

ORGANIC MARKET NEWS

DECEMBER 10 - DECEMBER 17, 2021

WINTER ORGANIC APPLE OUTLOOK



The **Organic Apple** crop is looking good with no significant swings from original estimates. Most in the standard varieties have good availability for winter selling.

Two factors are keeping prices elevated versus prior years. First, cross-country freight is very expensive and truck availability out of the Pacific Northwest is limited for December. Second, shippers are packing the apples to order on a longer lead time due to labor constraints.

Promotable for December:

- OG SugarBee
- OG Cosmic Crisp
- OG Sweetango (ending)
- OG Ambrosia
- OG Autumn Glory

Promotable for January:

- OG Opal
- OG Envy
- OG Cosmic Crisp

NOTE: Most organic growers have reduced or eliminated their acreage of **Organic Red** and **Gold Delicious**, as well as **Organic Braeburn Apples**. These will not be promotable moving forward and should not be counted on for your organic apple set.



OG GREENS & LETTUCE

Organic Greens from Lady Moon Farms in Punta Gorda, Florida continue in excellent production!

Organic Rainbow Chard, Red Kale, and Lacinto Kale are all have steady volumes in December.

Organic Green Kale, Collards, Fennel, Baby Bok Choy, and Dandelion Greens are experiencing high yields and will be promotable throughout December.

Organic Mustard, Mizuna, and Tatsoi harvests have now begun. Lastly, **Organic Parsley** all expected to begin harvests in mid-December to round out Lady Moon's offerings.

Organic Leaf and Romaine Lettuce from Lady Moon Farms have excellent supplies and outstanding quality! Promotional opportunities will be available throughout the remainder of December.

SoCal and Yuma, AZ supplies and pricing have improved in December as the transition south is completed. **Organic Romaine Hearts** and **Iceberg Lettuce** supplies have improved throughout early December, driving pricing down as volumes increase.



OG BERRIES

Organic Blueberries continue in excellent supply out of Argentina and Peru, and by the first of the year, we should see Chile and Mexico join in the mix. Promotional opportunities should arise.

Driscoll's **Organic Blackberry** and **Raspberry** supplies are firm and should remain this way until the new year, but with other brands of fruit picking up traction out of Mexico, there should be no shortage of fruit.

NOTE: **Organic Strawberries** continue to be limited through the holidays. Of concern is that there is significant rain headed for California between 12/10 and 12/13, which will stop those harvests.

Expect **Organic Strawberry** volumes to really ramp up in early January when new growing regions begin and we can finally turn to more normal pricing and improved quality.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms continue to be promotable for mid-December out of Florida. Quality has been excellent, and supplies will be steady into mid-December. This should continue into the holiday season.

Organic Cherry Tomatoes continue to be prorated for mid-December from Lady Moon Farms. Quality has been nice. **Organic Rainbow Cherry Tomatoes** will be available for mid-December. Quality has been excellent, and supplies are getting stronger.

Organic Beefsteak Tomatoes continue to be available with steady supplies and good quality from Canada and Mexico.

Organic Cluster Tomatoes will be promotable for mid-December as growers from Mexico and Canada continue to harvest strong supplies.

Organic Roma Tomato prices will start to ease off a bit as Mexico has started with their production. Quality has been excellent.



OG WARM VEG

Organic Eggplant and **Green Bell Pepper** supplies from Lady Moon Farms remain available during December, but colder temperatures have slowed growth.

Mexican **Organic Eggplant** and **Green Bell Pepper** harvests are underway, and supplies will continue to strengthen throughout the month. Expect Mexican supplies to offset decreased Lady Moon volumes in mid-December.



OG CELERY

Organic Celery remains steady in supplies during December and quality has improved throughout the month.

The holiday season is expected to have steady supplies, quality, and pricing. Growers will move south in late December and early January.



OG PEARS

Good supplies of **Organic Anjou**, **Bosc**, and **Red Anjou Pears** are available for holiday promotion with nice quality!

Organic Bartlett Pears are basically done for the year, and we won't see more **Organic Bartlett Pears** until imports begin in the spring.



OG CUCUMBERS

Mexican **Organic Cucumbers** supplies are tightening in mid-December but will remain steady overall. Expect price increases in mid to late December. Quality will remain strong.

Organic Euro Seedless Cucumber prices continue to be promotable for mid-December with crops out of Canada and Mexico. Quality has been excellent.



• VERY MEATY, AND HAS A VERY COMPLEX FLAVOR

• VERY PLEASANT, SUBTLE FLAVOR



OG SPECIALTY CITRUS

Buck Brand Organic Specialty Citrus available as of 12/10:

- **OG Buddha Hand**
- **OG Pink Variegated Lemons**
- **OG Sweet Palestinian Limes**
- **OG Satsuma Mandarins**
- **OG African Shaddock Pummelos**



OG SWEET POTATOES

Premium **Organic Sweet Potatoes** from California are a great item to promote for the upcoming holiday with plentiful supply, fantastic quality, and steady pricing through the end of the year.



OG SQUASH

Organic Zucchini Squash from Lady Moon Farms in FL remains available in December, but volumes have declined due to colder temperatures. Expect quality to remain excellent, but supplies will be limited.

Mexican **Organic Zucchini** and **Yellow Squash** continue to have flush supplies in December. Quality is outstanding and pricing will remain promotable.



OG CALIFORNIA CITRUS

Just when the **Organic Navel Orange** season was beginning to ramp up in volume and size, **NOTE:** rain between 12/10 and 12/13 will slow harvesting and make oranges and other California citrus a bit limited right before Christmas.

Pre-rain fruit including **Organic Mandarins**, **Blood Oranges**, and **Cara Cara Oranges** has looked really nice.

Organic Minneola Tangelos will start around 12/16.



OG SALADS

NOTE: **Organic Salad** suppliers of baby greens are prorating volumes for mid-December due to much higher demand for producers than expected and an inability to refill the supply chain quick enough. Occasional cuts or out-of-stocks may be experienced during the week of 12/13.



OG GREEN BEANS

Organic Green Beans from Mexico will have strong supply volumes in mid-December. Excellent quality and promotable pricing will be around for the holidays.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to have steady supply volumes during December. Expect good quality and pricing as the holiday season approaches.



OG CAULIFLOWER

Organic Cauliflower continues to transition south to SoCal/Yuma, AZ growing regions in early December. In mid to late December, improved volumes are expected as the transition continues. Quality will be much improved with new fields.



OG BROCCOLI

Organic Broccoli has transitioned south to the growing regions of SoCal and Yuma, AZ.

Quality will be improved in mid-December and supplies are expected to remain steady heading into the holiday season.

Organic Sweet Baby Broccoli continues to have strong supplies, but customer demand is strong, driving the price up in mid-December.

NOTE: **Organic Broccoli Rabe** has increased in price for mid-December due to lighter yields and stronger demand.



OG SWEET PEPPERS

Lady Moon Farms' new 18/12oz **Organic Mini Sweet Peppers** in clamshells will be available throughout the month in limited supplies but as expected, quality will be top-notch out of Florida.

Organic Mini Sweet Peppers from Mexico will be available around 12/17 in 12/1lb pouch bags.

Organic Color Bell Peppers from Israel continue to have strong supplies, and pricing has remained steady in December. The challenge remains air-freight - decreased air space has created increased costs and some challenges for on-time arrivals. Suppliers will continue to battle these challenges throughout December. Quality remains outstanding.

Mexican **Organic Color Bell Pepper** supplies will remain minimal until late December.



OG TROPICALS

Organic Hass Avocado supplies continue to be steady, but smaller fruit is starting to tighten as we approach the middle of the month. 60ct fruit will likely see a small increase in price as a result.

Four Seasons will have 48 and 60ct **Organic Fair-Trade Avocados** from Mexico in steady supply.

NOTE: Ecuador **Organic Mangos** have been very tight on the east coast. West coast loading options are also limited and have caused landed costs to increase a bit. Overall, the **Organic Mango** market is tight.

Organic Royal Star Papayas from Mexico will be promotable for the middle of December with a steady supply of fruit. The fruit may exhibit some sunspots which do not affect the condition and in many cases are a sweeter piece of fruit.

OTHER STORIES

- **Organic Drink & Eat Coconuts** and **Coconut Chunks** are in stock for the next several weeks at least. **Organic Young Thai Coconuts** have been extremely tight. There will be a small shot in the middle of the month. Containers on the west coast continue lengthy delays.

- The **Organic Onion** market is steady for mid-December as we head into Christmas with great quality coming out of NV.

- **Organic Asparagus** is available for mid-December out of Mexico. Markets will begin to rise, and availability is expected to be short as regions begin to finish quickly. Hopefully harvests last to get through the Christmas holiday, but they could end abruptly.

- **Organic Eggfruit**, **Organic Starfruit (Carambola)** and **Organic Green Smooth** skin Florida are available for mid-December from Florida! Avocados will be winding down very soon.

- **Organic Turmeric** from Fiji will be available through December. The end of the month and into January is an exciting time for **Organic Turmeric** as Premium Florida Grown product will return to stock from our growing partner Phoenix Rising Farms in Florida. Hawaii Grown **Organic Turmeric** will also begin to pop up during that time as well.



POM Wonderful, that is!

Four Seasons Produce has teamed up with the Wonderful Company to bring you a display contest for the month of December!



Wonderful

DECEMBER 6 - JAN 2, 2022

Halos, Fresh POM brand Pomegranates, and POM Wonderful Pistachios – these 3 great seasonal items for the month of December leading into the holiday can be highlighted in your produce department with big, bountiful displays.

Time to get creative, have fun, and drive some holiday sales!



LARGEST DISPLAY

1ST PLACE: **\$500**
 2ND PLACE: **\$400**
 3RD PLACE: **\$300**
 4TH PLACE: **\$200**
 5TH PLACE: **\$100**

MOST CREATIVE

1ST PLACE: **\$500**
 2ND PLACE: **\$400**
 3RD PLACE: **\$300**
 4TH PLACE: **\$200**
 5TH PLACE: **\$100**

BEST ALL PISTACHIOS

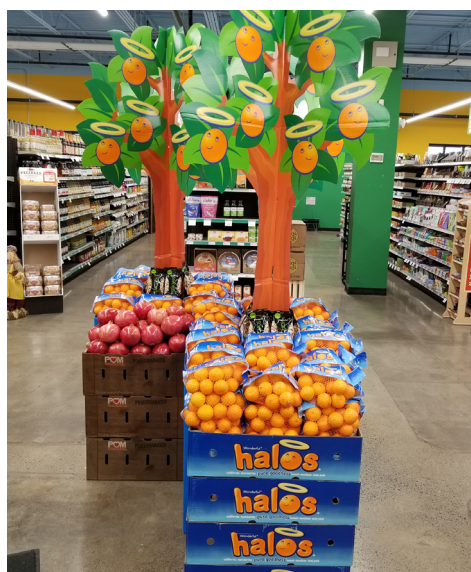
1ST PLACE: **\$250**

BEST ALL POMEGRANATES

1ST PLACE: **\$250**



CONTEST CRITERIA:



- Must merchandise at least 2 of the following items with your displays in the produce department: Halos, POM Pomegranates, or Wonderful Pistachios
- Displays must remain up for at least 1 week.
- All product must be purchased through Four Seasons Produce to be eligible.
- Use of social media is strongly encouraged.
- Email your photos by 1/7/22 to contests@fsproduce.com



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



It's the most Wonderful time of the year!

PRODUCT CODES:



13947 CV Mandarins CA 10/3 lb
14042 CV Mandarins CA 15/2 lb

POS Available:

229569 POS Display Mascot Poles 1 ct
70194 POS Display Bin Halos 2ct
216380 POS Display Bin Fruit Stand 1 ct
229570 POS Display Bin Halo's Good Choice Kid 1ct



CODE: 14042



CODE: 13947



CODE: 70194



CODE: 229570

Good Choice Kid Bin Base

2 Bin Bases per Box



Halos Mascot Pole

CODE: 229569



CODE: 216380

Fruit Stand Kit

- All elements hold fruit to sell
- Holds 6-8 master trays
- Comes with detailed instruction sheet



17603 CV Pomegranates 22 ct POM Wonderful
17680 CV Pomegranates 30 ct POM Wonderful
222144 CV Pomegranates Arils 12/4 oz POM
9413 CV Pomegranates Arils 8/8 oz POM



18407 Pistachios Roasted Salted Shelled 72/6oz
207120 Pistachios Roasted Light Salt Shelled 72/6oz
222913 Pistachios Shelled (36 Chile Roasted, 36 Honey Roasted) 72/5.5oz
227757 Pistachios Shelled (36 BBQ, 36 Sea Salt and Vinegar) 72/5.5oz
207311 Pistachios Flavored (96 Salt & Pepper, 72 Sweet Chile) Mini Bin 168/7oz
18208 Pistachios Roasted Salted 1/4 PL Bin 180/8oz
18029 Pistachios Roasted Salted 1/4 PL Bin 156/16oz
228906 Pistachios Roasted 96 Lite Salt/60 No Salt 1/4 PL Bin 156/16oz
207119 Roasted Salted 1/4 PL Bin 108/24oz



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



2021 FOUR SEASONS PRODUCE CHRISTMAS & NEW YEARS SCHEDULE

CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

Sunday 12/19 - Thursday 12/23: Normal office and delivery schedule.

Friday 12/24: Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

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

Sunday 12/26 - Thursday 12/30: Normal office and delivery schedule.

Friday 12/31: Normal delivery schedule. Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

Saturday 1/1/2022: Happy New Year! Office closed. No deliveries.

ASK US ABOUT NEW & SEASONAL "FRESH" ITEMS!



2022 PRODUCE MERCHANDISING CALENDAR ATTENTION FOUR SEASONS PRODUCE CUSTOMERS

Check out the 2022 Produce Merchandising Calendar!

<http://ow.ly/PkIO50H8nLW>

In the calendar, you'll find our suggestions for monthly display promos, what items are best of season, and promotional themes by week to help you with your planning.



CONVENTIONAL MARKET NEWS

DECEMBER 10 - DECEMBER 17, 2021

DECEMBER BERRY UPDATE

Blackberries continue to be steady coming out of Central Mexico. Driscoll's continues to have good volume and prices. Other growers are also starting their Mexico harvests, leading to better overall availability in the market. Quality has been consistently nice. Supplies are expected to remain good heading into January.

Blueberries coming out of Peru continue to be promotable for mid-December. Shippers are beginning to finish up with the Peruvian fruit and will soon begin to transition to Chile. At this time, shippers are expecting a fairly smooth transition, but given the lack of labor and truck drivers at the ports, there could be potential issues unloading containers.

Raspberries continue to be steady again for mid-December. Driscoll's has steady volume and quality is excellent. Other grower/shippers are also beginning their crops out of Mexico, leading to more availability in the overall marketplace. Supplies are expected to remain steady heading into January with spot hot buys available.

Strawberry prices are beginning to ease off for mid-December. Florida production has started with decent volume, which is easing pricing down and leading to better availability on new crops. Expect volume to continue to increase out of Florida as conditions have been favorable and crops are looking strong. Driscoll's has also started their Florida production in a limited capacity, but numbers are expected to come on strong. As of now it's looking to be promotable in early January out of Florida and Mexico.

Driscoll's has started their "Limited Edition Sweetest Batch" Blackberries. This is a proprietary variety that is grown to have excellent flavor and sugars. Quality has been exceptional on the 12/6oz; we will transition to their 12/10oz configuration later in December to differentiate on the shelf.

Driscoll's "Sweetest Batch Limited Edition" Blueberries from Mexico in 8/11 oz packs are now available with outstanding size and flavor.

Closer to the New Year's holiday, Driscoll's will also start with their "Berry Bigs" and "Sweetest Batch" Strawberry proprietary varieties that are known for large size and outstanding flavor respectively.



CV MANDARINS

Mandarins are in steady supply from California, and the quality has been very nice. Pricing will remain higher heading into the new year, particularly on the Halos brand.

Keep in mind there are excellent value opportunities continuing this month on import fruit from Chile and Spain. The quality has been outstanding, and you can't beat the price!

Stem & Leaf Satsuma Mandarins continue in season. With rain in the forecast in California for mid-December, supplies could be a little light around Christmas.

SUMO Citrus is right around the corner. This crop will be ready for harvest soon, and the first fruit should be on the east coast in early to mid-January.



CV ORANGES

Navel Oranges are in excellent supply from California heading into the week of 12/13, but we will need to keep an eye on weather. **NOTE:** The forecast is calling for a few days of rain, and this could cause some disruption in the supply. Overall, we have plentiful supplies on all sizes, especially 56's.

Look for great opportunities this month on **Bins of Jumbo Navel Oranges**. Our first arrivals on bins will hit 12/13 on 40 sz fruit, and these are expected to be beautiful. Another new item that will be available around 12/16 will be **Vintage Sweets Heirloom Navel Oranges** in 10/3lb bags.

Blood Oranges and **Cara Cara Oranges** have started, and we will have plenty of supply to kick off the week of 12/13 in bulk and bagged options.



CV TOMATOES

Campari Cocktail Tomatoes will be promotable for mid-December out of Mexico. Quality has been outstanding.

Grape Tomatoes will be very promotable for mid-December. Florida and Mexico have strong supplies. We continue to support mostly Florida product and quality has been excellent.

Beefsteak Tomato prices continue to drop. Supplies are excellent out of Mexico and US. Quality has been excellent. **Cluster Tomatoes** continue to be promotable and strong supplies are available from US, Canada, and Mexico. Quality has been excellent from all regions.

Vine Ripe and **Roma Tomato** prices have eased off for mid-December as more supplies from Florida and Mexico become available. Quality has been very nice from both regions.



CV GRAPES

With **Grapes** finishing for the season in California, we've made the switch to all fresh crop import **Grapes** going forward, and the quality on all Peruvian **Grapes** has been beautiful. We're currently carrying all XLG and jumbo-sized fruit with the preferred varieties.

We will continue to have **Cotton Candy Grapes** in both bags and clamshells.



CV SALADS

NOTE: Packaged Salad sales remain strong for December, and between labor and logistics challenges, Dole and Fresh Express have had difficulties with their fill-rate.

On the growing side, **Iceberg** and **Romaine** volumes are improving, which is good news.



CV PEPPERS

Green Pepper prices will be very promotable for mid-December from Southern Florida with excellent quality and strong supplies. California is also harvesting steady supplies and Mexico has also started production.

11lb **Red**, **Orange**, and **Yellow Peppers** are more limited. Canadian product has ended and there is very little product starting out of Mexico. The **Red Pepper** pricing will continue to rise into for mid-December.



CV LETTUCE

Iceberg Lettuce continues to drop in price as growers are into their winter plantings. Quality is okay so far.

Leaf Lettuces also continue to come off in price. **Romaine Hearts** are improving in quality for some growers, and pricing has eased down slightly.



CV POTATOES

There's some really attractive quality and price on the 10/5lb PA grown **White Potatoes**. We will see this market price steady into the new year.

We have cut our **Red**, **Gold**, and **Russet Potato** program over to be sourced from a mixture of New Brunswick and Maine **Potatoes**, and quality is looking fantastic. We are currently completely out of PEI grown **Potatoes**, and will not bring any in until the PEI Potato suspension is lifted.



CV GRAPEFRUIT

Grapefruit will remain in steady supply from Texas and Florida heading into the week of 12/13. We will continue to carry 27's, 36's, and 40's going forward, and the quality has been very nice.

We will look to carry some new varieties heading into the New Year. The **Oro Blanco** and **Melo Gold** are both a cross between a pummelo and a white grapefruit, but the **Melo Gold** is much larger and the rind is more yellow in color.



CV ARTICHOKE

12ct jumbo **Artichokes** are promotable for mid-December!

24ct **Artichokes** remain available, but at higher pricing.



CV ASPARAGUS

Asparagus pricing is finally going up as the current growing region in Mexico is ending, and will finish up around Christmas.

NOTE: There could be some limited availability during the transition until the Peruvian product is up and running.



CV LITTLE BEAR TX VEG

Cabbage has transitioned to South Texas and Florida as local production has now finished for the season.

We are also beginning to source row crop **Greens**, **Bunched Veg**, and **Bok Choy**s from South Texas, mostly Little Bear brand - known for nice quality and big bunches.



CV BROCCOLI & CAULIFLOWER

East coast **Broccoli Crowns** are readily available out of Georgia and Florida. Pricing has become more affordable, and quality is excellent.

Cauliflower is priced more reasonably headed into mid-December with improved quality.



CV CRANBERRIES

Cranberries should remain available until the Christmas Holiday. Harvests have become limited, but demand has eased off and led to steady supplies.

We will be using Blue Water label as Ocean Spray has finished for the season due to labor and quality issues.



CV MELONS

Cantaloupes and **Honeydews** are in excellent supplies heading into mid-December. Supplies will only increase heading into the new year, and pricing will begin to slide.

Look for excellent opportunities to promote both melons.



CV APPLES

Eastern and Western **Apples** continue in peak season availability.

For mid-December, there will be some spot buys on 64ct size **Honeycrisp Apples** out of Washington.

New item: **Hunnyz Apples** from Gee Whiz will be available to promote starting 12/15. This firm and sweet apple is a cross between a Honeycrisp and a Crimson Crisp Apple. It is slow to brown.

New York **Snap Dragon Apples** have promotional opportunities available to finish out 2021. Ask your rep about display bins.

Promotable for December and January:

- **Envy Apples**
- **Opal Apples**
- **SugarBee Apples**
- **Jazz Apples**
- **Cosmic Crisp Apples**
- **Koru Apples**

• **Pear** supplies are firm and steady with **Bartlett Pears** starting to tighten up as we are on the back half of the crop.

• **Super Select Cucumber** prices remain steady for mid-December. Quality out of Mexico has been excellent and supplies will be steady.

• **Euro** and **Mini Seedless Cucumbers** remain very promotable for mid-December. Quality has been excellent out of US and Mexico.



CV TROPICALS

Mangos from Brazil and Ecuador make up a very large portion of product in the marketplace right now. Brazil is in the late stages of their season and should be winding down soon.

Ataulfo Honey Mangos from Ecuador have been very limited but will be available as we start December. Peru has also started with some fruit.

Hass Avocado supplies are steady. Smaller fruit tightened just a bit in early December. This will likely result in a small price increase on the 60ct fruit over the next few weeks. This comes after several months of cheaper pricing and promotability. Many retailers chose to follow value, choosing to switch to the 60ct size from larger fruit, which was commanding a premium price.

NOTE: Pineapple availability will tighten significantly for the middle and end of the month. This will result in price increases as well.



CV LEMONS/LIMES

Lemons will remain in steady supply from California. Pricing will slide down slightly as we head into the end of the year across the board on all fancy and choice fruit.

Limes will begin to gain some strength heading into the new year. Harvesting will slow between the Christmas and New Year holidays, and that will limit the amount of supply crossing the border into the States. This lack of supply will push prices higher. Overall quality has been nice on all place packs and bulk 175/200ct cases.

Ask your rep about opportunities on 17/2lb **Lime** bags headed into Christmas and New Year's.

OTHER STORIES

• **Brussels Sprouts** pricing is starting to bump back up as holiday demand rises. Availability is already on the tighter side, leaving room for the market to increase.

• **Green Beans** will be very promotable for mid-December. Quality and supplies are excellent out of Florida.

• **Green** and **Yellow Squash** from Mexico continues to be very promotable for mid-December. Quality has been excellent.

• Peruvian **Sweet Onions** will be steady on price through the end of the year on both jumbo bulk and bagged. All western **Onions** (**Red**, **Yellow**, and **White**) have increased in price for mid-December mostly due to increased transportation costs.