

# ORGANIC MARKET NEWS



NOVEMBER 3 - NOVEMBER 10, 2023

## GOOD SUPPLIES OF ORGANIC POTATOES, SWEETS & ONIONS



**GOOD NEWS!** It's cooking, baking, soup and stew season. Now is the time for holiday meals. The good news is that Organic Potatoes, Sweet Potatoes, and Onions are in great shape.

Our Wisconsin grower-shipper is fully stocked on **Organic Russet Potatoes**, and quality is outstanding at the moment as this is the peak of the season.

**Organic Red and Gold Potatoes** from Manitoba, Canada will be in steady supply and price for the next two months and are also great items to promote. It's quality is strong 3lb bags and 50 lb bulk are available.



November is a great time to start opening up on **Organic Sweet Potatoes** and building larger-than-normal displays for the holidays. Pricing on all items will remain steady through the end of the year! Quality from AV Thomas "Natural Beauty" has been nice on all varieties.

California and Nevada grown premium **Organic Onions** are in peak season with excellent quality on all colors, plus **Organic Shallots**!



### OG BROCCOLI & BEANS

**GOOD NEWS!** In early November, California continues to produce a significant quantity of **Organic Broccoli**. Virginia and North Carolina are major suppliers on the East Coast. Strong volumes and competitive prices from both coasts will make Thanksgiving promotions possible.

**Organic Green Beans** in bulk 25lb boxes will primarily come from Florida and Mexico, starting as early as the beginning of November. Lid pricing is set for the holiday, so consult with your sales rep to secure volume and movement. Expect decent supply and availability from both regions, with Mexico having a slower start but Florida helping meet our needs.

**Organic French Beans** in 10/11lb bags will be available again this holiday with outstanding quality and no expected major concerns.

### OG APPLES & PEARS

**GOOD NEWS!** It's peak season! We have excellent supplies and quality available for all our lines of **Organic Apples**. There's an opportunity to stock a wide selection to cater to all your customers' taste preferences.

**Organic Opal Apples** have arrived, boasting its bright yellow skin and slow-to-brown white flesh, which is also delicious.

Other premium snacking varieties available include; **Organic Ambrosia, Envy, Lady Alice, Rockit, SugarBee, and Sweetango.**

**Organic Pears** are in peak season. Data shows Pear shoppers spend more in your store! Care for those displays!

**Organic Red Anjou Pears** have just arrived, and **Organic Comice Pears** are expected to return in early November, just in time for the holiday season.

### OG BERRIES

**NOTE:** **Organic Strawberry** pricing is on the rise as supplies decrease, which is typical for this time of year due to growing cycles. California's harvest is finished, and Mexico is only providing limited supply. However, we do have Ohio greenhouse grown **Organic Strawberries** available to bridge the gap, and the quality is impressive on those 10/12 oz packs.

**ALERT!** **Organic Blackberry** availability remains tight with high pricing due to recent hurricanes in Mexico, which have significantly damaged the crops. Growers are struggling to maintain consistent volume and quality. Expect shortages and limitations throughout the start of November.

**NOTE:** **Organic Blueberry** supplies from Peru and Chile are gradually improving, leading to slightly easing pricing (though still high) as more fruit becomes available. The overall quality has been consistently high.

**Organic Raspberry** prices are stabilizing as the flush season comes to an end. Harvests continue steadily with good availability and excellent quality.





## OG BRUSSELS SPROUTS

Early November has seen a modest increase in the availability of **Organic Brussels Sprouts** from California, although prices remain high. Wisconsin production will resume in mid-November, which should increase availability and lower costs. Still we do not consider Organic Brussels Sprouts to be “promotable” for the holiday.

Packaged **Organic Brussels Sprouts** will be back in stock for mid-November, just in time for the holidays. Both pack styles will be available for the holiday season, but at high pricing.



## OG PEAS

**Organic Snap Peas** are expected to be available around mid-November, marking the start of a program to ensure availability of **Organic Peas** year-round.

We’re working on a bulk 10lb option as well as bag options for retail. Please coordinate with your sales rep for pricing and availability to ensure your needs are met.

**Organic Snow Peas** will become available year-round, but the first ones may not arrive until mid-December.



## OG ASPARAGUS

**GOOD NEWS!** **Organic Asparagus** from Alpine under the Hippié label has already arrived, and the quality is outstanding.

Promotable pricing may be available for Thanksgiving, so consider creating eye-catching displays and taking full advantage.

Reach out to your sales representative to prebook your holiday needs and lock in your pricing for volume to ensure we have you covered.



## OG CAULIFLOWER

In early November, **Organic Cauliflower** production and quality in California remains robust. Promotional opportunities are available until the middle of the month. **LOCAL Organic Color Cauliflower** and **Romanesco** is also available.

As November progresses, supply volume is expected to decrease, leading to price increases as Thanksgiving approaches. **Organic Cauliflower** availability will be sufficient for the holidays, but don’t anticipate aggressive pricing or promotions.



## OG TOMATOES

**NOTE:** Greenhouse grown **Organic Beefsteak** and **Cluster Tomatoes** are arriving with nice quality but are somewhat limited in supply from Canada.

Specialty **Organic Snacking Tomatoes** from Wholesome and Savoura are available. Covilli’s Mexico Fair Trade **Organic Heirloom Tomato** program is coming back into season for November.



## OG CELERY

**GOOD NEWS!** In November, California continues to produce a substantial amount of **Organic Celery**. Strong availability and excellent quality are expected to continue throughout the holiday season.

Thanksgiving-related promotions will boost sales of this beloved holiday product.



## OG FALL FRUITS

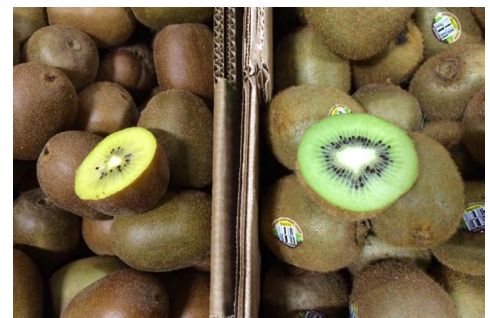
**Organic Pomegranates** from California are in stock. Larger sizing is more limited, but volumes should increase as the season progresses. Fill your shelves with high-quality fruit for November!

**Organic Cranberries, Persimmons, and Fresh Figs** continue in season!



## OG LADY MOON VEG

**GOOD NEWS!** Early November sees a consistent supply of **Organic Green Peppers** and **Organic Eggplant** from Florida’s Lady Moon Farms, offering excellent promotional opportunities due to a fantastic start to the Florida season.



## OG KIWI

**ALERT!** **Organic Green Kiwi** supplies are very limited. Expect higher pricing through the middle of November when **Organic Kiwi** from Italy will provide some relief to market pricing.

There will be some California **Organic Gold Kiwifruit** coming into season for mid-November.





## OG ROOT VEG

A number of **Organic Root Vegetables** will be available for Fall and Winter cooking:

- **OG Red and Gold Beets**
- **OG Burdock Root**
- **OG Celeriac (Celery Root)**
- **OG Parsnips**
- **OG Beauty Heart Radishes**
- **OG Black and Watermelon Radishes**
- **OG White and Purple Daikon**
- **OG Rutabaga**
- **OG Soup Mix Vegetables 8/3 lb bag**
- **OG Sunchokes**
- **OG White and Scarlet Turnips**



## OG SQUASH

**Organic Yellow Squash, Zucchini, and Cucumbers** are consistently supplied from Mexico and Florida, with competitive prices and excellent quality early in November.



## OG AVOCADOS

**Organic Hass Avocado** supplies have rebounded after heavy rains and hurricane-related weather affected supplies in late October.

Equal Exchange Fair Trade **Organic Hass Avocados** will be in good supply for November promotion!



## OG LETTUCE

**Organic Iceberg** and **Romaine Hearts** are steadily increasing in California, though there may be some restrictions as production moves south into the desert.

In New Jersey, **Organic Leaf** and **Romaine Lettuce** is still available, but production will slow down as the temperature drops. Production from California will become the primary source in mid-November, with North Carolina production serving as a supplement.

By the end of November, when Lady Moon Farms starts their winter season, procurement will mostly return to the East Coast in Florida. **Organic Iceberg Lettuce** is still sourced from New Jersey, but its availability will become limited as November progresses.



## OG CITRUS

New crop **Organic Navel Oranges** from California are getting started with harvest beginning for many at the start of November. Expect high pricing to open and slight weekly declines as the season progresses. The first of the season fruit arrives to FSP on November 12th.

**Organic Lemons** from California are showing excellent quality however pricing is expensive to start out.

**Organic Grapefruit** will remain limited for the month of November as some growers/shippers pushed harvest back.



## OG TROPICALS

**Organic Dragon Fruit** from California will be available at the beginning of November.

**Organic Feijoa, Kiwano Melons, and Passion Fruit** from California will be available in limited quantities for the month of November.

**Organic Papaya** volume from Mexico has stabilized after heavy rains in October. Overall, the fruit has been of excellent quality.

**Organic Pineapple** are improving somewhat in terms of availability.





☆ October 30 - November 26, 2023



# NatureSweet Constellation Promotion

Ursa Major? Orion? Signs of the Zodiac? While these are all cool constellations one might see in the sky at night, how about the one super cool Constellation that you will see in the produce department - **NatureSweet Fall Medley Constellations**, of course!

Do you want to add variety and value to your snacking tomato category? If the answer is yes, then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a promotional opportunity for the month of November that's sure to add sales for your department and value for your customer.

The snacking tomato category continues to be one of the fastest growing categories in the produce department today and this promotional opportunity is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet 9/24 oz Fall Medley Constellations** have out of this world flavor and with one bite we are sure your customers will be seeing "stars".



## Tomato Merchandising Tips

- Build displays in high traffic areas for the best visibility using the high graphic bins pictured.
- Build large displays using multiple bins and empty boxes to create mass. Big Displays = Big Sales.
- Cull and rotate to keep product as fresh as possible.
- The NatureSweet constellations have a myriad of cross merchandising possibilities that will help your customers build their baskets. Some great tie ins include:

- Basil
- Garlic
- Olive Oil
- Avocado
- Pasta
- Croutons
- Salad Dressings
- Fresh Mozzarella
- Baguettes
- Balsamic Vinaigrette



### Product Codes:

225158: POS Display Case Tomatoes 1 ea NatureSweet

234773: CV Tomatoes Constellation 9/24 oz NatureSweet Seasonal



## FRESHNESS AND FLAVOR, ON-THE-GO! SALAD KITS FROM LITTLE LEAF FARMS



**TENDER YET CRISPY  
GREENS! SWEET BABY  
BUTTER LEAF FROM  
LITTLE LEAF FARMS**

	CODE	DESCRIPTION	PK/SZ
NEW!	237404	CV Salad Southwest Kit	6/7.5 oz
NEW!	237405	CV Salad Crispy Caesar	6/7.4 oz
NEW!	237406	CV Salad Baby Sweet Butter Leaf	6/8 oz



# CONVENTIONAL MARKET NEWS

NOVEMBER 3 - NOVEMBER 10, 2023

## ASPARAGUS & BRUSSELS SPROUTS FOR THANKSGIVING



**GOOD NEWS!** **Asparagus** is expected to have great quality and steady availability for the holiday season, with no significant over-supply. Product will be sourced from Peru and Mexico, with Mexico increasing availability due to recent rains from hurricanes.

Southern Peru is experiencing more fields closing due to warming weather as we move into mid-November. Growers anticipate a good supply, with pricing slightly higher this year and reduced demand due to concerns about past quality. Mexico will provide supply into December from Southern Baja and will cover most of our Thanksgiving needs.

**Purple Asparagus** will be available for Thanksgiving, with outstanding quality and steady availability. **White Asparagus** will also be available for Thanksgiving, maintaining outstanding quality and steady availability.

**GOOD NEWS!** In early November, the supply of **Brussels Sprouts** is still plentiful. As November progresses, expect a robust supply and competitive costs. This will be a fantastic product to promote around Thanksgiving.



### CV BERRIES

**NOTE:** **Strawberry** prices are expected to increase as cooler weather patterns have slowed harvests in California. Mexico is also providing limited fruit, but not enough to meet demand. Expect reduced supplies and higher pricing heading into November.

**ALERT!** **Blackberries** continue to be extremely limited with weak quality out of Mexico due to major hurricanes impacting the growing regions over a two-week period, causing damage to harvests. Pricing remains high, and supplies won't rebound until closer to Thanksgiving.

**NOTE:** **Blueberry** pricing continues to gradually decrease as more fruit becomes available from Peru, Argentina, and Chile. Quality remains consistently good, and high pricing is expected to continue easing to maintain a steady flow of arrivals.

**Raspberry** pricing remains stable out of Mexico, with steady availability and excellent overall quality.



### CV CITRUS

**GOOD NEWS!** New crop California **Navel Oranges** are now in season and supplies are now arriving to the East Coast for the first full week of November.

Seedless **Midnight Valencia Oranges** from South Africa and Chile on the East Coast are finishing up, and we will gradually transition to California **Navels** as the harvest begins to ramp up in November.

The supply of imported **Mandarins** from Chile and South Africa is tightening, while Morocco is experiencing delays. The start date for new crop California **Halo Clementine Mandarins** has been moved up to mid-November.

Florida is producing top-notch quality "Star Ruby" **Grapefruit**. Texas "Rio Star" **Grapefruits** are also in full supply across all sizes.

Mexican **Limes** are yielding well from the new crop, causing the pricing to drop faster than anticipated.



### CV APPLES

**Apples** are generally promotable on both Eastern and Washington crops. Start opening up displays on varieties known for baking for the holidays.

Washington Extra Fancy Grade 100 sz **Honeycrisp Apples** are priced to promote! Make sure to take advantage of this opportunity to hit a price point for your shopper.

Eastern **Pink Lady Apples** should be available before the holiday season.

Popular **Envy Apples** are fully transitioned to new crop Washington fruit.

Washington **Cosmic Crisp Apples** will transition to the new crop in the last week of November, with expectations of an excellent-sized crop with better color and consistent flavor. Make sure to stock this **Apple** and prepare for promotions in December.





## CV SQUASH

**Green Squash** will remain promotable with consistent supply from Georgia, Virginia, Florida, and Mexico. Prices may increase as Thanksgiving approaches, as fields in Mexico are being neglected due to low pricing.

**Yellow Squash** will gradually increase in price from now until Thanksgiving. Lower volume is expected from Mexico and more product being sourced from Georgia, Virginia, and Florida.



## CV BEANS

**Green Beans** in bulk 25lb boxes will come primarily from Georgia for the next couple of weeks, and Florida has already started in Palmeto, providing supply through Thanksgiving. Although Florida has seen some rain, most fields in Palmeto have drained well. Lid pricing is set for the holiday, so contact your sales representative to secure pre-orders.

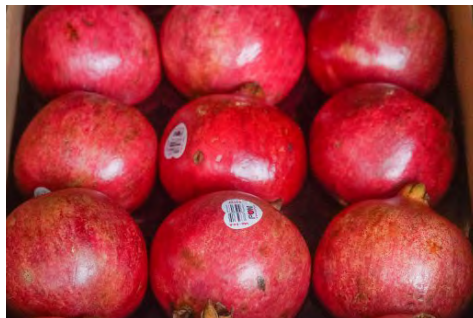
**French Beans** in 10/11lb bags will be available again for the holiday, offering excellent quality and no anticipated supply concerns.



## CV PINEAPPLES

**GOOD NEWS! Pineapples** remain in good supply at the start of November.

Premium high color and sugar **HoneyGlow** and **Golden Selection** premium fruit will also be available and in steady supply.



## CV POMEGRANATES

POM Wonderful **Pomegranates** are in stock, and supplies are steady. Four Seasons will have POM Wonderful branded fruit in cartons and display shippers for the rest of the 2023 season. **POM POM Arils** will be available soon, offering 12/4oz and 8/8oz cup options.



## CV GRAPES

Excellent quality **Grapes** from California are still available in XL and Jumbo sizes. Peru is currently offering more price value for large size **Grapes**. Both import and domestic **Grapes** have maintained good quality.



## CV ONIONS

**GOOD NEWS! Sweetie Sweet Onions** are in full swing at the moment out of Nevada. Both bagged and bulk 40lb jumbo **Sweetie Sweets** will be in promotional supply with steady pricing through the end of November.



## CV PERSIMMONS

**Fuyu** and **Hachiya Persimmons** will be steady and in peak season for November from California. **Hachiya Persimmons** are just starting to ramp up in volume as that variety starts just a bit later than the **Fuyu** variety.

**Fuyu Persimmons** can be eaten when hard, while **Hachiya Persimmons** must be eaten when ripened to soft for optimal flavor.



## CV AVOCADOS

**GOOD NEWS! Hass Avocados** from Mexico are promotable at the start of November, especially 60ct fruit, which provides a great promotional opportunity during the month.

Four Seasons is now offering 32, 48, and 60ct sizes that are pre-conditioned to boost sales by allowing shoppers to have ready to cut fruit sooner.

14/5 ct bags of **Hass Avocados** are selling well too!



## CV CAULIFLOWER

**Cauliflower** is abundantly produced in California in early November, offering increased volume and competitive pricing, allowing for strong promotional opportunities in the first few weeks of the month.

Production is expected to decrease significantly and prices will rise as Thanksgiving approaches. Thanksgiving will see **Cauliflower** available, but don't expect significant promotions, as prices will rise closer to the holiday.





## CV SPECIALTY PEARS

A new item, **Gem Pears** from Washington, has arrived. This medium-sized Pear with light green to yellow skin and a hint of red blush derives its mouthwatering taste from Bartlett, Seckel, and Comice parentage. Be sure to try this crunchy and sweet new variety.

**Happi Pears** will wind down for the season during November. Grab the last of these amazing **Pears** before they're gone.



## CV CELERY

**GOOD NEWS!** Celery has remained easily obtainable in early November, thanks to great production and excellent quality. Price increases on this holiday favorite are expected as Thanksgiving approaches, but they won't be significant, as harvest numbers are projected to remain robust.



## CV POTATOES

The **Idaho Count Russet Potatoes** continue to be in steady supply this week with steady pricing and very nice quality. The Idaho Count market is expected to remain this way through the holidays.

**LOCAL** Unclassified grade 10lb **White Potatoes** are back in stock for Winter holiday sales.

In addition to our Green Giant brand offerings, we have Dole label lines of 10/5 **Red, Gold, and Russet Potatoes**. Quality is very nice, and prices are locked in through the end of the year. These are all great items to promote.



## CV LETTUCES

**Iceberg, Romaine, and Leaf Lettuce** are in plentiful supply as November begins.

The transition from the northern growing regions to the southern desert regions seems to be progressing smoothly, though there might be sudden changes in the coming weeks. Jersey **LOCAL Lettuce** is still available but will end soon as temperatures drop.

**Romaine Hearts** are the only **Lettuce** commodity experiencing price increases and reduced production.

**NOTE:** **Kiwi** is in short supply during a season transition gap. New crop **Green Kiwi** from Italy and Greece will reach the East Coast by mid-November, helping lower market costs. California fruit will also be available. Some **Gold and Red Kiwi** from Italy will be available later in the month.

**Black Mission Figs** from California are winding down, but Mexico and Peru will provide steady options through the month.

The **Cantaloupe and Honeydew** market is experiencing an imbalance as Arizona, Mexico, and



## CV LEMONS

California and Arizona **Lemons** are ramping back up in volume as the new growing district begins. Supplies will improve during November.

Coming back in to stock around November 10th are two special Lemons SKUs:

Sunkist **Meyer Lemons** in an 18/1 lb pouch bag  
Wonderful **Seedless Lemons** in a 12/2 lb bag



## CV BROCCOLI CROWNS

Early November is expected to bring an abundance of **Broccoli** at competitive prices.

**GOOD NEWS!** The volume of **Broccoli Crowns** from the East Coast is increasing, leading to lower costs. California is still thriving and producing a significant amount in addition to what's grown on the East Coast. Strong yields of **Broccoli** from Mexico have also started.

## OTHER STORIES

imports overlap. We anticipate a full transition to imports throughout the month of November.

**Snap** and **Snow Peas** will have steady availability and outstanding quality for Thanksgiving.

The first import **Cherries** from Chile are expected to arrive around the third week of November, just in time for the holiday table.

**NOTE:** **Mango** prices remain high from Brazil, with 12ct fruit being slightly cheaper than larger sizes for the middle of the month.

Long-term **Mango** supplies are expected to be extremely limited for the end of the year. Fruit from Ecuador will be in short supply and should start closer to the end of the month.

A small amount of **Ataulfo Mangoes** from Ecuador is in stock, but pricing is high.



# THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 23, 2023

## TRADITIONAL "MUST-HAVES" CHECKLIST

### VEGETABLES

- ☐ Asparagus
- ☐ Artichokes
- ☐ Beans - Green & French
- ☐ Beets
- ☐ Broccoli
- ☐ Sweet Baby Broccoli
- ☐ Brussels Sprouts & Stalk Brussels Sprouts
- ☐ Cabbage - Green, Red, & Savoy
- ☐ Carrots - Baby/Whole
- ☐ Cauliflower
- ☐ Celery & Celery Hearts
- ☐ Collard Greens
- ☐ Fennel/Anise
- ☐ Mushrooms - White
- ☐ Fresh Herbs
  - ☐ Poultry Mix
  - ☐ Sage
  - ☐ Rosemary
  - ☐ Thyme
  - ☐ Chives
  - ☐ Curly Parsley Bunches
  - ☐ Flat Parsley Bunches

### FRUIT

- ☐ Apples - Granny Smith & Honeycrisp
- ☐ Apples - McIntosh, Cortland, & Rome
- ☐ Berries
- ☐ Cranberries
- ☐ Grapes
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pomegranates - Whole & Arils

### HARD GOODS

- ☐ Garlic
- ☐ Hard Squashes - especially Butternut
- ☐ Pie Pumpkins
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

### BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Raisins & Dried Cranberries
- ☐ Dates
- ☐ Glacé/Candied Fruit

### DECORATIVE

- ☐ Fresh Cut Flowers
  - ☐ Floral Mums
- \*\*All items pre-ordered*

### VALUE ADDED

- ☐ Cole Slaw & Salad Mixes
- ☐ Stuffing Mix (diced onions and celery)
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Shipped Green Beans
- ☐ Chopped Collards and Kale
- ☐ Sparkling Juice
- ☐ Apple Ciders

## 10 TIPS & REMINDERS TO HELP YOU THIS THANKSGIVING

- 1 Nut and Baking Displays** should be built during early to mid-November. Nuts are not just for baking, they are good sellers as healthy, high energy snacks. Nuts and baking products will sell well through New Year's.

**What to Include:** In-shell & Shelled Mixed Nuts and Walnuts, Fresh Chestnuts and Roasted/Peeled Chestnuts, Pistachios, Almonds, Raisins, Dried Cranberries, Baking Dates, Medjool Dates, and Dried Figs. Some stores continue to have customers ask for Candied Fruit for making fruitcake.

**Refill:** Initial Diamond California Shelled, and In-shell nut orders have had prorates, shipping delays, and other pandemic related challenges. We'll be refilling throughout November and December from East Coast storage centers as available. Re-order early so you can stay ahead as product sells down.



- 2 Convenience and Recipe-Ready Products** save time for busy meal preparers and sell well the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwavable package.

- **Trimmed & Washed Microwaveable Green Beans** - 2 lb family bags available by preorder
- **Season & Steam Microwaveable Brussels Sprouts**
- **Peeled & Cubed Butternut Squash**
- **Bagged Cut Vegetables & Veg Trays**
- **Fresh Cut Vegetables and Fruits & Trays** - available by preorder to help you stay in stock
- **Stuffing Mix (Diced Onion & Celery with Herbs)** - available by preorder







3

### Build a Big Sweet Potato Display to capture Big Sales!

Promote the full variety of Sweet Potatoes (Yams) with some aggressive pricing too!

**TIP #1:** Post a full case price or make random weight tote bags full of potatoes for grab & go.

**TIP #2:** Add 3lb Bagged Sweet Potatoes for November.

**TIP #3:** Purple is hot! Add Stokes Purple Sweet Potatoes for consumers that want a conversation-sparking side dish.



4

**Potatoes & Onions – the staples matter.** This is the time of year to build large displays of bagged and loose Potatoes & Onions, Shallots, and Garlic.

- The best varieties for **MASHING** include: Yellow/Yukon Gold and White Potatoes (traditional), Red Skin (for skin-on recipes) and Idaho Russets (for fluffy texture).

- Having some jumbo sized Russets are nice for shoppers that care for ease of peeling at home.

- Fingerling Potato varieties and Baby Potatoes are ideal for **ROASTING** and do not need to be peeled.

5

### Classic Thanksgiving ingredients for holiday side dishes drive sales. Be ready with:

**Traditional items** - Cranberries for sauce and stuffings. Green Beans are a favorite! Broccoli, Asparagus, Brussels Sprouts, and Cauliflower are in peak demand.

**Did you know? Thanksgiving week sales are often higher than at any other week of the year for:** White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.



6

### Be ready with Fresh Herbs! Pre-book your **FRESH HERBS**. Do not wait - plan ahead so you're in stock.

Thyme, Rosemary, Sage, Poultry Mix, and Chives will be the top 5 fastest moving herb packs for Thanksgiving.



7

### Pay attention to Stuffing and Filling ingredients. Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- Celery or Celery Hearts and Yellow Onions or Sweet Onions are on almost everyone's shopping list. Be ready and fresh!

- Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples, and Cranberries are key stuffing ingredients in many recipes.







8

**Greens Sell!** Collards, followed by Kale, Mustard, Turnip Greens, are important for many ethnic and vegetarian holiday dinners.

**TIP #1:** Get pre-books in for Washed & Chopped Collards and Kale bags.

**TIP #2:** Get pre-books in for bunched Collards and Kale at stores where that is an in-demand traditional side dish.

**TIP #3:** Post a case price for Collards where appropriate.

9

**"Whoops, I forgot these sell so well for Thanksgiving!"** Some items just move surprisingly well around Thanksgiving. Be ready on:

Clementines & Satsuma Mandarins, Navel Oranges, Pomegranates & Pomegranate Arils, Fresh Apple Ciders, Artichokes, Fennel (Anise), Cabbage & Cole Slaw Mixes, Parsnips, Rutabagas, Bananas (stay ahead on color), Grapes, Jarred fruits and Citrus salad, and Pineapples.

10

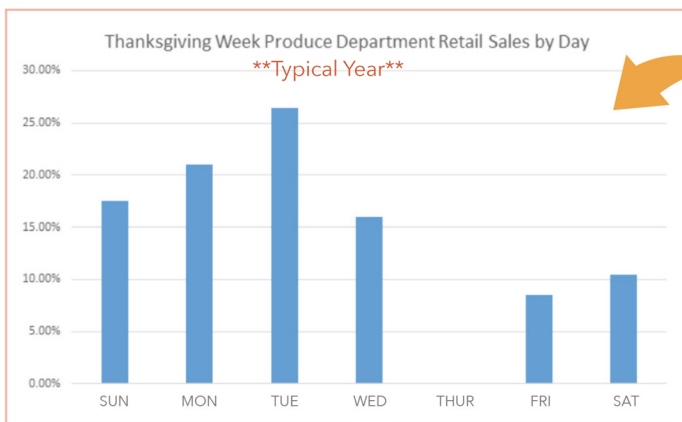
**Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.**

**ORDERING TIP #1:** Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/22, that should be for last minute fill in and Friday sales.

**ORDERING TIP #2:** Bring in warm table and hard items in for THURS 11/16 - SAT 11/18 and fresh items in by SAT 11/18 - MON 11/20 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/21 and WED 11/22, not in the back room waiting on and unloading trucks.

**LABOR TIP #1:** Your produce department should be set and ready to shop by 9:00 AM MON - WED for your customers' convenience. Do not get behind the '8' ball or you will disappoint your customers. Stay ahead and your holiday business will go smoothly. It's possible to expect a 5% sales bump vs current trends the week before Thanksgiving, and a 15-20% bump the week of Thanksgiving but packed into 6 days. Sales will then likely drop sharply for the week after Thanksgiving.

**LABOR TIP #2:** Schedule evening help on SUN - WED. Have your evening associates fill all hard goods like potatoes, onions, and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings – apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.



### PRO TIP:

Plan your ordering with this "sales at retail" curve in mind."

To be in stock for the Sunday, Monday, and Tuesday rushes, you need to have product ordered and delivered 2-3 days ahead of these peak selling days.

**Be Organized! Be Fresh & Full! Have a great holiday!**  
**THANK YOU** for being our customer!

\*Want more advice or tips individualized for your store situation?  
Contact your Four Seasons Produce Merchandiser or Sales Rep!

## 2023 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

**SUNDAY 11/19 - TUESDAY 11/21** - Normal office and delivery schedule.

**WEDNESDAY 11/22** - Normal office schedule, extra deliveries in some areas.  
Taking orders for Friday delivery.

**THURSDAY 11/23 - HAPPY THANKSGIVING!** Office closed and no deliveries.

**FRIDAY 11/24 & SATURDAY 11/26** - Normal office and delivery schedule.

