

MARKETNEWS ORGANIC OUTLOOK

CALIFORNIA ORGANIC CITRUS DECEMBER OUTLOOK

Organic Navel Oranges are now in excellent supply with prices coming down on all sizes and bags. Mid-December through the winter months is peak season!

Organic Satsuma Mandarins in bulk and "Candy Mandy" 12/2lb bags are experiencing some harvest and packing delays, but supplies are rebounding for the 3rd week of December, heading towards Christmas.

Organic Clementine Mandarins are now in peak season and in steady supply. The impact of the December rains on the overall Clementine crop is not fully assessed yet. We'll have 25lb bulk and 12/2lb pouch bags to promote headed towards Christmas.

The first of the season Organic Cara Cara Oranges and Pummelos will be available for the week of 12/16.

Organic Grapefruit havests have improved, so supply and quality is good.

Organic Lemons out of California and Mexico are experiencing some slight rain delays but supplies are expected to rebound the week before Christmas. Organic Meyer Lemons are now in peak season.

Organic Lime supplies out of Mexico are in firm but steady supply.

Buck Brand Organic Specialty Citrus are gapping due to the rain in California, but the following items are expected the week of 12/16:

- Buddha's Hand
- Limequats Mellow Gold Grapefruit • Fairchild Tangerines
- Finger Limes Meiwa Kumquats



OG APPLES

Organic SugarBee Apples have been a smash hit this year. They are very sweet and juicy with honeycrisp parentage. The 2019 crop will wind down during December, so promote these while you can.

Organic Envy and Opal Apples have been the specialty varieties of the month. Take advantage of promotional opportunities and the display contest.

In general, Organic Apples are very promotable thanks to good supplies on all the standard varieties and the many specialty varieties in season now.

Organic Heirloom Apples from Oregon available this week:

- Arkansas Black (ending)
- Calville Blanc
- Mutsu
- Northern Spy

- Mango Valencia Oranges Red Globe Pummelo
- Sweet Limes



OG PEPPERS

Organic Colored Bell Peppers from Israel and Mexico are both currently in season. Availability from Israel has seen improvement as their crop is ramping up, while Mexico remains rather limited.

Expect to see steady availability, pricing and quality during December, with promotional opportunities on Israeli product near the holiday season.

Organic Green Peppers are in steady supply now harvesting in Florida and Mexico. Promotional opportunities may arise in December if either area begins to see an increase in supplies. Quality from both Lady Moon Farms in Florida and Mexican shippers have been outstanding.





OG BROCCOLI & CAULIFLOWER

Organic Cauliflower from Arizona and southern California is seeing excellent quality and harvesting increasing quantities. As the desert season begins to ramp up, pricing is expected to remain promotable with steady supplies as we move toward the holiday season.

Organic Broccoli from Arizona and Southern California are harvesting in high quantities. As the desert season begins to ramp up in mid-December, prepare to see aggressive pricing and plentiful quantities to promote. Quality is expected to be less than ideal as the season begins.

As we move into the new year, expect pricing to stabilize and quality to improve. Quality issues are stemming from this product being planted during hotter climates during the summer months.

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OG BOK CHOY

Organic Baby Bok Choy and **Bok Choy** from Lady Moon Farms' Florida operations continue to see consistent supplies during December. As volumes continue to increase and quality remains stellar, plan to promote these excellent items.



OG CUCUMBERS

Organic Cucumbers from Mexico and Florida continue to see excellent quality.

Lady Moon Farms in Florida will have steady pricing with promotional opportunities during late December and early January. Mexico will be more limited.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico have seen improving volumes after weather had delayed some harvesting in early December.

Expect steady supplies, stellar quality, and competitive pricing during the holiday season - ideal for promotion.



OG LETTUCE

Organic Leaf Lettuces from Lady Moon Farms in Florida are in full swing. Look for steady availability and excellent quality for the rest of December.

Organic Romaine Hearts from Arizona continue to see excellent quality and steady supplies during December. Look for promotional opportunities in late December to drive extra volumes.



OG CABBAGE

Organic Green and **Red Cabbage** will transition to Florida and California grown product for the rest of the year.

Organic Napa and **Savoy Cabbage** is following the trend of **Red** and **Green Cabbage** as we will see increasing product from California.



OG GREEN BEANS

Organic Green Beans from Mexico are beginning to see steady volumes in mid-December.

Expect to see increasing volumes and steady pricing from Mexico as we move into late December, while Florida continues to see a gap in harvests until the end of December.



OG GRAPES

ALERT! California Organic Black and Green Grapes are now done for the season. Organic Red Grapes will continue until around Christmas.

New crop **Organic Grapes** from Peru will start in January and from South Africa in February.



OG CELERY

Organic Celery continues to see great supplies and excellent quality. As many shippers are continuing to yield excellent supplies from California, we'll continue to see aggressive pricing to drive extra volume during December.

Organic Celery for many shippers will begin harvesting from Arizona and Southern California in early to mid-January depending on how the crop continues to progress.



OG PEARS

Washington Organic Anjou, Bosc, Concorde, Red Pears, and Starkrimson Pears are in excellent supply.

Organic Asian Pears and **Seckel Pears** continue in limited supply.

ALERT! Washington **Organic Bartlett Pears** are done for the season and will gap until Argentina begins in February.

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OG BLUEBERRIES

Organic Blueberries out of Argentina, Peru, and Chile are now in excellent supply in both 6oz and pints. Look for promotional opportunities.

Driscoll's **Organic Blueberries** are in firm but steady supply out of California and Mexico with excellent bloom, size, and flavor.



OG BERRIES

Organic Blackberries out of Mexico are improving in quality and supply. Prices are coming down.

Driscoll's **Organic Blackberries** out of California and Mexico are in firm but steady supply. Production is not expected to ramp up until the new year.

Organic Raspberries out of Mexico are now in good, steady supply with promotional opportunities available.

Driscoll's **Organic Raspberries** out of Mexico and California are in firm but steady supply and are not expected to ramp up production until the new year.



OG STRAWBERRIES

ALERT! Organic Strawberries continue in extremely firm supply with prices on the rise. Expect prorates as heat and rain has damaged some crops. We will not see a rebound in supply until mid-January at the earliest. Some other brands of Organic Strawberries will become available out of Florida and Mexico but expect high prices.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Florida continues to see excellent harvest yields during late December, making it a promotable item heading into the new year.



OG TOMATOES

Organic Grape Tomato prices from Florida remain steady this week. Quality has been excellent from Lady Moon Farms. **Organic Gold Grape Tomatoes** from Lady Moon Farms are also available!

Florida grown **Organic Round Tomatoes** from Lady Moon Farms will be available this week. Quality has been very nice. Supplies are steady.

Organic Beefsteak Tomato prices will be steady this week. Limited production from Canada and Mexico is leaving prices on the higher side. Quality has been very nice. **Organic Cluster Tomato** prices will be rising this week as demand picks up for the holiday season. Quality remains very nice from Mexico and Canada.

ALERT! Organic Roma Tomato prices have become extremely high and supplies are down. The recent rains in Mexico have halted any production, leaving Florida to fill the pipeline. Be cautious of gaps in supplies this week.

OTHER STORIES

• ALERT! Organic Asparagus has become extremely limited as the end of the season approaches! Look for gaps in supplies and high

markets.

• Organic Green, Red, and Rainbow Chard from Lady Moon Florida continue to see excellent supplies for the remainder of December and into early January.



OG TROPICALS

Organic Hass Avocados from Mexico are in steady supply with good condition. 48ct fruit has been in higher demand. 60ct Fruit remains very promotable with heavy volume on the smaller side.

Fair-Trade Organic Hass Avocados are in good supply. 60ct fruit will also be available.

Organic Smooth Skin Green Avocados will continue to be available from Florida.

Organic Tommy Atkins Mangos are in good supply from Ecuador. Organic Honey (Ataulfo) Mangos from Ecuador are also back in stock the week of 12/16.

Organic Dragon Fruit is done for the season.

Organic Mamey, Starfruit, Black Sapote, Cactus Leaves (Nopales), and Passion Fruit will all be available for the week of 12/16. Organic Feijoa are extremely limited for next week, but quality is excellent!

• Import **Organic Cherries** are in sporadic supply with high prices.

• Organic Cranberries from Canada, in 6 oz bags, are back and will finish out before the holiday.

• Organic Pomegranates will be in steady supply but are expected to tighten up toward the end of the month. • Organic Zucchini and Yellow Squash from Lady Moon in Florida is seeing steady numbers throughout December. During the rest of December, expect to see steady availability and pricing, while quality will remain excellence. Look for potential opportunities to promote if there is an increase in supplies.



HANUKKAH BEGINS: SUNDAY, DECEMBER 22 CHRISTMAS DAY 2019: WEDNESDAY, DECEMBER 25 NEW YEAR'S DAY 2020: WEDNESDAY, 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 13th - 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. 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 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) (December 22 - 30)

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

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

11. 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.

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.
- We expect many customers to come in with very large orders on 12/20, 12/21, and 12/23 deliveries. 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

TUESDAY 12/24 (CHRISTMAS EVE): Office closing at noon, normal delivery schedule. WEDNESDAY 12/25: Merry Christmas! Office closed, no deliveries. THURSDAY 12/26: Normal office and delivery schedule.

TUESDAY 12/31 (NEW YEAR'S EVE): Office closing at noon, normal delivery schedule. WEDNESDAY 1/1: Happy New Year! Office closed, no deliveries. THURSDAY 1/2: Normal office and delivery schedule. **Interview**







*For clarification or special requests on this schedule,

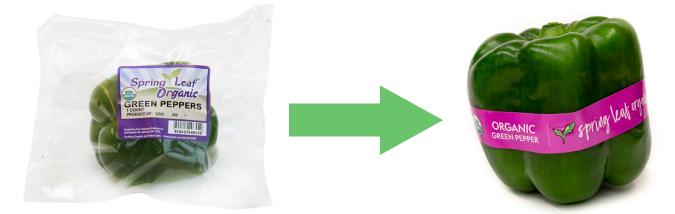
please contact your sales rep or merchandiser.





NOW WITH LESS PLASTIC!

The Spring Leaf Organics 1ct products now use only a single band instead of wrapping the whole item in plastic!



FROM THIS...

TO THIS!

NEW BAND DESIGN ELEMENTS:



UPDATED PRODUCT SKUs:

OLD CODE	NEW CODE	DESCRIPTION	UPC			
		OG Cucumbers 12 ct Labeled Spring Leaf	8-20402-49654-2			W strung L
		OG Eggplant 8 ct Labeled Spring Leaf	8-20402-49666-5			-
		OG Grapefruit 18 ct Labeled Spring Leaf	8-20402-49658-0			
49655	223030	OG Peppers Green 12 ct Labeled Spring Leaf	8-20402-49655-9	Part of the second s		
		OG Peppers Red 12 ct Labeled Spring Leaf	8-20402-49656-6	A Comment of any lot of	ORGANIC WP	
41287	223032	OG Pepper Yellow 12 ct Labeled Spring Leaf	8-20402-41287-0	Contraction Parallel		WP PLU: P4689

NEW PRODUCT SKUs:



CODE DESCRIPTION

222015 OG Mangos 10 ct Labeled Spring Leaf
222014 OG Mangos 12 ct Labeled Spring Leaf
223033 OG Peppers Orange 12 ct Labeled Spring Leaf
222012 OG Squash Green 12 ct Labeled Spring Leaf
222013 OG Squash Yellow 12 ct Labeled Spring Leaf

UPC 8-20402-22015-4 8-20402-22014-7 8-20402-42355-5

8-20402-22012-3 8-20402-22013-0



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MARKET NEWS CONVENTIONAL OUTLOOK

DECEMBER APPLE UPDATE

WASHINGTON APPLES:

We've had some success with some unique **Specialty Apples** during November and December. **Pink Pearl** (tart pink flesh, tan/green skin), **Lucy Glo** (tart red flesh, tan skin), and **Lucy Rose** (sweet red flesh, red skin) **Apples** began in November in limited quantities and will wrap up for the season as supplies wind down headed towards the new year.

The super sweet and juicy **SugarBee Apple** has impressed both retailers and consumers during November and December and will wind down for the season as supplies wrap up headed toward the new year.

We now have the much anticipated **Cosmic Crisp Apple** (Honeycrisp & Enterprise cross) from Washington. Marketing orders limited the packing of what was picked with only the third leaf (3 years of producing trees) allowed to be packed December 1, and this fruit was sold quickly, leaving customers waiting for the second leaf (2 years of trees producing fruit) fruit to be packed January 1st. There may be gaps in supply, and demand is expected to be strong.

EASTERN APPLES:

We partner with our local growers that bring fruit from Pennsylvania, New York, Virginia, and Maryland. These **Eastern Apples** are harvested in the fall and are put into refrigerated storage.

Apples that meet long term storage requirements are put into controlled atmosphere rooms. With controlled atmosphere technology, Apples can "go to sleep" for almost a year and be as fresh as when they were harvested. This provides us with many varieties well into May. Eastern **Honeycrisp Apples** will wrap up much earlier than the other varieties in the early part of 2020.

Some of the specialty Eastern **Apples** available now include: **Kiku** (super sweet Fuji) and **Snap Dragon**.

A few more **Specialty Eastern Apple** varieties won't be packed until January, and include: **Wild Twist** (formerly known as Sweet Cheeks), **Ruby Frost**, and **Evercrisp**.















CV STRAWBERRIES

ALERT! Strawberries will remain extremely limited in volume and high in price for the rest of the year.

California and Mexican growing regions have experienced a significant amount of rain, which has limited the overall supply. Florida had much cooler weather than usual this past week, causing much lighter volume.

Overall quality on inbounds has been nice, but growers are prorating orders heavily from all regions.



CV BERRIES

Blueberries are in excellent supply from Peru. From now into the New Year will be the perfect time to promote all 6 oz. and pints. Peru just simply had an excellent season, and containers continue to be shipped to the states. Sizing remains really large and flavor is great.

Raspberries continue to be in steady supply out of Mexico. Promotional volumes and pricing are now done, but pricing will continue to be reasonable. Quality and flavor have been really nice.

Blackberries will remain in steady supply this week from Mexico, but this market will continually strengthen over the next couple weeks with pricing easing higher.



CV CITRUS

After last week's rainy weather in California, **Citrus** growers are back harvesting. Even though weather slowed picking, it should help size up fruit and we could see an increase in larger **Navel Oranges** available.

NOW IN SEASON: Blood Oranges are available, with Cara Cara Navel Oranges loading this weekend and should be the week of 12/16. Also shipping this weekend will be our first 10/3lb Vintage Sweet Heirloom Navel Oranges.

Satsuma Mandarins are starting to wind down. Clementine Mandarins continue in good volume for the rest of December.

Minneola Tangelos will be available the week of Christmas from Yuma, Arizona.



CV CUCUMBERS

NOTE: Super Select Cucumbers out of Mexico continue to be priced high due to the in-climate weather. Markets are expected to stay steady through the holidays. Quality has been great despite the challenges.

Euro Seedless Cucumber prices remain steady. Quality has been good from Mexico.



CV BROCCOLI

West coast growers are still pushing out large volumes of **Broccoli Crowns**. Pricing is expected to slowly increase.

Eastern **Broccoli Crowns** are still at mercy of the cooler weather. Expect a few ups and downs in this market.



CVLETTUCE

Iceberg Lettuce supplies are starting to flourish, and pricing is starting to decrease. Expect some lighter weights on heads but larger sizing.

Romaine Lettuce and **Romaine Hearts** are plentiful. Pricing has hit bottom and will most likely be staying there until demand returns.



CV CAULIFLOWER

There are a few growers on the west coast that are limited on **Cauliflower**, and some that are still dealing at low prices. Expect to experience the same ups and downs the next few weeks.



CV GREEN BEANS

Green Bean prices are beginning to come down to more promotable pricing this week. Yields continue to get better each day and quality has been great out of Florida.



CV ASPARAGUS

Asparagus prices will begin to increase this week as Mexico begins to finish for this season. Look for most production to come from Peru and prices to rise off of the cheap numbers we've seen earlier in the December.



CV ARTICHOKES

ALERT! California is extremely limited on all sizes of **Artichokes.** Expect limited availability for the next few weeks and evidence of frost-kissed.



CV CRANBERRIES Ocean Spray Cranberries are expected to be in steady supply as we head into Christmas.



CV CELERY

Celery pricing is steady and quality is decent. Expect a slight bump in price for the holidays, but no extreme changes are anticipated at this time.



CV CABBAGE

Green Cabbage prices are extremely promotable this week as prices from across the country are flooded. Quality has been excellent.



CV TROPICALS

Hass Avocados from Mexico are in steady supply with good condition. 48ct fruit has been in 60ct fruit remains very promotable with heavy volume on the smaller side.

Pineapple supplies will be good for mid-December.

Mango supplies from Ecuador will be steady for mid-December. **Honey Ataulfo Mangos** will also be available.

Pineapple Quince are available again next week

Persimmons are in great supply and quality has been good on the **Fuyu**, **Hachiya**, and **Percinnamon** varieties.



CV KIWIFRUIT

MEGA Kiwi is a Hayward Variety that is big and tasty! The 18sz/60ct VF profile is sure to wow customers!

CV TOMATOES

ALERT! Beefsteak Tomato prices will be extreme-

ly high and supplies very short this week. Yields

are extremely low, and demand is very strong

leading to the high price points. Quality has been

Cluster Tomato prices will also be rising as de-

mand is picking up. Consumers are looking for a

less expensive option as all tomato prices soar.

Clusters have been excellent quality from Canada

ALERT! Round Tomatoes are extremely limited

this week and prices are very high. Mexico and

Florida have been extremely short on product leading to the tight markets. Prices are expected

ALERT! Roma Tomato prices are also extremely

limited and high. Mexican production is delayed

due to the recent rains, and Florida has not produced the yields to cover all the demand. Expect it to stay this way through the holiday season. There are some promotional opportunities of **Snacking Tomatoes**, including some of the spe-

to stay this way through the holidays.

very nice.

and the US.



CV POMEGRANATES

POM Wonderful **Pomegranates** are plentiful and in great quality. This is absolutely the best time to promote this fantastic quality fruit!



CV PEPPERS

Jumbo **Green Peppers** remain promotable. Quality has been good. Product is coming from Florida and Mexico.

Mini Mix Sweet Pepper prices continue to become more promotable as production continues. Quality has looked great out of Mexico.

111b **Colored Pepper** prices are rising this week as Mexico has really just begun crossing product. Limited supplies will be available as demand has been strong and harvests just started.

ALERT! 151b Red Peppers are extremely short this week. Crops took a beating from the weather, leaving the market extremely short and prices high. Look for gaps in supplies this week.



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