

ORGANIC MARKET NEWS



NOVEMBER 7 - NOVEMBER 14, 2025

ORGANIC NEW CROP CITRUS SEASON



GOOD NEWS! The 2025-2026 California **Organic Citrus** season has begun! New crop early season fruit is being harvested and the pipeline will begin filling up during November.

Organic Navel Oranges are currently being harvested in California and now in stock! Supply is expected to gain traction, and pricing is expected to ease as the season progresses into December.

California **Organic Mandarins** have begun harvesting and will increase through mid-November. Some shippers are starting earlier than anticipated.

On **Organic Clementine Mandarins** the OG Halos brand will arrive 11/12 and the OG Cuties brand on 11/18. Shipper brands are already in stock! **Organic Satsuma Mandarins** are also in season, available in 25lb bulk cases to start.

The first of the season **Organic Pummelo** arrive from California on 11/10.

NOTE: **Organic Lemons** have strengthened in supply, though some quality issues and shortened shelf life are being observed on California **Organic Lemons**.



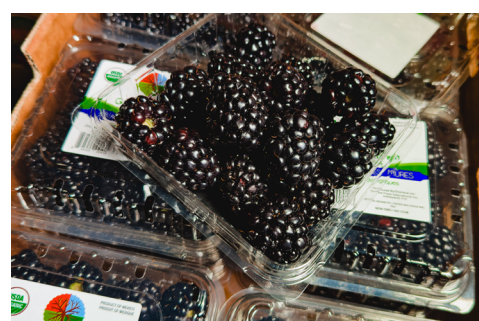
OG APPLES

All **Organic Apple** varieties have now transitioned to new crop with the exception of **Organic Cosmic Crisp Apples**, which is expected to arrive around November 24.

GOOD NEWS! Lots of excellent quality **Organic Apples** are now available with great promotional opportunities including **Organic Ambrosia, Envy, Evercrisp, Fuji, Gala, Granny Smith, Honeycrisp, Kanzi, Lady Alice, Opal, Pink Lady, Rockit, and SugarBee Apples**.

There are some value buys on lighter color **Organic Honeycrisp Apples**.

Washington **Organic Lucy Rose** and **Sweetango Apples** are expected to finish for the season by late November, and Canadian **Organic McIntosh Apples** will wrap up in December.



OG BERRIES

Organic Blackberries will be promotable out of Mexico, with strong volume, aggressive pricing on shipper brands, and excellent quality.

Organic Blueberries remain steady overall with excellent quality, nice large fruit, and good supply at steady pricing.

ALERT! **Organic Raspberries** will remain limited out of Mexico, as light harvests are keeping supplies tight. Expect potential short-term out-of-stocks due to pro-rates.

ALERT! **Organic Strawberry** supplies continue to be very light with high pricing from Mexico. Limited supplies and high pricing are expected to continue, while overall quality remains excellent. For retailers looking for a lower price point for **Organic Strawberries** during this highmarket, mostly out of season time, we will be offering code 43686 OG Strawberry Driscoll's 12/8oz packs.



OG TOMATOES

GOOD NEWS! **Organic Snacking Tomatoes** continue to have good supply out of both field and greenhouse programs. Pricing is fair for the organic category and there is room for advertising or promotions. Quality is strong across all varieties.

Organic Beefsteak and Cluster Tomatoes are holding steady with good quality from Canadian greenhouse programs. Mexican supply is expanding, creating favorable promotional opportunities at retail. Overall conditions remain balanced, with pricing steady within typical seasonal ranges.

Organic Roma Tomatoes show solid supplies with reliable quality and consistent sizing from both Mexico and Canada. Pricing is slightly elevated compared to conventional, but movement is strong and demand remains steady. Conditions are balanced heading into mid-November with no major disruptions anticipated.



OG GREEN BEANS

NOTE: Overall bulk **Organic Green Bean** availability has been inconsistent, and promotable quantities and pricing are unlikely. Ads are not recommended for Thanksgiving, including on **Organic Packaged Green Beans**.

Organic Green Beans are expected to see some fresh arrivals from Mexico and California soon on 30lb cases.



OG CELERY

Organic Celery and **Celery Hearts** is transitioning from Salinas and Santa Maria into Yuma are of good quality with pricing inching up towards Thanksgiving.



OG CUCUMBERS

GOOD NEWS! **Organic Mini** and **Euro Cucumbers** continue steady production with excellent quality, particularly from Canadian greenhouse programs. Pricing is within a typical seasonal range, and movement is consistent. Overall, conditions are balanced and favorable for continued promotion.

The last of the Lady Moon Farms **Organic Cucumbers** from Florida are arriving in early November. Fresh **Organic Cucumbers** from Mexico will fill the gap once the Florida crop concludes.



OG LOCAL ROOT VEG

GOOD NEWS! **Organic Loose Red Beets** are in excellent supply and quality from **LOCAL** Pennsylvania growers Eagle Shadow Farms, King Family Farms, and Central PA Produce.

Organic Rutabagas and **Turnips** are also promotable with strong supplies from Harmony Valley in Wisconsin and **LOCAL** growers Central PA Produce and King Family Farms.



OG GRAPES

Organic Red Grapes will remain available through the end of November.

NOTE: **Organic Green** and **Black Grapes** are struggling with supply due to recent California rainfall.

New crop import **Organic Green Grapes** from Peru are expected to arrive around Weeks 46–47 to help bridge the gap.



OG PEARS

GOOD NEWS! Washington **Organic Pears** continue to show excellent supply and quality including **Organic Anjou**, **Asian**, **Green Bartlett**, **Bosc**, and **Comice Pears**.

Organic Concorde Pears come into season for November and will be in stock around 11/13.

Organic Starkrimson Red Pears are expected to finish by late November and will transition to **Organic Red Anjou** and **Bartlett Red Pears**.



OG AVOCADOS

GOOD NEWS! **Organic Hass Avocados** from Mexico are in great supply and should be promoted.

NOTE: Rain in Mexico has caused some scattered black discoloration in some lots of fruit, but overall quality and oil content remain strong.



OG CAULIFLOWER & BROCCOLI

ALERT! **Organic Cauliflower** and **Romanesco** from Salinas, CA continue to show late-season variability with limited volume and expensive pricing.

Outlook shows better continuity as desert fields start mid-November, though near-term availability remains snug.

NOTE: **Organic Broccoli Bunches** and **Crowns** from North Carolina, with minimal California supply, continue to carry volume at firmer pricing than conventional. Supply is moderate but tapering as autumn winds down.

Outlook for **Organic Broccoli** shows a transition toward desert and California winter production in late November.



OG SALADS

ALERT! **Organic Salad** fill-rates continue to be impacted in November due to lingering quality issues from weather coupled with growing region transition out West from northern to southern growing regions. **Organic Baby** and **Heart Romaine** items, plus **Organic Butter Lettuce** items are impacted the most. Expect shorter shelf life and occasional out of stocks.



OG PINEAPPLES

ALERT! Organic Pineapples remain very limited. A few more will arrive in mid-November, but pricing will remain higher.



OG ASPARAGUS

Organic Asparagus from Mexico has solid quality with moderate availability. Pricing is expected to slowly improve as more Mexican acreage opens later in November.



OG SWEET PEPPERS

Organic Color Bell Peppers have moderate availability with good quality and consistent arrivals from Canada, Mexico, and Israel.

Pricing remains elevated compared to conventional, reflecting strong organic demand and smaller planting volumes. Stable pricing and supply conditions are expected through early November.



OG FALL FRUIT

Organic Pomegranates from California are steady, though a recent rain event may impact the longevity of the season. **Organic Pomegranate Arils** are also steady at the start of November.

Organic Brown Turkey Figs will remain available for a few weeks from California, though supplies are limited.

Organic Fuyu and **Hachiya Persimmons** are steady in supply and available in a single layer option.

NOTE: **Organic Fresh Cranberry** volume will be lighter than expected for the season due to quality. Supplies will likely last until Thanksgiving but not much longer.



OG LETTUCE

ALERT! **Organic Lettuces**, including **Organic Iceberg**, **Romaine**, **Green and Red Leaf**, and **Romaine Hearts** from Bakersfield, and Salinas into Yuma and Huron, remain limited in the West with expensive pricing.

ALERT! **Organic Romaine Hearts** show similar constraints until desert production is established. Outlook shows gradual improvement as Yuma and Huron volume ramps mid-to-late November, though near-term pricing remains firm.

ALERT! **LOCAL** New Jersey availability is limited due to weather challenges and reduced yields, and most **Organic Lettuces** are expected to come from California as Bakersfield is well-positioned to supply excellent quality, while the remainder of West Coast shippers transition into desert production.

OTHER STORIES

Organic Mini Seedless Watermelons will continue to be available from Mexico for a few more weeks, offering superb quality and steady pricing.

Organic Passion Fruit and **Kiwano Horned Melons** from California will be available in early November, with **Organic Feijoa** starting around the end of November.

Organic Dragon Fruit will return in mid-November in limited supply, with beautiful red flesh.



OG PROMO VEG

GOOD NEWS! **Organic Leeks** and **Bunch Spinach** from California are both very promotable for the holiday, with strong quality and good pricing.

GOOD NEWS! **Organic Scallions** from Cal-Organic will be in good and steady supply through Thanksgiving with excellent quality and attractive pricing, making them a promotable item.

GOOD NEWS! **Organic Eggplant** from Lady Moon Farms in Florida is abundant, beautiful, and highly promotable.

NOTE: **Organic Brussels Sprouts**, primarily from Wisconsin with California when available, remain tight in supply. Mixed sizing and some trim pressure keep pricing elevated, with only incremental relief expected through late November. Ads for Thanksgiving are discouraged.

Organic Carrots from Bakersfield remain steady with consistent quality from Cal-O. Outlook remains stable through the holiday season.

The final fruit from California's Keitt **Organic Mango** season will be distributed around mid-November.

Ecuadorian **Organic Tommy Atkins Mangos** will arrive with no gap in supply. Pricing for the Ecuador **Organic Mangos** will be higher at the start of the season but is expected to ease as the season progresses.

CONVENTIONAL MARKET NEWS

NOVEMBER 7 - NOVEMBER 14, 2025

THANKSGIVING VEG OUTLOOK



GOOD NEWS! **Green Beans** are in good supply and showing excellent quality. Pricing is beginning to go up as Thanksgiving approaches, but overall **Green Beans** remain fairly promotable.

Celery and **Celery Hearts** are generally good in quality, with firm demand into Thanksgiving. Large sizes are most available. Outlook shows firm-to-steady pricing through the holiday pull, easing thereafter.

ALERT! Dole-labeled **Celery** and **Celery Hearts** are very limited due to allocations, and availability will open with mid-November arrivals.

Bunched Broccoli 14 ct and **Broccoli Crowns** 20 lb from Virginia and the East shows steadier quality from East Coast fall fields, while California has some post-moisture pin rot. Supplies are adequate for now. East Coast supply will taper in late November, while desert fields should bring steadier **Broccoli Crowns** by late November.

Asparagus from Mexico, both Jumbo and standard 11 lb, is of good quality. Mexican volume is building but remains below ideal. Outlook shows slow, steady improvement into late November as additional growing regions open.

ALERT! **Brussels Sprouts** in 25 lb from Salinas, CA and New York have mixed sizing with some insect and trim pressure, keeping pricing elevated, and sporadic prorates persist. Outlook remains constrained into late November, though cooler nights should help set, with incremental relief expected.



CV APPLES

GOOD NEWS! Lots of excellent quality Eastern and Western **Apples** are available for Thanksgiving promotions in bulk, poly bags, and tote options.

All **Apples** have now transitioned to new crop with the exception of **Cosmic Crisp Apples**, which is expected to arrive around November 24.

Those include:

- Cortland Apples
- Cosmic Crisp Apples
- Empire Apples
- Envy Apples
- Evercrisp Apples
- Fuji Apples
- Gala Apples
- Ginger Gold Apples
- Gold Delicious Apples
- Granny Smith Apples
- Honeycrisp Apples
- Hunnyz Apples
- Lemonade Apples
- Ludacrisp Apples
- Lucy Glo Apples
- Lucy Rose Apples
- Macoun Apples
- Pink Lady Apples
- Rave Apples
- Red Delicious Apples
- Rockit Apples
- Ruby Frost Apples
- Snap Dragon Apples
- Stayman/Winesap Apples
- SugarBee Apples
- Sweetango Apples



CV CITRUS

GOOD NEWS! This is an excellent time to promote Imported **Mandarin Oranges** for both value and quality.

New crop California has started harvesting, and the first arrivals of California **Halos Mandarins** are expected by early November.

Stem & Leaf Satsuma Mandarins are in season from California and will be available in 22lb bulk as well as 6/3lb clamshell packs.

New crop California **Navel Oranges** are currently in production with a nice sizing structure to accommodate orders. Pricing is expected to continue easing as supply builds.

Florida Citrus continues to have strong supply of **Fall Glo Tangerines**, **Juice Oranges** (Hamlin's), and **Florida Grapefruit**, though the latter is not in house yet.



CV BERRIES

GOOD NEWS! **Blueberries** from Peru will be promotable, arriving with strong volumes and excellent quality.

Driscoll's **Sweetest Batch Blueberries** are back in solid supply for November.

GOOD NEWS! **Raspberries** will be promotable out of Mexico as production remains strong, offering excellent quality with firm fruit that eats like candy.

GOOD NEWS! **Blackberries** will remain promotable as harvests continue to flush, with excellent quality reported out of Mexico. California harvests will end for the season, and all supply will transition to Mexico for the winter months.

ALERT! **Strawberries** remain very limited overall from California and Mexico. Volume from Mexico is slowly increasing, and Florida's season is expected to start in late November. Quality has been good, but supplies continue to be very limited, and high pricing is expected to persist.



CV CHESTNUTS

Italian Grown **Chestnuts** from Bella Vita are now in season. This jute pack is available in a 25 lb bulk option and a 20/1lb jute bag size. Customers will enjoy the branding and high quality of these Italian Grown **Chestnuts**.



CV SALADS

ALERT! Lingering weather and field-disease issues are impacting quality, yield, shelf-life and fill-rate on some **Packaged Salad** items during early November as growing also transition from summer to winter growing regions out West. **Iceberg, Romaine, Romaine Heart, and Butter Lettuce** items are the most impacted. Avoid salad promotions and keep product turning extra quickly during November until conditions improve closer to December.



CV AVOCADOS

GOOD NEWS! Mexico continues to have great fruit volume and affordable pricing on **Hass Avocados**.

Keep shelves stocked and be sure to include some pre-conditioned fruit in displays to help drive sales. There is value to promote!



CV LOCAL GREENS

GOOD NEWS! Excellent supplies of **LOCAL** New Jersey-grown **Kales, Collards, Mustard Greens, and Turnip Greens** are available for the holiday. Quality has been beautiful from New Jersey growers Flaim Farms and Nardelli Farms, and these items are all looking very promotable.



CV PEPPERS

GOOD NEWS! **Color Bell Peppers** remain stable with strong quality and consistent pack outs. Pricing has firmed slightly entering November, supported by steady retail demand and lighter acreage compared to prior months. Overall conditions remain dependable with affordable pricing and reliable movement.



CV WATERMELONS

Seedless Watermelons are beginning to increase in availability from both Florida and Mexico, with pricing per pound becoming more reasonable for cutting.

Mini Seedless Watermelons remain steadily available from Mexico, and Florida is expected to have some supply in early November.



CV CAULIFLOWER

ALERT! **Cauliflower** from Salinas, CA, and Yuma, AZ continue to show late-season variability, including brown bead and mildew in spots. Pricing is high. Outlook shows improvement as desert acreage opens mid-November, though pricing is expected to remain firm through mid-November.

ALERT! **Color Cauliflower** counts remain niche and limited out west.



CV GRAPES

NOTE: The California **Grape** season has been shortened due to earlier rainfall, which has impacted **Green** and **Black Grape** varieties more heavily. Pricing is expected to be elevated.

GOOD NEWS! **Red Grapes** remain in good supply.

Imported **Grapes** from Peru have begun arriving at fair pricing. Cotton Candy Grapes have already fully transitioned to imports.



CV LETTUCE

ALERT! Lettuces including **Iceberg, Romaine, Green and Red Leaf, Romaine Hearts, and Boston/Artisan Lettuces** are being sourced from Salinas and Huron, CA, and New Jersey into Yuma, AZ. Volume is low and quality weak.

ALERT! Pricing remains high, especially on **Iceberg, Romaine, Romaine Hearts, and Boston/Artisan**. New Jersey availability is limited as production endures weather challenges and reduced yields.



CV CUCUMBERS

Mini and **Euro Cucumbers** from Canadian greenhouse production are affordable with strong quality and dependable volume. Supply and demand are well aligned heading into mid-November, with consistent arrivals expected.



CV CRANBERRIES

GOOD NEWS! Fresh **Cranberries** are in peak season with Ocean Spray brand readily available, including FREE bin displays, **LOCAL NJ Cranberries** are in too.



CV PINEAPPLES

Pineapple pricing will decrease slightly for the second week of November. There will be improved supplies on all sizes, including some **HoneyGlow Pineapples** with high shell color.



CV FALL FRUIT

California **Pomegranates** are steady and Four Seasons is proud to offer POM Wonderful **Whole Pomegranates** and **POM POM Arils** in a variety of sizes. Beautiful high-graphic POM Wonderful bins are available to help drive incremental sales.

Fuyu and **Hachiya Persimmons** are steady in supply and will be available in a 16/18 ct single layer option. It is important to educate customers on the best eating experience for **Persimmons**.

California grown **Quince** will be part of the seasonal fall fruit selection in early November.



CV PEARS

GOOD NEWS! Lots of excellent **Pears** are also available for holiday promotions including **Anjou, Asian, Local Asian, Bartlett, Bosc, Comice, Forelle, Happi, Red, and Seckel Pears**.



OTHER STORIES

ALERT! **English Shelled Peas** from Guatemala and **Snow/Snap Peas** from Guatemala and Peru are affected by weather and flight variability, keeping arrivals uneven.

ALERT! Peru is winding down on some **Snap** and **Snow Pea** programs. Modest relief is expected in mid-November if fields and lift improve, while near-term availability remains tight with elevated pricing.

NOTE: **Artichokes, Endive, Escarole, Fennel, and Radicchio** from California are light in supply during this transition season. Pricing remains firm to elevated. **Radicchio** counts are limited though quality is serviceable. Outlook is snug through mid-November, then easing as desert volume builds closer to December.



CV TOMATOES

GOOD NEWS! **Roma and Round Tomatoes** have leveled out after a bumpy October. Florida and Mexico are building volume, helping bring pricing and supply back to normal. Quality has remained strong and is expected to continue throughout November.

GOOD NEWS! **Snacking Tomatoes**, both field-grown and greenhouse-grown, remain well-supplied with strong quality. Pricing is favorable, providing good opportunities for promotions through mid-November.

Canadian greenhouse grown **Beefsteak** and **Cluster Tomatoes** are running steady with solid quality and reliable supply. Energy and labor costs continue to be a factor, but softer demand is helping keep pricing reasonable.

Bi-Color Corn remains steady from Georgia and Florida, with the New Jersey crop expected to finish in early November. Pricing and quality are stable.

GOOD NEWS! **Mangos** from Brazil and Ecuador are arriving on the East Coast. The arrival of Ecuador fruit has helped lower pricing slightly for early November.

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 27, 2025

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

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)

FRUIT

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

VALUE ADDED

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

DECORATIVE

- ☐ Fresh Cut Flowers
- ☐ Floral Mums

****All items pre-ordered**



NUTS & BAKING

- ☐ In-shell Mixed Nuts and Walnuts
- ☐ Shelled Mixed Nuts and Walnuts
- ☐ Fresh Chestnuts
- ☐ Roasted/Peeled Chestnuts
- ☐ Pistachios
- ☐ Almonds
- ☐ Raisins
- ☐ Dried Cranberries
- ☐ Baking Dates
- ☐ Medjool Dates
- ☐ Dried Figs
- ☐ Glacé/Candied Fruit (for making fruitcake)

****Re-order early so you can stay ahead as product sells down.**



HELPFUL INFO FOR THIS THANKSGIVING

CONVENIENCE AND RECIPE-READY PRODUCTS

Save time for busy meal preparers and sell well the week before Thanksgiving by offering 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





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.



CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

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
- White Pearl & Cipollini Onions



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 Russet Potatoes 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.



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.



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.



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.



"WHOOOPS, 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
- Bananas (stay ahead on color)
- Grapes
- Jarred fruits and Citrus Salad
- Pineapples
- Artichokes
- Fennel (Anise)
- Cabbage & Cole Slaw Mixes
- Parsnips
- Rutabagas



LABOR SCHEDULING AND ORDER PLANNING CAN HAVE A HUGE IMPACT ON YOUR THANKSGIVING SALES.

ORDERING TIPS

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 11/26, that should be for last minute fill in and Friday sales.

TIP #2: Bring in warm table and hard items in for THURS 11/20 - SAT 11/22 and fresh items in by SAT 11/22 - MON 11/24 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/25 and WED 11/26, not in the back room waiting on and unloading trucks.

LABOR TIPS

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.

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!

2025 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/23 - TUESDAY 11/25:

Normal office and delivery schedule.

WEDNESDAY 11/26:

Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/27 - HAPPY THANKSGIVING!

Office closed and no deliveries.

FRIDAY 11/28 & SATURDAY 11/29:

Normal office and delivery schedule.



AVAILABLE NOW



PLU#/UPC#

6-69660-00892



Item Details

Variety:	Sea Salt & Herb
	Organic
UPC:	8 26088 98902 6
Item Weight:	16oz
Size:	2-Bite
Diameter:	1.19 - 1.85
Item Code:	TRSLEEVESSH
Item Short Code:	8101



Item Details

Variety:	Honey Gold®
UPC:	8 26088 58933 2
Item Weight:	3lb
Size:	3-Bite
Diameter:	1.86 - ≥ 2.14
Item Code:	3TSORGHGMPP
Item Short Code:	9618

- 246711 OG Sweet Potatoes Ben Yagi 12/3 lb
- 246726 OG Potatoes Honey Gold Bite Sz 10/3 lb Tasteful Selections Mesh Bag
- 246732 OG Potatoes Sea Salt & Herb 6/1 lb Tasteful Selections Micro Tray



CODE	DESCRIPTION	PK/SZ	UPC
24255	CV Chestnuts	20/1 lb Mesh Bags	8-29309-82318-5
24251	CV Chestnuts AAAA	25 lb	4927



**IN SEASON FROM FLORIDA
THROUGH SPRING!**
STOCK ITEM AT FOUR SEASONS!



ORGANIC SUNFLOWERS
FLORIDA GROWN BY WORDEN FARM

CODE

242748

PK/SZ

14 bunches

UPC

860012581801



PHONE: 1.800.422.8384

www.fsproduce.com

