in supply, but prices are steady. **Organic Napa** and **Savoy Cabbage** are limited from CA.

- **Organic Asparagus** is more limited this week. Prices are up.

- **Organic Onions** are in full swing out of Nevada. Quality is outstanding, and pricing is locked in through the end of the year.

- **Organic Eggplant** is more limited for mid-December out of FL. Product from Mexico is in good supply.

- **Organic Cranberries** in bags should be steady through the holiday

- **Organic Melons** will all be coming to an end for the Mexican season. Supplies will be sporadic as we go into January.

- **Organic Pomegranates** continue with excellent color and steady supplies but are expected to finish for the season right around the holiday.

- We have the full complement of **Organic Garnet, Jewel, Oriental, and White Hanna Sweet Potatoes** in all sizes and packs available in great supply and very attractive pricing for Christmas. Pull in your product early and get the big displays set up now to get your shoppers thinking about sweet potatoes!

CECE'S VEGGIE CO.



THEY'RE BACK!

MEET THE WHOLE FAMILY

WE'RE JUST LIKE YOURS - SIMPLE BUT TWISTED.®



THE DEETS

At Cece's® Veggie Co., we believe in simple nutrition. That's why we make vegetables with nothing to hide. You can eat 'em raw, sautéed as an alternative to pasta, sauced, sidelined, in a salad, or as a soup. Our organic spiraled and riced veggies are compliant with every possible diet — unless for some weird reason your diet says no veggies at all! Plus, we make veggies fun for adults and kids with unique textures and shapes convenient for any recipe. Less prep work. Less clean up. More veggies. More fun. Cece's® Veggie Co. Simple but twisted.

CODE	DESCRIPTION	UPC
216573	OG Beet Spirals 6/10.7 oz	852287006073
216572	OG Squash Butternut Spirals 6/10.7 oz	852287006059
216575	OG Squash Butternut Veggicenne 6/10.7 oz	852287006127
216571	OG Sweet Potato Spirals 6/10.7 oz	852287006011
216570	OG Zucchini Spirals 6/10.7 oz	852287006004
216574	OG Zucchini Veggicenne 6/10.7 oz	852287006110
216577	OG Squash Butternut Shells & Cheese 6/11 oz	852287006332
216576	OG Zucchini Marinara 6/11 oz	852287006318

COST UNIT SRP GP%

**CONTACT YOUR
SALES REP
FOR PRICING**

Available starting December 7th!

Talk to your sales rep or merchandiser for more information!



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



EQUAL EXCHANGE FAIR TRADE ORGANIC AVOCADO DISPLAY CONTEST

JANUARY 1 - FEBRUARY 2, 2019



Four Seasons Produce and Equal Exchange bring you a month of selling fruit and telling a great story, with the first ever Equal Exchange Avocado Display Contest. What a great month to promote avocados AND help spread the story of Fair Trade! Avocados continue to be one of the strongest commodities in the produce department, so take advantage of this by building creative displays and highlighting the small farmer co-ops that bring this amazing fruit to your stores!



CONTEST CRITERIA

- Build an awesome display of avocados using Equal Exchange avocados purchased from Four Seasons Produce
- Use the Point of Sale material provided by Equal Exchange in your displays - [CLICK HERE for POS Materials](#).
- Keep your Equal Exchange avocado displays up for at least one week
- Promote Equal Exchange avocados in an ad or on in-store specials for at least one week during the month

The use of social media is strongly encouraged. Use #gamedayplayfair in your posts!

Displays will be judged on creativity and overall eye appeal.

PRIZES

1ST PLACE

Equal Exchange hoodies for your entire produce team and assorted treats!

2ND PLACE

Equal Exchange hats for your produce team and assorted treats!

3RD PLACE

Equal Exchange "Never Sell Out" coffee mugs for your produce teams and assorted treats!



Contest photos should be sent to Stephanie Fleetman (stephf@fsproduce.com) by February 8, 2019.



THIS
GAME DAY
PLAY
FAIR

LEARN MORE:
BEYONDTHEPEEL.COM

ORGANIC & FAIR TRADE
AVOCADOS



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com



Produce Merchandising Tips for the Holidays

CHRISTMAS DAY 2018: TUESDAY, DECEMBER 25 **NEW YEAR'S DAY 2019:** TUESDAY, JANUARY 1

The **Christmas** holiday is 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.

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 glazed fruit and holiday shipper displays around **December 14th - 16th** 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. 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 Clementine and Satsuma Mandarins in gift boxes, 3lb bag Halos and Satsuma Mandarins, and even in loose displays by the pound.



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!

5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

It's 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, Pineapples, Clementines, Satsuma Mandarins, Pummelos, and other fresh Citrus. Now will be a good time to try some of our Organic Buck specialty 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 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.



8. 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.

9. ETHNIC SPECIALTIES

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, varietal Eggplant

Southern Cooking: Collards (in short supply this year!), Kale, Black-eyed Peas, Sweet Potatoes



10. ORDER & DISPLAY PLANNING TIPS

- Key Christmas Displays should be in place by **December 19th** 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 18th-20th**.
- 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.

11. 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.
- We expect heavy volume pulls **12/20-12/23**. You don't want to be waiting on items those days that could have been brought in earlier.

FOUR SEASONS PRODUCE CHRISTMAS & NEW YEARS SCHEDULE

MON 12/24 – Orders for WED 12/26 due before 1 PM

MON 12/31 – Orders for WED 1/2 due before 1 PM

TUES 12/25 – **Merry Christmas!** Office closed. No deliveries.

TUES 1/1 – **Happy New Year!** Office Closed. No Deliveries.

WED 12/26 – Normal office schedule. Extra deliveries in most regions.

WED 1/2 – Normal office schedule. Extra deliveries in most regions.

*FOR CLARIFICATION OR SPECIAL REQUESTS ON THIS SCHEDULE, PLEASE CONTACT YOUR SALES REP. OR MERCHANDISER.
HAVE A SAFE AND ENJOYABLE HOLIDAY SEASON!



CONVENTIONAL OUTLOOK DECEMBER 14 - DECEMBER 21, 2018

WWW.FSPRODUCE.COM 12/6 OZ

DECEMBER BERRY OUTLOOK



Get ready! Volumes on all **Blueberries** will begin to increase this week as vessels from Chile have now arrived to the States. We will have plenty of volume on 6 oz and pints heading into the new year. Pricing will begin to slide over the next couple weeks to promotable levels.

Blackberries will continue to be plentiful all the way into the new year from Mexico. Now is a good time to promote!

ALERT! Strawberries will continue to be very tight again this week. Supplies out of Mexico continue to be short, and Florida has experienced much cooler weather, so harvests have been lighter than expected. Quality has been excellent on the few **Strawberries** that are able to be harvested. Growers are expecting market pricing to fall for the rest of December.

Raspberries will remain on the tighter side for the next couple weeks from Mexico. Volumes are generally lighter at this time of year, but weather in Mexico has added pressure to the overall supply during this time.



CV TOMATOES

Grape Tomato prices will hold steady this week. Quality from Florida has been excellent with great supply right now. Product from Mexico is also starting new harvests. Early product has been great quality with limited supply.

Roma Tomatoes are still available from Florida. Prices should be steady, and quality has been exceptional. Product from Mexico is also beginning to ship slowly across the border. Look for prices to start to decrease in the coming weeks as more product will become available.

Round Tomato prices will also hold steady this week. There is not much available on bigger size fruit due to cooler temperatures in Florida.



CV FLORIDA CITRUS

Florida **Orlando Tangelos** and **Honey Autumn Tangerines** are available in December.

Florida **Navel Orange** supplies will be available through late-December, and then day-to-day.

Mid-season Florida **Juice Oranges** are packing weekly for bags and bulk. Brix (sugar levels) has been very good, and color continues to improve.

Florida **Grapefruit** continues to struggle with size (32's and larger), but eating quality is now approaching its peak and full of juice. Color has been improving with the cooler nights and days. Continue promote 40's and smaller. Supplies should be available through March.

Honey Belles (Florida Minneolas) will start packing in late December, with most growers starting in January. Size should be good and will have consistent supplies through January.



CV HASS AVOCADOS

Hass Avocado supplies are now abundant. December will remain a very busy month for harvesting and packing in Mexico, as demand for fruit continues to strengthen heading into Holiday periods.

We anticipate a "slight easing" in sales velocity post-Christmas and New Year's. This is to be expected, given that consumers will be returning to their normal purchasing and dining habits. Our outlook for December and January is an extremely positive one.



CV HOTHOUSE TOMATOES

Hothouse Tomato prices are on the rise this week.

15lb Beefsteak and **11lb Cluster Tomatoes** will both be going up in price as Mexican and USA greenhouses finish up their flush. Product will be from Mexico and Canada.



CV ASPARAGUS

Expect prices to remain steady on Peruvian **Asparagus** this week. Quality and supply have been good.

Expect bigger volumes as the New Year approaches.



CV COLLARDS

ALERT! Collard Greens will be expensive and in short supply this Christmas, especially out of the south due to weather issues and a quarter of normal yields.

Glory Foods is warning customers of extremely heavy pro-rates and out-of-stocks



CV CUCUMBERS

Super and **Select Cucumber** markets are active. There is markedly less volume from Mexico this week, and even less expected next week. Florida production has been very light, with many shippers having little or no volume this week. Expect prices to climb slowly but steadily over the next week.

Euro Cucumbers are steady with excellent quality from Mexico.



CV POMEGRANATES

The **Pomegranate** season is starting to wind down. Product will continue to be loaded through Christmas and will then finish.

Pomegranate Arils are expected to continue well into January if quality holds up.



CV LETTUCE

ALERT! Western **Leaf** and **Iceberg Lettuce** remain extremely challenging. Supply is extremely scarce, especially on **Red Leaf**, and shippers are prorating heavily. Unprecedented demand from processors continues to drive the market and prevent any short-term recovery. **Romaine Lettuce** is in good supply, but lower demand.

Rains and unfavorable weather in Florida have pushed their **Lettuce** start date back into late December.



CV SNOW & SNAP PEAS

Snow and **Snap Pea** prices are falling as more product from Guatemala becomes available. Both should be promotable this week with great quality in the early shipments.



CV BROCCOLI

Broccoli shippers in the desert continue to struggle with slow production. Expect limited availability and stubbornly high prices for most of December.

The Mexican **Broccoli Crown** deal has started and offers a comparable value. Eastern **Broccoli Crowns** are available but are extremely limited.



CV GREEN BEANS

Green Beans are in steady supply and are very nice quality from Florida. Prices are moving up slightly, but remain reasonable.

Mexican **Green Beans** have started in a small way, but prices remain significantly higher.



CV ONIONS

Onions remain steady this week and are expected to stay this way through the new year. Quality has been very nice from multiple different shippers across various shipping regions.

Sweet Onions from Peru remain promotable.



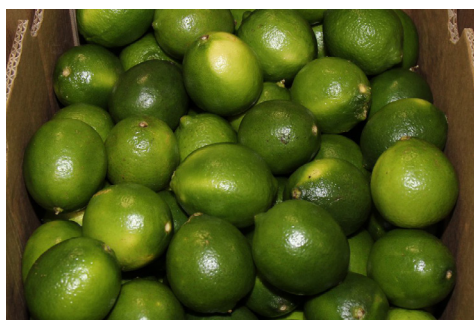
CV CAULIFLOWER

Cauliflower prices are much softer this week and are expected to soften further. Opportunity buys in late December may be a possibility.



CV HARD SQUASH

The Canadian **Hard Squash** deal has finished. Domestic squash is available, but prices remain stubbornly high. We'll begin working in Mexico until the domestic deal really takes off in mid-December.



CV LIMES

Lime prices look to be going up for late December and into January. New crop quality should be nice.



CV STONE FRUIT

Fresh **Cherries** from Chile remain in season for mid-December.

Peaches, Plums, and Nectarines are now available from Chile for December and January.



CV GRAPES

"Pretty Lady" brand premium **Grapes** from California continue to be available for holiday displays. The **Green Grapes** will be good for December and then will transition to imports, but the **Red Grapes** could continue through January and compete with the new crop imports.



CV CA MANDARINS

Stem & Leaf Satsuma Mandarins will remain promotable through Christmas. Flavor is outstanding.

California **Clementine Mandarins** continue in peak season. Even at a higher case price than other brands, Halos are selling very well thanks to advertising and coupons that drive brand recognition.



CV IMPORT CLEMENTINES

Clementine Mandarins from Spain and Morocco are arriving in large volumes. 3lb bags and 5 lb gift boxes will be promotable through New Years at reasonable prices.



CV BUNCHED VEG

Little Bear brand **Bunched Vegetables** from South Texas and Mexico are in peak season. They're not the cheapest, but the quality is typically outstanding, and the bunch size very large, to provide your shoppers with excellent value.