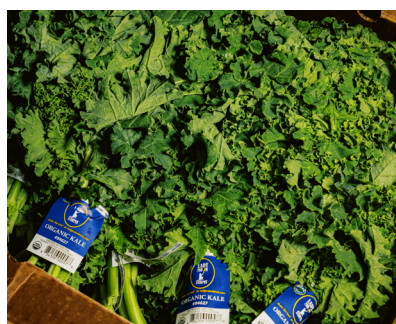


ORGANIC MARKET NEWS



NOVEMBER 14 - NOVEMBER 21, 2025

FLORIDA LADY MOON ORGANICS



GOOD NEWS! Lady Moon Farms' winter growing season in Punta Gorda, FL is up and running. Support East Coast, soil-grown, woman-owned **Organic Veg** farming!

GOOD NEWS! **Organic Kales** and **Collards** from Lady Moon Farms in Florida are in good supply and excellent condition. Both will be strong promotable items for the Thanksgiving holiday.

Other Lady Moon FL Organics:

- **OG Eggplant:** Promotable quality
- **OG Green Peppers:** Great quality, solid supply
- **OG Mini Sweet Peppers:** In season
- **OG Shishito Peppers:** In season
- **OG Jalapeno Peppers:** In season
- **OG Fennel:** Limited
- **OG Parsley:** Limited
- **OG Grape Tomatoes:** Good quality, good supply
- **OG Rainbow Snacking Tomatoes:** Good quality, good supply
- **OG Cherry Tomatoes:** Good quality, good supply
- **OG Green Squash:** Slowing down due to cooler temps
- **OG Cucumbers:** Finished for the season



OG FALL FRUIT

Organic Cranberries will be available for the Thanksgiving holiday. **NOTE:** Supplies will be somewhat limited, with pre-booked orders covered, but harvests have ended early and little additional fruit will be available beyond that.

Organic Fuyu and Hachiya Persimmons are in peak season supply for early November and are available in a single layer pack.

Organic Pomegranates from California remain steady, though recent rain events may impact the overall length of the season. Four Seasons will have ample supply for Thanksgiving promotions.

Organic Pomegranate Arils are in steady supply in a 4 oz container under the "I Love Pomegranate" label for the season.

Late season **Organic Brown Turkey Figs** from California remain available for mid-November.



OG BERRIES

GOOD NEWS! **Organic Blueberries** are moving into a promotable range ahead of the Thanksgiving holiday. Quality from Peru has been outstanding with solid volume supporting active promotions.

Driscoll's **Organic Sweetest Batch Blueberries** are in season. These larger sized berries have excellent bloom, crunch, flavor and sugars! Yum!

GOOD NEWS! **Organic Blackberries** will remain promotable out of Central Mexico on shipper brands. Quality has been excellent and supplies are strong, creating favorable promotional opportunities. Driscoll's brand **Organic Blackberries** are trending at higher prices.

NOTE: **Organic Raspberries** will be available out of Central Mexico with light volume and higher pricing. Quality remains good overall, but some shortages or supply limits are possible.



OG STRAWBERRIES

ALERT! **Organic Strawberries** will continue to be very limited as California production has now finished. All fruit will come from Central Mexico, where volume remains very light.

Demand continues to exceed supply, and pricing will likely stay elevated for the remainder of the year. There is light volume available from greenhouse production at high prices but not enough to broadly improve fill rates.

ALERT! With **Organic Strawberries** so limited, price points high, and quality/shelf-life less than ideal, consider cutting back display space and opening up on **Blueberries** and **Blackberries** which are more promotable for November and early December.



OG ROOT VEG

Harmony Valley **Organic Soup Mix** is in stock for fall and winter cooking.

A new item is available under code 246792, a 12/2 lb **Organic Roasting Vegetable Mix** from Harmony Valley Farms in Wisconsin. This bagged mix includes at least three of the following: **Organic Carrots, Beets, Parsnips, or Sunchoke**s.



OG CELERY

Organic Celery and Hearts from Salinas and Santa Maria, CA continue to show good quality, though **NOTE:** supply is tight into the holiday pull. Desert production will help steady availability after Thanksgiving, with possible short-term harvest delays from coastal rain.



OG MANDARINS

GOOD NEWS! Most shippers have begun harvesting **Organic Mandarins** in California, with pricing opening favorably compared to last year. Quality has been excellent, featuring outstanding flavor on the **Clementines** and **Satsuma** varieties.

Organic Halos Mandarins are currently in stock, and **Organic "Cuties" Mandarins** arrive 11/16.



OG SALADS

ALERT! **Organic Whole Leaf Salad** SKUs from organicgirl will be in short supply due to low quality and yields from growing region transition and California rains. Expect prorates and out of stocks in mid-November.



OG GRAPES

NOTE: The California **Organic Grape** season is winding down and rain is weakening quality.

The transition from California to Peru on **Organic Green Grapes** will begin in early December, followed by a transition on **Organic Red Grapes** in mid-December.

NOTE: **Organic Black Grapes** will experience a supply gap due to heavy impacts from previous rain events.



OG PEARS

Stemilt's new **Organic Tri-Color "Prism" Pears** in a 2 lb poly bag are now available. Add this exciting new SKU to your pear lineup to capture additional holiday sales.

Organic Red Pears will transition from **Organic Starkrimson** to **Red Anjou** and **Red Bartlett** varieties in late November. Supplies are expected to remain steady through the changeover.



OG AVOCADOS

GOOD NEWS! **Organic Hass Avocados** from Mexico remain in great supply and are an excellent item to promote. While rain in Mexico has caused some scattered black discoloration, overall quality and oil content remain strong.

Organic Hass Fair Trade Avocados will be available in both 48 ct and 60 ct sizes for mid-November. The popular 8/4 ct Ready-Cycle trays are also available, making this a great time to promote.



OG CITRUS

Prices remain elevated as California new crop **Organic Navel Orange** supplies build. Prices are expected to ease as we progress further into November and volume increases.

Organic Pummelo, Grapefruit, and Lemons are in season from California.



OG SPECIALTY CITRUS

GOOD NEWS! "Buck Brand" **Organic Specialty Citrus** is back from California! Add these cool varieties into your citrus sets. Supplies vary.

Starting the week of 11/16:
OG Buddha Hand, OG Meyer Lemons, OG Limequat, OG Satsuma Mandarins

Arriving around 11/25:
OG Yuzu Lemons, OG Sweet Palestinian Limes, OG Algerian Clementine Mandarins, OG Fairchild Mandarins, OG African Shaddock Pummelos



OG TOMATOES

Savours brand greenhouse **Organic Cherry-on-the-vine Tomatoes** (miniApero) and **Organic Cocktail on-the-vine Tomatoes** are tasting excellent and are in peak season!

Organic Beefsteak and **Cluster Tomatoes** remain steady with dependable quality and sizing from Mexico and Canada.

Organic Roma Tomatoes continue to show steady quality and sizing from Mexico field and Canada greenhouse produced.



OG APPLES

The first new crop Washington **Organic Cosmic Crisp Apples** are expected to arrive around November 22. Make room on the shelf for this popular variety as it remains a customer favorite. Supplies will be somewhat limited at first while the pipeline fills, but strong volume and easing pricing are expected by late November.

Organic Opal Apples will transition from WXP to a USXF grade in mid-November due to stem bowl russetting. While appearance may vary, flavor remains outstanding and prices are expected to ease as this transition occurs. Be sure to include these flavorful apples in your organic set.

ALERT! **Organic Green Beans** are sporadically available from California and Mexico. Although supplies will not be promotable, there should be some availability through mid-to-late November.

Organic Asparagus from Mexico continues to show moderate availability with most supply on large and extra-large sizes. Volumes are improving steadily as new acreage comes online.

ALERT! **Organic French Beans** from Guatemala continue to face challenges from weather and flight variability, keeping pricing firm. However, supply should be sufficient to cover holiday demand.



OG TROPICALS

Organic Passion Fruit and **Kiwano Horned Melons** from California are available to start November, while **Organic Feijoa** will become available toward the end of the month.

Organic Dragon Fruit is now back in stock. This beautiful "red-flesh" magenta variety makes a stunning and delicious addition to any holiday fruit salad.

ALERT! **Organic Pineapples** continue to be very limited and expensive.



OG LETTUCE

ALERT! **Organic Lettuces** and **Hearts** from both Western regions and New Jersey remain very limited with low weights and firm to very expensive pricing. Desert production in Yuma and Huron will gradually improve availability later in November, though rain in California could create short-term harvest and transportation delays.

ALERT! **Organic Butter** and **Organic Boston Lettuce** remain volatile during the transition, with elevated pricing that should stabilize as desert acreage gains momentum. Rain in California could briefly affect coastal lots this week.

OTHER STORIES

NOTE: **Organic Bag Carrots** from Bakersfield, CA are held to allocations due to sizing and limited availability. Quality remains strong, and volumes will be supplemented with multiple shippers to stay in stock.

Organic Mini and **Euro Cucumbers** remain in steady supply with excellent quality from Canadian and Mexican greenhouse programs.



OG SWEET PEPPERS

NOTE: **Organic Color Bell Peppers** remain limited, with supply sourced from Canada, Mexico, and Israel. Strong organic demand and lighter seasonal acreage continue to keep pricing elevated. These conditions are expected to persist into December.



OG BROCCOLI & CAULIFLOWER

NOTE: **Organic Broccoli** and **Organic Broccoli Crowns** from North Carolina continue to taper as fall acreage finishes. Supplies are moderate but expected to improve gradually as desert and California winter acreage ramps up late in the month.

ALERT! **Organic Broccoli Rabe** and **Organic Sweet Baby Broccoli** remain light in supply with firm pricing until desert fields expand. Rain in California could add temporary harvest delays before the full transition.

ALERT! **Organic Cauliflower** and **Organic Romanesco** are still showing late-season variability with limited counts and firm to extreme pricing. Desert acreage will bring relief later in November, though California weather could slow harvests in the short term.

Organic Mangos from Ecuador have arrived. Both 10 ct and 12 ct sizes will be stocked. Pricing is elevated compared to domestic California **Keitt Mangos** but will gradually ease as the season progresses.

GOOD NEWS! **Organic Italian Parsley** and **Cilantro** are in great supply with strong quality and favorable pricing out of California.

CONVENTIONAL MARKET NEWS

NOVEMBER 14 - NOVEMBER 21, 2025

PINEAPPLES PROMOTABLE ONCE AGAIN



GOOD NEWS!

Pineapple pricing is finally easing, and fruit is now promotable.

Focus on promoting the popular 7 ct **Pineapple** sizing heading into the Thanksgiving holiday. Volumes are better and shippers want to spur demand after months of tariff-driven and low yield-driven high price points.

High-color, high-sugar DelMonte **Honeyglow Pineapple** supply is also improving, though pricing is not dropping dramatically like on the regular **Gold Pineapples**.



CV CITRUS

GOOD NEWS! The **California Mandarin Orange** (like Halos brand) harvest is in full swing, providing strong domestic supply.

GOOD NEWS! **Import Mandarins** from Chile continues to offer favorable value pricing and solid quality. The industry will begin transitioning from Chile to Morocco in December.

The California new crop **Navel Orange** season has begun with stronger-than-expected pricing as the crop is currently peaking on fancy grade fruit. As harvest volume increases and supply improves, prices are expected to adjust to more favorable retail levels.

GOOD NEWS! Strong harvests of **Rio Red Grapefruit** out of Texas are providing excellent quality and color. Florida **Grapefruit** continues to outperform recent years, showing exceptional quality both internally and externally.



CV STRAWBERRIES

ALERT! **Strawberries** will be very limited into early December.

ALERT! Rain is expected in the California growing regions, limiting fruit movement from Central Mexico. Mexican volume remains very light as harvests have only recently begun, while cold temperatures in Florida have delayed the start of that season.

ALERT! Demand will exceed available supplies, resulting in high pricing, pro-rates, and potential shortages. Quality is only fair with bruising on much of the fruit.

ALERT! Adjust retail price points to reflect this extreme market situation in November. Go light on inventory since shelf-life will be weak and credit at wholesale unavailable. Consider cutting back on display size of **Strawberries** and opening up larger space for **Blueberries**, **Blackberries**, and **Raspberries** - all of which are promotable!



CV BERRIES

GOOD NEWS! **Blueberries** continue to be highly promotable out of Peru. Quality has been exceptional with great flavor, firm texture, and excellent bloom. Now is an ideal time to build larger displays and promote Blueberries ahead of Thanksgiving.

GOOD NEWS! **Jumbo Blueberries** and Driscoll's **Sweetest Batch Blueberries** are also available with outstanding quality and flavor.

GOOD NEWS! **Blackberries** will be very promotable out of Central Mexico as harvests flush. Quality has been excellent with abundant supplies and aggressively priced fruit for strong retail promotions. Expand displays and promote heavily to take advantage of these conditions.

GOOD NEWS! **Raspberries** continue to be promotable out of Mexico with excellent quality and strong flavor. Fruit is looking and eating outstanding, so continue to promote with confidence.



CV CHESTNUTS

Four Seasons is proud to feature premium Italian grown **Chestnuts** from Bella Vita in bulk 25 lb option and a 20/1 lb jute bag. Customers will appreciate the high quality and beautiful branding of these Italian **Chestnuts** this season.



CV LUDACRISP APPLES

Be sure to try the new crop **LOCAL NY Ludacrisp Apples**, which have a Honeycrisp parentage and outstanding flavor, juicy, fruity, with excellent crunch. These are available now in pouch bags, 4-pack cardboard trays, and euro cartons.



CV ASPARAGUS

Asparagus from Mexico continues to improve in supply with better availability on standard and smaller sizes, while jumbo sizes remain limited. Overall conditions are stable to slightly softer as additional districts come online.



CV SALADS

ALERT! Iceberg, Romaine, and Romaine Heart based **Salads** continue to see low production and volume pro-rates due to poor quality and yields during growing season transition plus rain in California. Expect shorter shelf life than usual, and ordering lighter on these items is prudent until quality and production improves in the winter growing regions closer to December.



CV AVOCADOS

GOOD NEWS! Mexico will have excellent **Hass Avocado** volume through mid and late November. Keep Avocado displays well stocked and be sure to include some pre-conditioned options to help drive sales.

Contact your rep about Avocado From Mexico merchandising displays.



CV PEARS

This month also brings the exciting addition of Stemilt's new **Tri-color "Prism" Pears** in a 2 lb poly bag. Make sure to add this new SKU to your **Pear** lineup to help capture extra holiday sales.



CV CELERY

Celery and **Celery Hearts** are showing good quality overall, though the holiday pull is keeping pricing firm. Desert production should help steady the market after Thanksgiving, but the storm system could briefly delay harvest and loading in coastal growing areas.



CV GRAPES

NOTE: Multiple rain events have shortened the California **Grape** season, significantly impacting overall yields and harvests, especially on **Green** and **Black Grapes**.

Red Grapes are expected to continue through December, while the industry will transition to Peruvian **Green Grapes** at the beginning of December. Expect elevated prices across all colors through December.



CV LETTUCE

ALERT! Lettuces including **Iceberg, Romaine, Green** and **Red Leaf**, and **Romaine Hearts** remain expensive, very light in supply with low weights, and some mildew and rib issues as coastal acreage finishes. Early Yuma harvests are starting in stages, but recovery will be gradual through late November.

ALERT! **Boston, Butter**, and **Artisan Lettuces** continue to be tight with limited counts and elevated prices.



CV LOCAL CABBAGE & GREENS

GOOD NEWS! **LOCAL Collard Greens and Kales** are also in good supply and quality from New Jersey growers Flaim Farms and Nardelli Farms. Pricing is good, and both will be excellent items to promote for the holiday period.

GOOD NEWS! There is strong supply and favorable pricing on **LOCAL New Jersey Green and Red Cabbage** from Flaim Farms and Nardelli Farms now through Thanksgiving.



CV GREEN BEANS

GOOD NEWS! **Green Beans** are in good supply with excellent quality out of the southeastern growing regions. These will be nicely promotable for Thanksgiving displays in mid-November.



CV CHERRIES

Chilean **Cherries** are in full swing by air, and prices are easing weekly. The largest price drops are expected in early December as the transition from air to vessel arrivals begins. Excellent supplies and quality are expected through the holiday season.



CV FALL FRUIT

California **Pomegranates** have remained steady through November, with ample supplies available for Thanksgiving. **NOTE:** the overall season will be shorter than last year, which may affect availability for Christmas promotions.

Fuyu and Hachiya Persimmons remain steady in supply. **NOTE:** The season is expected to finish early this year as overall fruit volume is lighter, but there will be enough supply to cover the Thanksgiving holiday.

Black Mission Figs from Mexico and Peru will begin arriving ahead of the Thanksgiving holiday, available in a 12/8 oz clamshell.

Fresh "Ocean Spray" and "Jersey Fresh" **Cranberries** should remain readily available through Thanksgiving. Quality has been very good and supplies are steady.

NOTE: **Bag Carrots** from Bakersfield, CA are being held to allocations due to smaller sizing and limited availability, which has impacted Dole label supply. Quality is strong, and Four Seasons is supplementing with Bolthouse **Carrots** to meet holiday demand.

NOTE: **Artichokes** from Huron and Oxnard continue to run smaller with very limited jumbo sizing. Prices remain firm, and the California storm may slow harvests in both regions until desert supplies become more reliable.



CV BROCCOLI & CAULIFLOWER

NOTE: **Broccoli**, both **Bunched** and **Crowns**, is tapering on the East Coast as fall fields finish, while late coastal California lots continue to show quality concerns. Pricing remains firm and should begin to ease once desert crowns stabilize later in November.

ALERT! **Broccoli Rabe** and **Sweet Baby Broccoli** continue with light late-season volume and firm pricing until desert harvests expand. The forecasted rain could briefly delay harvests in California before desert regions take over production.

ALERT! **Cauliflower** and **Color Cauliflower** remain tight with brown bead and mildew showing in some late-season fields. Desert acreage should help improve supply later in the month, but the rain storm in California could temporarily slow harvest pace and logistics, keeping pricing on the expensive side.

OTHER STORIES

NOTE: **French Beans** from Guatemala are affected by weather and flight variability, causing uneven arrivals and maintaining a firm pricing tone, though plentiful holiday supply is expected.

NOTE: English **Peas** from Guatemala continue to arrive inconsistently with sensitive shelf life and firm pricing. Mid-November relief is possible if growing and transport conditions improve.

With Brazil winding down and Ecuador now in full production, **Mango** pricing is beginning to ease as we move through mid-November. **Ataulfo Honey Mangos** from Ecuador are also available and showing nice quality.



CV TOMATOES

Roma and Round Tomatoes from Florida and Mexico continue to improve in volume, helping stabilize the market after early fall volatility. Quality remains strong and pricing is trending favorable heading into the second half of November.

Snacking Tomatoes, including **Cherry** and **Medley Snacking Tomato** varieties, continue to show decent availability from both field-grown and greenhouse programs. Steady demand and strong supply are keeping pricing moderate to favorable.

NOTE: **Grape Tomato** pricing has begun to firm slightly in mid-November due to tightening availability, but regular arrivals are expected to continue.

GOOD NEWS! **Mini and Euro Cucumbers** from Mexico and Canada continue to deliver excellent quality and consistent arrivals. Pricing remains favorable with steady demand and reliable movement expected through the end of November.

NOTE: Bulk **Snow Peas** and **Sugar Snap Peas** from Guatemala and Peru remain very limited in supply as Guatemala's production lags and Peru winds down seasonally. Pricing remains very firm to extreme until Guatemala increases output, but Four Seasons will maintain good availability surrounding the holiday.

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

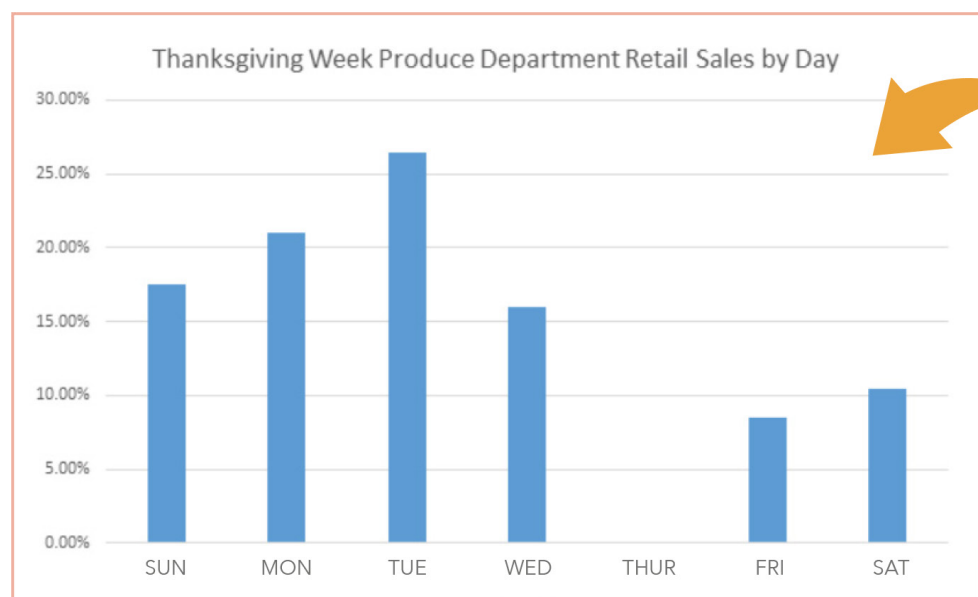
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/26, that should be for last minute 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.





AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

GRAND PRIZE:



COMMON MARKET 7TH STREET
Frederick, MD

LARGEST DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



GREENSTAR FOOD COOP
Ithaca, NY



HONEST WEIGHT FOOD COOP
Albany, NY



SOULBERRY NATURAL MARKET
New Hope, PA



PHONE: 1.800.422.8384

| www.fsproduce.com





AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

MOST CREATIVE DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



WEAVERS MARKET
Adamstown, PA



BUNN'S NATURAL FOODS
Southampton, PA



KIMBERTON WHOLE FOODS
Ottsville, PA

BEST ALL ORGANIC DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



COMMON MARKET ROUTE 85
Frederick, MD



LEG UP FARMERS MARKET
York, PA



WEAVERS WAY CO-OP
Philadelphia, PA

BEST SMALL STORE DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



GREEN'S NATURAL FOODS
Ocean Township, NJ



ALDOMONTES ITALIAN MARKET
Doylestown, PA



NEWARK NATURAL FOODS
Newark, DE



PHONE: 1.800.422.8384

| www.fsproduce.com

