

# ORGANIC MARKET NEWS



OUTLOOK FOR DECEMBER 17 - DECEMBER 24, 2015

## ORGANIC PINEAPPLE OUTLOOK

**Organic Pineapples** will continue to be in good supply through the end of December. Larger sizes are also more readily available than other times of the year. Condition has been great.

Promote **Organic Pineapples** while you can!

### 2016 OUTLOOK:

The long term forecast for **Organic Pineapples** is a little less optimistic. The 1st quarter of 2016 will see **Organic Pineapples** to be very limited based on harvest projections. The growing cycle for a pineapple is 12-18 months, so there are no quick fixes. This shorter supply could last well into the 2nd quarter of 2016.



### OG CUCUMBERS

**ALERT!** **Organic Cucumbers** are in very tight supply out of Mexico. No volume to speak of is crossing over the border. Florida growers are done for the time being on **Organic Cucumbers**, making the shortage feel even more dramatic.

Crossings from Mexico will remain light through the holidays and then will likely improve by the 1st or 2nd week of January.

**Organic Hothouse Cucumbers** are in good supply out of Mexico and Spain. This may be one of the only **Organic Cucumbers** available on many days during the end of December.



### OG TOMATOES

**Organic Round Tomatoes** are in good supply out of Mexico and Florida. The price on Mexican product has dropped a little this week, indicating more volume. Quality has been excellent on both.

**Organic Rainbow Cherry Tomatoes** are much more limited in supply this week out of Florida. Some are available out of Mexico as well, but are also very limited.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is still increasing in supply out of CA. Prices will continue to move down this week. Quality has been very good out of the desert area.

**Organic Broccoli Crowns** are in better supply this week, but price is firm on crowns.

**ALERT!** **Organic Cauliflower** is in very tight supply due to weather-caused growing issues. Most product being harvested has some insect issues, discoloration, and bruising. Prices are at record highs. Expect continued tight supply until after Christmas.



## OG CARROTS

**ALERT!** Organic Cello and Table Carrots remain scarce. All **Organic Carrots** are very limited out of California. Jumbo sizing is virtually unavailable. It may be a couple of months before CA has adequate supplies or larger **Organic Carrots**.

Canadian shippers are reporting good supply of storage **Organic Carrots** for packing cellos and 25lb. table grade.



## OG APPLES

**ALERT!** All Washington **Organic Apples** remain extremely tight with very sporadic packing taking place at the grower/shipper sheds. Prices are rising as they continue to pace out this past fall's smaller volume crop.

Juice-grade **Organic Granny Smith** and **Fuji Apples** out of Washington have much stronger markets and extremely limited availability.



## OG CELERY

**ALERT!** Due to weather based issues **Organic Celery** is in very tight supply with prices increasing over last week's pricing. Tight supply is expected to last until the New Year.



## OG LETTUCE

**ALERT!** Florida and CA are reporting tight supplies of all **Organic Leaf Lettuces**. Some CA **Organic Lettuce** with some brown rib discoloration, while the FL **Organic Lettuces** are very clean. CA shippers still prorating and prices remain high.



## OG KALE

**Organic Green** and **Lacinato Kale** is in good supply out of FL and CA. CA in particular is anticipating large harvests this week, perhaps bringing the price down. Now is a good time to promote!

**Organic Red Kale** is in tighter supply out of CA and FL.



## OG SWEET POTATOES

Christmas promotional pricing is in effect for all of the AV Thomas "Natural Beauty" California grown, beautiful **Organic Sweet Potatoes**.

North Carolina **Organic Sweet Potatoes** are also available as a lower cost alternative to the California product. The Covington variety has looked nice.



## OG GREEN BEANS

**Organic Green Beans** are in good supply out of Mexico. Florida is reporting very light supplies until Christmas.



## OG ASPARAGUS

**Organic Asparagus** out of Mexico is done for now. Following this gap, the next shipper expects to begin selling product in early January.



## OG ONIONS

Peri & Sons expect to have good supplies of **Yellow, Red, and White Onions** now into March. Quality is outstanding.



## OG CITRUS

New crop Florida **Organic Orlando Tangelos** are steady.

Florida **Organic Sunburst Tangerines** are in firm supply and are expected to wrap up soon.

Florida **Organic Golden Sweet Tangelos** will finish up for the season this week.

Florida **Organic Grapefruit** supplies are back in limited supply. Texas **Organic Grapefruit** continue to gap. California **Organic Grapefruit** supplies continue to be excellent with aggressive prices. Great flavor should be expected.

California **Organic Satsuma Mandarin** supplies have ramped up with better quality and flavor. The rest of December is peak season until the crop wraps up in early January.

California **Organic Pummelos** are here in steady supply with steady pricing.



## OG CITRUS (CONT.)

Full box California **Organic Cara Cara Oranges** have arrived with deep pink flesh, good flavor, and a nice exterior.

California **Organic Clementine Mandarins** will be available through Christmas in both bulk and tote bags, and then will be done for the season.

Italian **Organic Clementine Mandarins** are expected to begin this weekend in 12/2lb. high graphic pouch bags.

California **Organic Navel Orange** crop continues to improve in both quality and supply with declining prices.

New California **Organic Minneola Tangelos** are expected to arrive by Monday.

California **Organic Daisy Tangerines** are back with the same amazing flavor – be sure to try this delicious piece of fruit!



## OG BERRIES

Mexican **Organic Blackberry** supply is excellent with improving quality. Promotional opportunities are available.

**Organic Blueberries** out of Chile are in plentiful supply in both 4.4 oz. and 6 oz. clamshells. 6 oz.

**Fair Trade Organic Blueberries** out of Argentina are in excellent supply with prices continuing to drop.

Columbian **Organic GoldenBerries (Cape Gooseberries)** continue in steady supply.

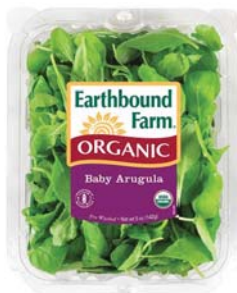
**ALERT!** **Organic Strawberry** and **Raspberry** markets continue to be extremely limited and prices are high.

**Canadian Organic Cranberries** are now done for the season.



## OG HASS AVOCADOS

**Organic Hass Avocados** remain in great supply in all sizes. We will continue to offer deals as they pop up on large sized fruit from our vendors!



## OG SALADS

Certain items like **Organic Romaine Leaves**, **Arugula**, and **Mache** still remain in tight supply as shippers continue to struggle with transitioning fields.



## OG MANGOS

**Organic Tommy Atkins Mangos** from Ecuador continue to be in good supply going into next week. Keep in mind that sometimes fruit tightens up closer to Christmas as the piers and other offices are closed, preventing **Organic Mangos** to be released for shipment in the country.

# IN OTHER NEWS

- **ALERT!** Transitioning fields has affected the bulk **Organic Herb** market as supplies have been light and shippers are packing the retail clamshells first.

- **Organic Brown Turkey Figs** are now done for the season. The next Organics Figs available will likely not be until the end of March or early April.

- **Organic Lemon** supply has firmed up slightly as the desert finishes. Smaller sizes prevail. **Organic Meyer Lemons** are now in good supply.

- **Organic Anjou Pear** supply has tightened up significantly with high prices.

- **Organic Red Anjou Pears** are extreme-

ly limited in supply with higher prices.

- **Organic Asian** and **Concord Pears** will be in limited supply.

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

# CHRISTMAS & NEW YEAR PRODUCE MERCHANDISING CHECKLIST

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

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



## **Nut and Dried Fruit Displays should include:**

In-shell and Shelled Nuts, Raisins, Dates, Medjool Dates, Chestnuts, Dried Figs, String Figs, Nut trays and a variety of Pistachio packs. Ask your rep about Diamond Nuts; Terra Fina snack lines; Marian Farms, Earthbound Farms and Fruit D'or organic dried fruits, Nutri Figs, Mariani dried fruits.

## **SMART TIP:**

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

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

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

## **Convenience Products save hosts time and will sell this December.**

Cored Pineapples, Pomegranate Arils (POM POMs), Taylor Farms Organic and Apio Eat Smart cut veg bags, and pre-ordered fresh cut fruits and vegetables will sell well all month, especially right before Christmas and New Year's Day. Are you prepared to have these incremental sellers in stock?

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



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

### Highlight Great Holiday MOVERS like:

Green Beans, Broccoli, Cauliflower, Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays), Asparagus, Fresh Cranberries, Green Cabbage, Cole Slaw Mixes, Yukon or Red Potatoes and Pearl and Boiler onions are popular holiday dinner side dishes. All are available in both Organic and Conventional.

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

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



### Cater to the DIY veggie tray makers with:

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

### Ethnic Specialties to be aware of:

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

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

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

### Order and Display Planning Tips:

- Key Christmas Displays should be in place by December 18th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your deliveries on the 17th, 18th and 19th of December.
- Stay Ahead on your "hard goods" like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries as you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display – these are great in fruit salads! Stay ahead with color.
- Beginning on the Saturday prior to Christmas, every day will be busy and you'll want to capture every sale that we can.

### Smart Labor Planning will help you sell and please customers:

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

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## 2015 YEAR END HOLIDAY SCHEDULE

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

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

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

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

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

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

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

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

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

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

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

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR DECEMBER 17 - DECEMBER 24, 2015

## RED HOT VEGETABLE MARKETS

### ALERT!

#### CAULIFLOWER:

Growing conditions have thrown **Cauliflower** harvest schedules out of whack, causing short supplies and skyrocketing prices. Quality remains nice on the little volume that is being picked.

#### CUCUMBERS:

Field grown **Cucumbers** are extremely limited due to 30 degree temperatures and rain in the main Mexican growing region right now. Pricing is higher and we may have more 24ct cartons than 72ct super selects. Honduran **Cucumbers** will start by early January.

**Cello Wrapped Cucumbers** however are in decent supply and a good item to promote.

#### BRUSSELS SPROUTS:

**Brussels Sprouts** harvests remain lighter than demand. Quality is nice, however prices remain high.

#### CELERY:

**Celery** remains high priced and tight in supply. Volumes are limited due to cold weather and a disease in the Oxnard fields that is reducing yields. Quality is nice on what we have been receiving.

#### GREEN BEANS:

**Green Beans** remain limited from Florida with high pricing. Some growers are going into a gap. Product is also very limited out of Mexico. Expect high pricing through the holiday and heavy pro-rates from producers of clean and snipped microwave packs.

#### ASPARAGUS:

**Asparagus** prices will remain high through next week. Holiday demand is strong and Peru continues to struggle with enough product.



## CV BLUEBERRIES

Good **Blueberry** supplies out of Chile will continue this week. We are seeing some strong demand heading into the Holidays, which is keeping the markets stable.

Pint containers will be available in a very limited way this week. Promotable pint pricing and availability will begin heading into the New Year.



## CV GRAPES

We will be wrapping up the season on California **Grapes** and making the transition into Peruvian fruit with the first Chilean fruit hitting this week-end. Despite having quite a bit of inventories still out West, much of the fruit remaining does not have the quality to make the ride across country. Many, if not most receivers have already made the switch, creating a heavy demand on limited supplies of grapes from Peru, especially on red seedless.

With Chilean fruit arriving this weekend, supplies will gradually improve, but we won't see a decline in the market until later in January.



## CV PEPPERS

**Mini Mixed Sweet Peppers** are steady with nice quality.

**Green Peppers** are limited, but on the steady side price wise from Mexico and Florida.

**11lb Red, Yellow, and Orange Peppers** are limited with higher pricing this week.

**25lb Red, Yellow, and Orange Peppers** are steady.

**15lb Red Peppers** are very limited and we may be short for several days.



## CV MELONS

**ALERT!** Tight **Cantaloupe** and **Honeydew** supplies will continue this week especially on smaller size fruit. We have seen some inconsistent quality caused by the rains in Guatemala. It is expected to take another few weeks to get more steady arrivals and to see quality improve. Look for higher market pricing to continue until the end of the year.



## CV CA ORANGES

**Navel Oranges** are peaking on 72's - 113's, mostly fancy. The price difference between 56's and larger and 113's is nearly ten dollars. Color is much improved from the first few weeks of the season.

It's pretty much the same scenario on **Cara Cara Navel Oranges** - both will improve in a few weeks, but until then, demand will exceed supply, keeping prices strong.

Next week, we will have **Blood Oranges** to throw into the mix with fruit shipping this weekend.



## CV SWEET POTATOES

Look for aggressive pricing on all of the North Carolina grown **Sweet Potatoes**. Now is the time to stock up and promote on **Sweet Potatoes** for the upcoming holiday!



## CV MANDARINS

**Clementine Mandarins** have been in great demand and fortunately supplies have been adequate going into the final push of holiday ads.

**Satsuma Mandarins** are still in good supply, but with **Minneola Tangelos** now shipping, demand is softer.



## CV STONE FRUIT

**Cherry** prices are starting to drop as the first vessel fruit arrives in the East Coast this week. Prices are \$10-15 less than what was coming in by air. Quality has been very nice along with flavor.

**Peaches** and **Nectarines** are coming off the same vessels, with only a handful of **Red Plums**.



## CV MEYER LEMONS

**Meyer Lemons** are in peak season from California. Consumer demand for this sweeter variety is on the rise. We will be stocking Sunkist 1lb. **Meyer Lemon** pouch bags.



## CV STRAWBERRIES

Look for stronger **Strawberry** markets heading into Christmas. Retail prices have adjusted and have seen demand increase substantially. Florida product will trade at lower pricing than Driscoll's brand out of Mexico.



## CV BLACKBERRIES & RASPBERRIES

Mexican production is strong on both **Raspberries** and **Blackberries**, however not all of the supplies are good quality. This has strengthened the markets on good quality fruit.



## CV WATERMELONS

Cold and wet weather has just about ended the Mexican **Watermelon** season. Extremely limited supplies with much higher markets is expected this week. Off shore fruit isn't expected to arrive until after the New Year.

Supplies will be tight this week, but should loosen up following the holiday.



## CV TOMATOES

**Campari Tomatoes** are steady and are a good item to promote.

**Beef Tomatoes** remain limited, and **Cluster Tomatoes** are getting tighter and pricing is up this week.

**Vine Ripe Tomatoes** are steady from Mexico and Florida.

**Grape** and **Cherry Tomatoes** became tight and pricing is trending up.



## CV LETTUCE

**Iceberg Lettuce** remains on the limited side. Pricing will be steady to higher with nice quality. Frost conditions have delayed harvest daily.

**Romaine, Green Leaf, and Red Leaf Lettuces** are steady. **Romaine Hearts** are trending higher with light supplies. Frost conditions have delayed harvest daily. We will have 24ct **Red Boston Lettuce** this week.



## CV ANISE

**Anise** supplies are decent with excellent quality from Santa Maria, CA. Pricing is steady this week.



## CV FL GRAPEFRUIT

Fundraising business still ruled the day last week as domestic **Red Grapefruit** volume peaked at 160,000 cartons. Vendors struggled to get orders filled on 40ct and larger as fundraisers gobbled up supply.

Harvesting and packing will begin to come back to normal next week as fundraising orders begin to dwindle. Pricing remains stable/good this year but quality is highly variable from packer to packer this season.



## CV POTATOES

**Idaho Count** and **Poly Potatoes** continue to be steady this week on demand and price.

**Prince Edward Island (PEI) Red, White, Yukon Russet, and Russet Potatoes** in poly bags have a price advantage in comparison to the Idaho product, and we have all in stock for your holiday displays!

**Color Potatoes** are in a transition to California and quality is very nice.



## CV BROCCOLI

**ALERT! Broccoli** remains very limited from the East Coast, Mexico, and California. Pricing is high. Quality is nice.

## IN OTHER NEWS:

### CV FL TANGERINES

Not much to discuss on **Tangerines**, as what little volumes exist are in few hands at high prices. The industry is 2-3 weeks away from packing **Honey Tangerines**. While volumes on Honey T's should be more available than Sunburst, there will still be less than last year and command high prices.

### CV CA LEMONS

The **Lemon** market is getting stronger on smaller sizes as the fruit is peaking on 115's and larger. There is some spot deals from some vendors on 95's and larger as they try and keep inventory turning.

### CV ONIONS

**Packaged Onions** are steady this week. Peruvian **Sweet Onions** are in fully swing and we will see sharp pricing and very nice quality through the holidays and into the New Year.

### CV RADISHES

**ALERT! Radishes** are limited due to cool weather in Arizona and Florida, the two main growing regions right now. 14/1lb. pricing will be higher this week.

**ProduceGeek**

For more info on what's in season, check out [producegeek.com](http://producegeek.com)!