



# ORGANIC MARKET NEWS



DECEMBER 5 - DECEMBER 12, 2025

## LADY MOON FLORIDA ORGANIC LETTUCES



**GOOD NEWS!** High quality East Coast **Organic Leaf** and **Romaine Lettuces** are now in peak season from Florida!

**GOOD NEWS!** **Organic Green Leaf**, **Organic Red Leaf**, and **Organic Romaine**, are flush with excellent quality from Lady Moon Farms in Florida. Color and texture are strong, offering a dependable lane while Western regions reset to winter production.

Some limited volume of Florida **Organic Romaine Hearts** are also in season from Lady Moon Farms.



**GOOD NEWS!** **Organic Butter Lettuce** and **Organic Boston Lettuce** are in good supply from Lady Moon Farms in Florida, with stable packs and strong load-ability. These are promotable where sets allow.



### OG BERRIES

**GOOD NEWS!** **Organic Blackberries** from Central Mexico are showing strong promotability on shipper brands. With excellent quality, affordable pricing, and ample supply, they present an ideal opportunity for impactful promotions.

**Organic Raspberry** supplies from Central Mexico on shipper brands remain normal to strong, with good availability and improving quality on each arrival. Pricing is expected to hold steady. **ALERT!** Driscoll's volumes, however, remain extremely limited and will continue to be very short.

**NOTE:** **Organic Blueberry** supplies will begin to decrease weekly through December. Peruvian volume continues to decline, and Mexico is contributing very little. Chilean imports are not expected to begin until mid- to late January.

**ALERT!** **Organic Strawberry** availability will be very tight. Central Mexico production is light, Florida volume is minimal, and acreage is down in both growing regions. Supplies should remain constrained for 2-3 more weeks until Baja comes online. Expect pro-rates and limits with some out of stocks in between arrivals.



### OG CALIFORNIA CITRUS

**GOOD NEWS!** **Organic Mandarins** continue to deliver excellent flavor and strong quality out of California. "Halos" and "Cuties" **Organic Mandarins** are in-house and performing well with the Clementine variety for December.

**Organic Navel Oranges** will see improving markets as stronger supply and drier harvest conditions build in California. Expect pricing to ease in the coming weeks.

**Organic Lemon** and **Meyer Lemon** harvests are improving and **Organic Grapefruit** is in steadier supply too.

**Organic Cara Cara Oranges** will begin harvest in mid-December, with fruit expected in time for Christmas.



### OG AVOCADOS

**GOOD NEWS!** **Organic Hass Avocados** will be promotable for December. Be sure to take advantage of the Four Seasons and Calavo Avocados from Mexico Display Promotion and Contest running throughout the month. All sizes and bags are in good supply.

"Equal Exchange" **Organic Fair Trade Hass Avocados** will be available in 48ct and 60ct fruit. 8/4ct Ready-Cycle Trays will also be available. Plan to promote these items heavily.







## LADY MOON OG VEG

**GOOD NEWS!** Organic Green and Red Cabbage are in great supply and strong quality from Lady Moon Farms in Florida.

**GOOD NEWS!** Organic Kales, Organic Collards, and Organic Baby Bok Choy from Lady Moon are also in excellent supply and condition.

Florida Organic Fennel, Green Bell Peppers, Jalapeno Peppers, Mini Sweet Peppers, Shishito Peppers, and Zucchini are all in season with beautiful quality from Lady Moon Farms for December.



## OG COLOR BELL PEPPERS

**NOTE:** Organic Colored Bell Peppers from Canada, Mexico, and Israel remain lighter in availability, especially on Red Bell Peppers. Strong Organic demand and smaller plantings are keeping this category at elevated pricing levels through early December, with additional increases anticipated later in the month.



## OG ASPARAGUS

**GOOD NEWS!** Organic Asparagus is benefitting from light post-holiday lower demand and clean fields. Supplies are promotable with dependable coverage and attractive costs compared to recent periods.



## OG FALL FRUIT

Organic Hachiya Persimmons are nearing the end of their California season and are expected to finish in early December. Organic Fuyu Persimmons will last slightly longer but should wind down before Christmas.

**NOTE:** Organic Pomegranates from California are expected to finish around mid-December. Organic Pomegranate Arils remain in steady supply in 4oz packs under the "I Love Pomegranate" label.

Organic Brown Turkey Figs from California are still available.

Organic Cranberry supplies will be available through mid-December then finish for the season.



## OG CUCUMBERS

**GOOD NEWS!** Field-grown Organic Cucumbers from Mexico are in good supply and have reasonable pricing.

Organic Mini Cucumbers and Organic Euro Cucumbers continue to show steady production and excellent quality from greenhouse programs in Mexico and Canada. Supplies are adequate and pricing remains in the average range.



## OG CAULIFLOWER & ROMANESCO

Organic Cauliflower and Organic Romanesco are improving, with better counts, more consistent quality, and easing costs as desert plantings expand.



## OG APPLES & PEARS

Washington Organic Apples remain in excellent supply with top varieties such as Ambrosia, Cosmic Crisp, Envy, Evercrisp, Fuji, Gala, Granny Smith, Honeycrisp, Kanzi, Lady Alice, McIntosh, Opal, Pazazz, Pink Lady, Rockit, SugarBee and Sweetango.

Washington Organic Pears also remain steady in supply with popular varieties including Anjou, Asian, Bartlett, Bosc, Comice, Concorde, and Red Pears.



## OG CELERY

**ALERT!** Organic Celery, including field and hearts, is extremely limited and not promotable.

A very high market is expected to persist until early January when desert supplies begin to help. Blight and discoloration are issues evident in the product.



## OG MANGOES

Organic Mangoes from Ecuador remain somewhat limited. Organic Mangoes from Peru will begin arriving shortly.

Organic Dried Ataulfo and Organic Red Mangoes from Crespo Organics are now in stock in 4oz and 1lb bags—perfect for winter snacking.





## OG ROOT VEG

We are now offering a new 12/2lb pack of **Organic Soup Mix Vegetables** from Harmony Valley in Wisconsin under code 247006. This will replace the previous 8/3lb pack and offer a more attractive retail price.

This is being offered along with 12/2lb **Organic Roasting Veg Mix**.



## OG TOMATOES

Field-grown **Organic Snacking Tomatoes** from Lady Moon Farms in Florida have strong supply and excellent color. Demand is solid, and pricing is favorable.

Specialty **Organic Cherry on-vine and Cocktail on-vine Tomatoes** from "Savours" greenhouse in Quebec continue to show strong availability and quality, offering excellent eating varieties that help drive category growth.

Greenhouse **Organic Beefsteak Tomatoes** and **Organic Tomatoes On-the-Vine** continues to show dependable quality and steady availability. Volumes are sufficient, with higher markets.

**Organic Roma Tomatoes** from Mexico and Canada continue to offer consistent sizing and quality, though overall availability remains limited. Movement is steady and pricing is holding at an average level.

**Organic Mammoth Kiwifruit** in clamshells from California will be available through December.

**Organic Feijoa, Organic Passion Fruit, and Organic Kiwano Horned Melons** from California will be in stock to start December.

**NOTE:** **Organic Carrots** in cellos and value-added packs remain limited on popular sizes. Bunny-Luv/Cal-O and Bolthouse brands will be sourced to keep up fill-rates.

**Organic Bi Color Corn** will be wrapping up in Florida by mid-December as the season winds down.



## OG GRAPES

**Organic "Sweet Globe" Green Grapes** from Peru are available at a premium.

**NOTE:** **Organic Red Grapes** are expected to begin arriving from South America in mid to late December.



## OG BROCCOLI

**Organic Broccoli** and **Organic Broccoli Crowns** are tapering in the East while desert supplies scale up. Quality continues improving and the market is easing as volume increases.

**Organic Sweet Baby Broccoli** is in good supply with flush availability, while **Organic Broccoli Rabe** is showing better texture and stronger color each week. Continuity is expected to stabilize by mid-month.

## OTHER STORIES

**NOTE:** **Organic Brussels Sprouts** in 10 lb packs remain tight, though quality and sizing on arrival have improved. Pricing remains elevated in the short term, then should ease as new blocks open and demand moderates.

**Organic Green Skin Avocados** from Florida will be available starting early December.

**ALERT!** **Organic Mini Seedless Watermelons** remain limited in availability out of Mexico due to border-crossing challenges and tight supplies. Availability is expected to improve by mid-December as new fields begin harvesting.



## OG PINEAPPLES

**ALERT!** **Organic Pineapples** remain extremely tight from Costa Rica.

Four Seasons has begun carrying **Organic Mexican Pineapples** to offset the Costa Rica shortage. Expect continued limited supply overall.



## OG SPECIALTY VEG

Lady Moon **Organic Bok Choy** and **Baby Bok Choy** is in season from Florida.

**Organic Endive** and **Organic Escarole** from Flaim Farms in New Jersey continue in good volume and quality. Availability should remain smooth into the final weeks of their season as we transition to winter programs.

**NOTE:** **Organic Artichokes** remain limited due to reduced acreage and selective sizing. Treat this item as an opportunistic buy rather than a dependable program driver for now.

**Organic Hard Squash** will begin transitioning to new crop Mexico with **Organic Delicata** this week. **Organic Spaghetti** will follow with the new crop arriving late next week.

**LOCAL** **Organic Acorn, Organic Butternut, Organic Honeynut** and **Organic Kabocha** continue to be sourced from PA and NJ with excellent quality.

**ALERT!** **Organic Iceberg Lettuce** remains very limited through the transition gap. Improved arrivals are anticipated by mid-December with stronger availability into late month.



# CONVENTIONAL MARKET NEWS

DECEMBER 5 - DECEMBER 12, 2025

## BROCCOLI AND CAULIFLOWER IMPROVING



**GOOD NEWS!** Broccoli and Broccoli Crowns from the Southeast and West, are seeing lower pricing as Mexican production expands and adds volume. Quality remains excellent.

**Broccoli Rabe** remains on the lighter side, although texture and color continue to improve as desert plantings advance.

**Sweet Baby Broccoli** continues to show cleaner overall appearance, though smaller florets persist. Supplies are increasing gradually, and pricing is easing.

**GOOD NEWS!** Cauliflower in 12 ct packs continues to improve with more consistent quality, reduced bead issues, and easing costs as desert acreage expands.

**NOTE:** Colored Cauliflower remains selective, though availability is improving week by week.



### CV CITRUS

**GOOD NEWS!** Florida Tangerines, specifically Autumn Honeys from Noble Citrus, are delivering excellent flavor and strong overall quality.

**GOOD NEWS!** Mandarins show strong supply and excellent quality from early-season California Cementine varieties, while Chile continues to offer exceptional value compared to California markets. Morocco is expected to begin shipping in mid-December.

**Navel Oranges** have strong volume on large fruit out of California, and markets continue to ease. Promotional opportunities remain favorable through December. Ask about Jumbo Navel pre-book in display bins. "Vintage Sweets" Heirloom Navel Oranges are back in season with the first arrivals in stock 12/11.

**Cara Cara Oranges** (pink flesh) harvest has begun, and supplies are expected to strengthen by mid-December.

**OUTLOOK:** Sumo Citrus Dekopons will start in December with the first 25ct and 9/3lb bag arrivals expected 12/16.



### CV LETTUCE & SALADS

**NOTE:** Iceberg Lettuce is improving in weight and volume as more desert fields open. Pricing are high but will ease heading into mid-December.

**Leaf Lettuces**, including Green Leaf, Red Leaf, and Romaine, have improved significantly following the transition. Light promotions are possible as acreage continues to scale later in December.

**Romaine Hearts** are gaining stability, while costs ease as production expands across desert regions.

**Boston Lettuce** and **Artisan Lettuce** continue to stabilize as desert acreage expands.

As Lettuce quality and yields improve, **Packaged Salad** fill-rates and shelf life are getting better too.



### CV BERRIES

**GOOD NEWS!** Blackberries have abundant supply, sharp pricing, and excellent quality.

**NOTE:** Blueberries will tighten as fewer Peruvian arrivals come in, with pricing expected to rise. Quality remains excellent.

**Raspberries** from Central Mexico are steady with lighter harvest volumes, consistent pricing, and strong quality.

**ALERT!** Strawberries have lighter harvests from Florida and Central Mexico for early December.

**OUTLOOK:** Strawberry volume is expected to improve mid December. Pricing is expensive for now, with better conditions anticipated as supplies strengthen.





## CV KIWIFRUIT

California **Red Kiwi** in a 16/1 lb clamshell will be available through December.

**Green Kiwi** has transitioned from Zespri New Zealand fruit to winter crop arrivals from Italy and Greece.



## CV MANGOES

**Mango** supplies from Ecuador are slowing. Container delays and the slow start to Peru's season are tightening availability on key sizes along the East Coast.



## CV AVOCADOS

**GOOD NEWS!** **Avocados** are featured in a month-long December promotion in partnership with Avocados From Mexico and Calavo, highlighting all sizes with strong availability on premium 36ct fruit.

December will be a great time to promote on price and quality! Bulk and Bags!



## CV TOMATOES

Hothouse **Beefsteak Tomatoes** and **Tomatoes On-the-Vine** are transitioning away from Canadian production as Mexican programs take on more demand. Quality remains strong with supplies meeting current needs, keeping pricing stable.

**Roma** and **Round Tomatoes** from East Coast fields and Mexico are tighter as they rebound from holiday demand and limited harvests. Quality remains solid, with elevated markets. Some relief is expected as new Florida and Mexican production builds in late December.



## CV CHERRIES

**Cherries** imported from Chile are shifting from air-shipped to vessel arrivals in mid-December. Supplies are expected to improve and pricing ease down by 10–20 percent closer to Christmas.



## CV GRAPES

**ALERT!** **Grapes** face a challenging December due to vessel delays on new crop imports, limited harvest, and the early end to the California season. Pricing is expected to stay elevated until Chile enters the market near Christmas. Quality is just okay.



## CV WATERMELONS

**Mini Seedless Watermelons** are arriving from Guatemala, showing excellent quality and promotable pricing. Florida also has availability in large sizing.

**Seedless Watermelons** from Florida and Mexico have stable pricing and consistent quality. The outlook for December remains steady with similar conditions expected throughout the month.



## CV SNACKING TOMATOES

**Snacking Tomatoes**, including **Cherry**, **Grape**, and **Medley** varieties, remain in shorter supply overall, though availability is holding steady. Some market opportunities are emerging as December progresses, especially on greenhouse specialty packs of **Snacking Tomatoes**.



## CV PEAS & BEANS

**NOTE:** **Snow Peas** and **Sugar Snap Peas** from Guatemala and Peru remain tight as Peru winds down. Quality varies and pricing remains firm.

**English Peas** from Guatemala continue to show choppy arrivals, keeping markets firm until field and flight schedules align more consistently.

**French Beans** from Guatemala remain sensitive due to weather and shipping challenges, resulting in uneven arrivals and shorter shelf life.

**GOOD NEWS!** Field-grown **Green Beans** have stabilized with good quality from southern regions and adequate supply.





## CV CUCUMBERS

**GOOD NEWS!** Mini and Euro Cucumbers from Mexico and Canadian greenhouse programs show strong quality and consistent arrivals. Balanced demand and solid production continue to support favorable promotional conditions.



## CV PINEAPPLES

**GOOD NEWS!** Pineapples have improved following Thanksgiving, and early December offers promotable opportunities, especially on 7ct fruit.



## CV ARTICHOKES

**GOOD NEWS!** Artichokes are flush with promotable volume, clean packs, and consistent sizing, offering strong opportunities for ads while current production holds.



## CV PEPPERS

**Green Peppers** are seeing firming in the market with slight price increases. Supplies remain adequate and quality strong from southern growing areas.

**Jalapeno Peppers** and **Habanero Peppers** are higher in price due to reduced Florida harvests.

**Colored Bell Peppers** continue to command premium pricing. Mexican production is beginning to cover more of the demand as Canadian acreage winds down. Supply remains adequate but not abundant, keeping markets in the average to slightly elevated range.



## CV APPLES & PEARS

**Apples** from eastern and western regions offer an abundant premium supply in both bulk and bags. A full assortment is available, including **Cortland**, **Cosmic Crisp**, **Empire**, **Envy**, **Evercrisp**, **Fuji**, **Gala**, **Gold Delicious**, **Granny Smith**, **Honeycrisp**, **Hunzy**, **Lady**, **Lemonade**, **Ludacrisp**, **Lucyrose**, **Lucyglo**, **Macoun**, **McIntosh**, **Pink Lady**, **Red Delicious**, **Rockit**, **Rome**, **Ruby Frost**, **Snap Dragon**, **Stayman**, **Sugarbee**, and **Sweetango**.

**Pears** from the Pacific Northwest remain in excellent supply and quality across **Anjou**, **Asian**, **Bartlett**, **Bosc**, **Comice**, **Forelle**, **Red**, and **Seckel** varieties.



## CV FALL FRUIT

**POM Arils** will remain steady through December, including the new Twin Pack of two 8 oz cups offered in a 6-pack (code 247045).

**Pomegranates** from California are winding down quickly. POM Wonderful will conclude bin shipments by mid-December, and cartons may not hold through Christmas.

**Hachiya Persimmons** remain limited and will finish mid-December. **Fuyu Persimmons** will continue into late December with steadier availability.

Persimmon education remains essential. **Fuyu Persimmons** should be eaten firm like an Apple, while **Hachiya Persimmons** must be consumed very soft, similar to a soft Mango or jelly.

**Black Mission Figs** from Mexico are in stock, offered in a 12/8 oz clamshell.

Fresh **Cranberries** are in good supply for mid-December.

## OTHER STORIES

**NOTE:** **Scallion** volumes are tight, with higher pricing driven by limited supplies out of Mexico.

**Chestnuts** from Italy, premium roasted and packed by Bella Vita, are available in bulk 25 lb options and 20/1 lb jute bags.

Bulk and tray pack **Bi Color Corn** is steady out of Southern Florida with dependable supply and consistent quality.

**ALERT!** **Celery** is extremely limited. Availability is not promotable, and markets remain very high until early January when desert volume is expected to improve supply.

**ALERT!** **Brussels Sprouts** in 25 lb packs show improving availability with cleaner arrivals, though markets remain high until demand softens and new harvests provide consistent grade. Use caution when planning promotions and expect a gradual easing late December.

**Endive** and **Escarole** from New Jersey and California continue with good supply from Flaim Farms as they near the end of their season. California production remains workable with improving daily flow.

California **Fennel** continues to show strong flavor, although bulbs remain on the smaller side. Volume is climbing and the market is expected to ease heading into mid-December.

**NOTE:** **Radicchio** remains limited with improvement expected as additional desert harvests begin to arrive later in the month.

**NOTE:** **Carrots** in cellos and value-added packs remain tight.





# SNAPDRAGON APPLE DISPLAY CONTEST

OCTOBER 6 - NOVEMBER 2, 2025



## GRAND PRIZE:



**GREENSTAR FOOD COOP**

Ithaca, NY



**WEAVERS MARKETS**

Adamstown, PA



**KENNIE'S MARKET**

Littlestown, PA

## BEST BAGGED DISPLAY:



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# SNAPDRAGON APPLE DISPLAY CONTEST

OCTOBER 6 - NOVEMBER 2, 2025



## MOST CREATIVE DISPLAY:

### FIRST PLACE

### SECOND PLACE

### THIRD PLACE

### FOURTH PLACE



**TURNIP TRUCK NATURAL MARKET**  
Midtown Nashville, TN

**HEISLER'S MARKET**  
McMurray, PA

**WEAVERS WAY CO-OP**  
Ambler, PA

**KENNIE'S MARKET**  
Taneytown, MD

## LARGEST DISPLAY:

### FIRST PLACE

### SECOND PLACE

### THIRD PLACE

### FOURTH PLACE



**BISHOP'S SUPERMARKET**  
Whitehouse Station, NJ

**TURNIP TRUCK NATURAL MARKET**  
East Nashville, TN

**KENNIE'S MARKET**  
Gettysburg, PA

**FRENCHTOWN MARKET**  
Frenchtown, NJ



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# WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

## DECEMBER 1 - DECEMBER 28, 2025

### HAPPY HALO-DAYS!

**Our annual Halos Display Contest is here, and yes indeed, it is the most wonderful time of the year!**

Four Seasons Produce has teamed up with Wonderful Citrus for a year-end display contest to drive strong holiday sales! Showcase Halos—a family favorite and produce staple—alongside Wonderful Seedless Lemons. Use our high-graphic bins, boxes, and POS materials to create bright, eye-catching displays that attract shoppers and boost sales.

## DISPLAY CONTEST CRITERIA:

- Build a display with Halos Mandarins. ALL fruit **MUST** be purchased from **Four Seasons Produce**.
- Must purchase a **minimum of 10 cases** of Halos during the contest period time.
- Must use the **HALOS point of sale bins OR boxes** in your displays.
- All contest displays must remain up for a **minimum of 1 week**.
- Please send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **January 2, 2026**.



## DISPLAY CONTEST PRIZES:



### SMALL STORE

(3 registers or less)

### LARGE STORE

(4 or more registers)

### \$500 Gift Card

Grand prizes will be awarded on having all display contest criteria met, display creativity, and overall eye appeal.

### LARGEST DISPLAY

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST ALL ORGANIC DISPLAY

(ALL fruit must be Organic)

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST HOLIDAY THEMED DISPLAY

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

### BEST SMALL STORE DISPLAY

(3 registers or less)

1<sup>ST</sup> PLACE: **\$350**  
2<sup>ND</sup> PLACE: **\$250**  
3<sup>RD</sup> PLACE: **\$150**

**So its time to get our Halos on and build some WONDERFUL HALOS displays!**  
**For more display tips and ideas, please talk to your Four Seasons Sales Rep or Merchandiser.**

**See page 2 for Point of Sale codes.**

**Please check with your Four Seasons Produce Sales Rep or Merchandiser for full availability.**



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# IT'S THE MOST Wonderful TIME OF THE YEAR!

## PRODUCT CODES:

14042 - CV Mandarins CA 15/2 lb Halos  
 13947 - CV Mandarins CA 10/3 lb Halos  
 222670 - CV Mandarins 4/5 lb Halos Gift Box  
 238604 - OG Mandarins Halo 15/2 lb  
 229676 - CV Lemons Seedless 12/2 lb Wonderful



CODE: 14042



CODE: 13947



CODE: 222670



CODE: 238604



CODE: 229676



CODE: 216381



CODE: 232887



CODE: 232889



CODE: 216380



CODE: 229570

## POS CODES:

216381 POS Display Bin Halo- Orchard Tree  
 232887 POS Display Bin Halo- Hex bin  
 232889 POS Display Bin Halo- Wonderful  
 216380 POS Display Halo- Fruit Stand  
 229570 POS Display Bin Halo- Worlds Sweetest  
 232888 POS Display Halos Holiday Wrap  
 232891 POS Display Bin- Seedless Lemons  
 232886 POS Display Bin- Seedless Lemons Hex



CODE: 232888



CODE: 232891



CODE: 232886



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# AVOCADOS FROM MEXICO HAPPY HASS-I-DAYS DISPLAY CONTEST DECEMBER 1 - DECEMBER 28, 2025

Four Seasons Produce and Avocados From Mexico (AFM) have teamed up for a year-end display contest designed to drive tonnage and boost sales. With sharp new POS bins and boxes, strong pricing, and the ever-popular avocado in the spotlight, it's a perfect opportunity to grow sales, increase basket size, and build standout displays. Great prizes are on the line—so join the avocado fun and celebrate the Hass-i-days the AFM way!

## DISPLAY CONTEST CRITERIA:

- Build an amazing display using fresh Mexican avocados. **ALL fruit MUST be purchased through Four Seasons Produce.**
- Must buy a **total of 20 cases** of fruit during the contest period in order to qualify. This can be a combination of bulk and bagged fruit.
- All displays **MUST highlight the AFM brand** through bins, boxes, racks or point of sale signage.
- Display must remain up a **minimum of one week.**
- Please send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **January 2, 2026.**



## AVOCADO TIP:

The key to driving strong avocado sales in your department is to always have ripe fruit available. Many shoppers are looking for avocados they can enjoy the same day—or even immediately—so keeping ripe options on display is essential for meeting their expectations and capturing those impulse purchases.

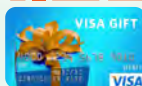
One simple way to ensure you never run out of ready-to-eat fruit is to set up an in-store ripening program. Check out this video for an easy, step-by-step guide to keeping perfectly ripe avocados on hand at all times:

[https://youtu.be/fqoWpYVtec0?si=K0yIKc6zIKtBjb\\_P](https://youtu.be/fqoWpYVtec0?si=K0yIKc6zIKtBjb_P)

**Four Seasons Produce also carries pre-conditioned fruit to help you maintain ripe fruit on display.** Please talk to your Four Seasons Sales Rep or Merchandiser for details!

## DISPLAY CONTEST PRIZES:

### GRAND PRIZE \$500 GIFT CARD

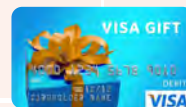


Display will be judged on creativity, overall eye appeal, use of AFM point of sale material, and also on highest % of YOY growth during the same time period.

We will need scan data from store level to show increase to meet Grand Prize criteria.

#### LARGEST DISPLAY:

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100



#### MOST CREATIVE DISPLAY:

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100

#### HIGHEST YOY INCREASE % YOY (Will need scan data from store to meet criteria)

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100

#### BEST GUAC THEMED DISPLAY:

1ST PLACE - \$300  
2ND PLACE - \$200  
3RD PLACE - \$100



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# AVOCADOS FROM MEXICO HAPPY HASS-I-DAYS DISPLAY CONTEST DECEMBER 1 - DECEMBER 28, 2025

## DISPLAY CONTEST CODES:

### ORGANIC:

- Code 43135 - OG Avocados Hass MEX 48 ct
- Code 43136 - OG Avocados Hass MEX 60 ct
- Code 224026 - OG Avocados Hass 15/4 ct

### CONVENTIONAL:

- Code 17061 - CV Avocados Hass MEX 36 ct
- Code 17060 - CV Avocados Hass MEX 48 ct
- Code 17075 - CV Avocados Hass MEX 60 ct
- Code 236006 - CV Avocados Hass 14/5 ct Bag
- Code 239741 - CV Avocados Hass 14/6 ct Bag

### POINT OF SALE:

- Code 33656 - AFM Famers Market Pop Up Bin
- Code 229198 - AFM Molcajete Display Bin Grey
- Code 234352 - Calavo CV Empty Box Formed
- Code 239278 - Calavo OG Empty Box Formed
- Code 246713 - AFM Avocado Bag Stand with Top Shelf
- Code 246714 - AFM Avocado bag/bulk Floor Stand
- Code 17042 - AFM Avocado Bag Rack 3 Tier



Code: 33656



Code: 229198



Code: 246713



Code: 246714



Code: 17042

For pricing information and merchandising tips, talk to your Four Seasons Sales Rep or Merchandiser.

For more information on Avocados from Mexico, visit [avocadosfrommexico.com](http://avocadosfrommexico.com).

For more information on Calavo Growers, visit [Calavo.com](http://Calavo.com).



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# DECEMBER HOLIDAY MERCHANDISING

**HANUKKAH 2025 BEGINS:**  
SUNDAY, DEC 14, 2025 AT SUNDOWN

**CHRISTMAS DAY 2025:**  
THURSDAY, DECEMBER 25

**NEW YEAR'S DAY 2026:**  
THURSDAY, JANUARY 1

## TRADITIONAL HANUKKAH INGREDIENTS

- Honey
- Sweet Potatoes (Yams)
- Soup Mix (root vegetables)
- Walnuts
- Raisins
- Onions
- Parsnips
- Apples
- Oranges
- Tangerines
- Potatoes for Latkes
- Falafel
- Donuts
- Chocolate Candy (Gelt)



*Hanukkah 2025 is December 14 (begins at sundown) - December 22.*

## TRADITIONAL HOLIDAY "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
- ☐ Escarole & Endive
- ☐ Fennel/Anise
- ☐ Fresh Herbs
  - ☐ Poultry Mix
  - ☐ Sage
  - ☐ Rosemary
  - ☐ Thyme
  - ☐ Chives
  - ☐ Parsley
- ☐ Mushrooms - White
- ☐ Sweet Peppers & Cucumbers
- ☐ Tomatoes - Snacking varieties

### FRUIT

- ☐ Apples Snacking - large sizes & club varieties
- ☐ Apples Baking- McIntosh, Cortland, & Rome
- ☐ Avocados
- ☐ Berries
- ☐ Cranberries
- ☐ Melons
- ☐ Grapefruit
- ☐ Mandarins - Clementines & Satsumas
- ☐ Oranges - Navel
- ☐ Pummelos
- ☐ Pears - All Varieties
- ☐ Persimmons - Fuyu & Hachiya
- ☐ Pineapples
- ☐ Pomegranates - Whole & Arils

### VALUE ADDED

- ☐ Cole Slaws & Salad Mixes
- ☐ Stuffing Mix
- ☐ Cubed Butternut Squash
- ☐ Cut Vegetable Florets
- ☐ Snipped Green Beans
- ☐ Fruit And Vegetable Trays
- ☐ Cored Pineapples
- ☐ Cut Fruit
- ☐ Chopped Collard and Kale
- ☐ Sparkling Juice



### HARD GOODS

- ☐ Garlic
- ☐ Parsnips
- ☐ Rutabagas
- ☐ Onions - Pearl, Cipollini, & Shallot
- ☐ Onions - Sweet & Yellow
- ☐ Potatoes - Russet, White, Red, & Gold
- ☐ Sweet Potatoes (Yams)

### DECORATIVE

- ☐ Fresh Cut Flowers
- ☐ Poinsettias
- ☐ Fresh Wreaths
- ☐ Norfolk Island Pines
- ☐ \*\*All items pre-ordered

### BAKING

- ☐ Nuts - In-Shell & Shelled
- ☐ Chestnuts
- ☐ Pistachios
- ☐ Nut Trays
- ☐ Raisins & Dried Cranberries
- ☐ Medjool Dates
- ☐ Glacé/Candied Fruit
- ☐ Dried Figs
- ☐ String Figs



Check inventory of **Glacé/Candied Fruit** and holiday shippers by **Dec 12-15**. Make sure everything is on the floor and consider reducing retails to sell through before the holiday.



# TIPS & REMINDERS TO HELP YOU THIS DECEMBER



## EASY-PEEL MANDARINS

Easy-peel **Mandarins**, for snacking and giving, continue to become more popular around the holidays.

Offer **Clementine** and **Satsuma Mandarins** in 2 or 3lb bags. Keep a few gift boxes around.

Loose or tote bag displays of **Stem & Leaf Mandarins** can really make a statement!



## HERBS & STUFFING INGREDIENTS

**Herb & Stuffing ingredients** sell well but not as much as a Thanksgiving, as more different meats are cooked for the holiday feast:

- Parsley
- Rosemary
- Thyme
- Sage
- Poultry Blend
- Celery & Celery Hearts



## CONVENIENCE ITEMS SAVE HOSTS' TIME

These convenience items will sell well all month, especially right before Christmas and New Year's Day:

- Cored Pineapples
- Cubed Butternut
- Microwave Green Beans
- Pomegranate Arils
- Cut Vegetable Bags
- Vegetable Spiral Noodles
- Fresh Cut Fruits & Vegetables
- Guacamole & Fresh Salsa



## CATER TO THE "DIY" VEGGIE TRAY MAKERS

Make sure you offer all of these items for customers who want to make their own veggie trays:

- Celery & Carrot Sticks
- Baby Carrots
- Broccoli Crowns
- Cauliflower Florets
- Peppers
- Radishes
- Broccoli
- Cauliflower
- Celery
- White Mushrooms
- Grape & Cherry Tomatoes
- Scallions
- Cucumbers
- Green & Yellow Squash
- Avocados
- Asparagus
- Fresh Dips
- Dressings
- Guacamoles



## POPULAR SIDE DISHES

These items are popular holiday side dishes:

- 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
- Pearl and Boiler Onions



## DECEMBER HOLIDAYS ARE VERY FRUIT FOCUSED

- Coconuts
- Kiwifruit
- Persimmons
- Pomegranates
- Mangos
- Papayas
- Melons
- Varietal Pears
- Berries
- Pineapples
- Clementines
- Satsuma Mandarins
- Pummelos
- All other fresh Citrus

December is a great time to promote Organic Specialty Citrus from Buck Brand!



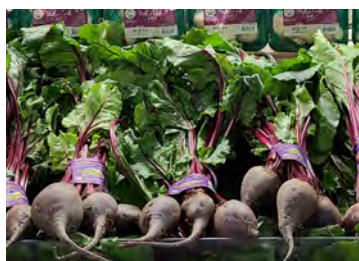


## PARTY TRAYS & GIFT BASKETS

Party trays & gift baskets are a **MUST** during the holidays for those hosting parties or going to gatherings! Plan orders with your Four Seasons rep.

Many retailers succeed by packing custom fruit and gift baskets with modern varieties like **California Navels** and **Washington Fuji**, **Granny Smith**, and **Honeycrisp**.

Pre-order premade baskets and merchandise gift boxes of **Oranges** and **Mandarins**.



## ETHNIC SPECIALTIES

### MEDITERRANEAN:

- Artichokes
- Broccoli Rabe
- Savoy Cabbage
- Escarole
- Endive
- Fennel/Anise
- Long Hot Peppers
- Red Peppers
- Green & White Asparagus

### EASTERN EUROPEAN:

- Fresh Dill
- Parsley Root
- Horseradish
- Red Cabbage
- Celery Root
- Beets
- Leeks

### LATINO CUISINE:

- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

### SOUTHERN COOKING:

- Collards - bunched and shredded
- Kale
- Black-Eyed Peas,
- Sweet Potatoes

December 2025						
S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## ORDER, DISPLAY, & LABOR PLANNING

- Have key Christmas displays set by Dec 16 to maximize sales and labor efficiency.
- Bring in tonnage/items on Dec 16–20 deliveries.
- Stay ahead on potatoes, onions, dips—low shrink, but don't miss sales by running out.
- Keep bananas with good yellow color for fruit salads.
- From Wed. before Christmas, expect busy days—capture every sale.
- Use off-hour fills for hard goods (nuts, dried fruit, potatoes, onions) and longer shelf-life items (dressings, dips, salsa, hummus, juices, snacks).
- Daytime labor should focus on fresh displays and customer engagement.
- Expect large orders 12/21 and 12/23—plan ahead to avoid delays.

## FOUR SEASONS HOLIDAY OFFICE SCHEDULE

### WEDNESDAY 12/24:

Sales office open 7am-1pm processing orders for approved Friday 12/26 deliveries. Normal delivery schedule.

### THURSDAY 12/25:

Merry Christmas! Office closed and no deliveries

### WEDNESDAY 12/31:

Sales office open 7am-1pm processing orders for approved Friday 1/2/26 deliveries. Normal delivery schedule.

### THURSDAY 1/1/26:

Happy New Year! Office closed and no deliveries.



