

DECEMBER 19, 2025 - JANUARY 2, 2026

ORGANIC CITRUS UPDATE



California growers had a wet fall followed by a foggy December. Focus on turning fruit quickly and expect lighter rind color.

Organic Navel Oranges are peaking on larger sizes, with a significant amount of Choice grade fruit for bags and juicing being harvested as well. Prices are expected to remain very favorable for **Organic Jumbo Navel Oranges** (32-48ct) fruit and bag programs through January.

NOTE: Organic Mandarin Oranges in California are being affected by persistent heavy fog this December, which is limiting harvest. The fruit being picked is primarily Clementine varieties that were previously exposed to rain and are now being heavily graded due to quality and shelf life concerns. Keep product turning fast! New variety harvests are not expected until the first week of January.

NOTE: Organic Lemons are trending heavily toward Choice fruit for bags and juicing, as fog continues to limit picking. Fancy grade quality is running below average, and meaningful relief is expected in January. Expect some greening on the **Organic Lemons**.

NOTE: Organic Grapefruit harvest remains limited and is trending toward choice fruit. Supplies are expected to stay tight through the holiday period.

Organic Cara Cara Oranges have started the season slowly, with elevated prices reflecting limited early supply. Rind color is not as full even though the fruit is sweet and mature inside.

Organic Blood Oranges are expected to begin harvesting around New Years, with color development being the primary reason for the delayed start.



OG BERRIES

GOOD NEWS! Organic Blackberries will continue to be promotable out of Central Mexico. Quality has been excellent, growing conditions remain ideal, and the fruit continues to eat very well.

NOTE: Organic Blueberries will begin to tighten through the end of the year as Peruvian supplies are significantly reduced. Arrivals are expected to be sporadic through the end of the year, with potential port delays due to the holidays. Chilean **Organic Blueberries** are expected to begin arriving in early January and be promotable in February.

Organic Raspberries remain steady overall on shipper brands out of Central Mexico, with the Baja season beginning. Weather conditions have been excellent, resulting in strong quality fruit.

Organic Strawberry production continues to increase out of Baja and Central Mexico. Availability is improving each week with excellent quality fruit, and pricing has eased to help move the increased production. Pricing remains high on Driscoll's brand, but with more product to fill orders.



OG APPLES & PEARS

The newest Washington State **Organic Apple** estimate is out, and the Organic crop is short by approximately 1.5 million cases, or about ten percent from original estimates. This, combined with severe flooding, evacuations, a declared state of emergency, and snow and slush impacting mountain passes, could lead to sporadic out-of-stocks and stronger pricing through the holidays and into the New Year healthy eating demand.

GOOD NEWS! One very bright spot is the Washington **Organic Envy Apple**, which is showing excellent supply and quality. This will be a promotable Organic Apple for January!

Four Seasons and USA Pears will have a January display contest featuring varieties from Stemilt, Chelan Fresh, CMI, Rainier, and Bridges! This is a great opportunity to promote **Organic Pears** and compete for thousands in prizes, including a grand prize trip to the Pacific Northwest in September to tour Pear orchards and packing facilities.



OG AVOCADOS

GOOD NEWS! Organic Hass Avocados will be promotable throughout the holidays and into January! Prices are reasonable, if not lower than usual and quality is good on bulk and bags.

Supplies are expected to gap for several weeks around the start of the New Year on **Equal Exchange Organic Fair Trade Avocados**. Fair Trade fruit will be sourced from Calavo to fill the gap.

Organic Green Skin Avocados from Florida remain available and are expected to continue through the end of the year.



LADY MOON OG VEG

GOOD NEWS! Green Leaf, Red Leaf, and Romaine from Lady Moon Farms in Florida remain promotable with excellent quality and dependable coverage.

NOTE: Organic Red Leaf is showing quality concerns related to germination issues in Florida from Lady Moon Farms, so supply will lean on the West Coast until availability improves.

Lady Moon Organic Romaine Hearts are available in limited quantities. Western Organic Romaine Hearts are easing down in price.

GOOD NEWS! Organic Fennel is abundant from Lady Moon Farms in Florida, offering clean bulbs and reliable sizing.

Organic Green Peppers and Mini Mix Peppers are steady out of Lady Moon Farms in Florida.



OG CHILI PEPPERS

New Organic Hot Peppers are back in stock, including Poblano Peppers, Serrano Peppers, and Anaheim Peppers.



OG BUCK BRAND CITRUS

Lingering fog and rain has created wonky conditions for Organic Specialty Citrus in California. It is peak season, but growers are having to adjust for the right timing to get the right quality, color, and shelf-life so far this winter.

Arriving 12/24: OG Buddha Hand, OG Meyer Lemons, OG Limequats, OG Sweet Palestinian Limes, OG Mandarinquats, OG Algerian Clementines, OG Lee Mandarins, and several OG Pummelo varieties.



OG KIWIFRUIT

Organic Mammoth Kiwi clamshells from California will be available throughout December. Bulk Organic Green Kiwi from Italy is also available.

Organic SunGold Kiwi from Zespri is back in season from Italy, with both clamshell and volume-filled bulk options offered.

NEW: Organic Red Kiwi from California will be available in an 8/1lb clamshells. This new item is expected to arrive around 12/21.



OG BABY ARUGULA

ALERT! Persistent mildew is creating quality issues and poor yields on winter growing regions of Organic Baby Arugula. Expect significant out-of-stocks and pro-rates for late December and early January on all brands of Organic Baby Arugula Salad packs.



OG CUCUMBERS

GOOD NEWS! Organic Cucumbers are coming in with good quality and promotable pricing out of Mexico.



OG ASPARAGUS

GOOD NEWS! Organic Asparagus is in a favorable position as post-holiday demand is light and fields are clean. Coverage is reliable and pricing is attractive compared to recent periods, making this item promotable for the week on 12/22.



OG CAULIFLOWER & ROMANESCO

GOOD NEWS! Organic Cauliflower is becoming very promotable, with strong counts and packs coming out of California for the week on 12/22 and 12/25.

NOTE: Organic Romanesco is expected to gap briefly due to quality concerns, with contracting planned at the start of the year to stabilize shelf presence.



OG POMEGRANATES

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

Organic Pomegranates from California are expected to finish for the season by the end of the year.



OG CARROTS

GOOD NEWS! Organic Carrots, including bag, baby peeled, and value-added items, are in a much stronger position now that Georgia production is underway from Cal-Organic under the Bunny-Luv label. Supply is steady and pricing is easing as freight costs improve on East Coast loading.



OG GRAPES

Organic Red and Green Grapes are in good supply from Peru. Prices remain high, but the varieties available, including "Sweet Globe" **Green Organic Grapes** and "Sweet Celebration" **Organic Red Grapes**, are performing very well.

NEW: Organic AutumnCrisp Green Grapes will be available in 10/2 lb clamshells. This variety has superior size, flavor, and crunch.



OG BUNCH HERBS & GREENS

GOOD NEWS! Organic Parsley and Cilantro remain in good supply with good quality, and Cilantro is promotable price-wise.

GOOD NEWS! Other promotable organic items for the holiday season include California-grown **Organic Chards, Leeks, Bunch Spinach**, and **Bunch Red Radishes**.



OG TOMATOES

GOOD NEWS! Organic Snacking Tomatoes continue to move well on strong flavor and attractive pack styles from Lady Moon Farms in Florida. Supply volume is adequate to slightly heavy, allowing for additional promotional activity without compromising quality.

Organic Beefsteak and Cluster Tomatoes remain consistent Canadian production and increasing Mexican volume. Pricing is steady with room for targeted organic promotions at retail.

Organic Roma Tomatoes are available in reliable supply with good sizing and clean appearance; pricing remains stable, and demand is steady.



OG BROCCOLI

NOTE: Organic Bunched Broccoli (14 ct) and Organic Broccoli Crowns (20 lb) are tightening as North Carolina acreage paused during cold weather that stalled sizing. Pricing is elevated.

A warmup should allow another cut to help bridge into Florida. Mexico will support supply during the transition while California continues to show pin rot until desert production gains traction.



OG TROPICALS

Organic Pineapples from Mexico will remain in steady supply, with a small amount of fruit also coming from Costa Rica. Pricing remains elevated.

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

NOTE: Organic Mangos from Ecuador are becoming more limited as the season winds down. Peru is off to a slow start due to cooler temperatures holding fruit back, and overall supplies remain limited.

Organic Artichokes are back in good supply from Lakeside with clean, consistent arrivals.

NOTE: Organic Scallions will be on the limited side for late December and early January with pricing elevated.

NOTE: Rain is hurting Organic Broccoli Rabe production. Pricing is up!

OTHER STORIES

ALERT! Organic Brussels Sprouts have little to no availability on the West Coast. Meaningful improvement is not expected until January when Mexico begins producing and California regains availability. Quality and sizing challenges are creating significant strain, and only contract commitments are being fulfilled, with gaps expected until supply steadies.

ALERT! Organic French Beans in the 10/1 lb pack from Guatemala remain limited due to excessive rain and container delays. Orders should be planned conservatively, with intermittent shortages expected.

ALERT! Organic Celery and Organic Celery Hearts are very limited and not promotable as blight continues to spread in California. Production is restricted to tight plantings with smaller, more frequent cuts, and blight can develop after the first harvest.



CONVENTIONAL MARKET NEWS

DECEMBER 19, 2025 - JANUARY 2, 2026

NEXT
EDITION
JAN 2

PROMOTABLE STRAWBERRIES!



GOOD NEWS! **Strawberry** supplies have become promotable through the end of the year from Florida and Mexico. Most shipments are currently Florida grown, though Mexico continues to provide strong volume as well. Overall quality continues to be excellent.

Pricing on **Strawberries** dropped quickly after an expensive November and a lack of planned ads in December. Time to build displays back up with better retail price points headed into the holidays!

NOTE: The **Blueberry** category is expected to tighten as Peruvian supplies continue to decrease. Pricing is expected to remain firm, while Mexico volume is beginning to increase but will remain light overall. Chilean supplies will be lightly available as well, and overall quality continues to be excellent.

The **Blackberry** category remains steady overall. Volumes remain promotable with excellent quality and steady pricing as weather continues to be favorable to growing conditions.

NOTE: **Raspberry** production is expected to tighten through the end of the year. Production has slowed as crops wind down, and while quality has been nice, pricing is expected to hold steady or see slight increases.



CV ORANGES

California **Navel Oranges** are showing strong supplies of large fruit from multiple shippers. Smaller sizes remain limited, but we are well positioned to support Christmas demand for 88 ct and 113 ct fruit.

Early crop **Cara Cara Oranges** are available in steady supply, and the overall outlook points to a strong season.

Blood Oranges are facing challenges with color development. Initial offerings will feature smaller than normal fruit with the crop expected to strengthen as January approaches.

Heirloom Navel Oranges are starting peak season from California. 10/3lb Vintage Sweet brand **Heirloom Navels** are selling great in high graphic display boxes and bags.

GOOD NEWS! Jumbo-sized 36ct **Fancy Heirloom Navel Oranges** are promotable for late December and January!



CV SPECIALTY BERRIES

GOOD NEWS! Driscoll's **Sweetest Batch Blueberries** are large-size, firm textured, tasting great, and importantly - selling well! Some stores report this as their top dollar driving SKU in the produce department.

Sweetest Batch Blueberry supplies are in good shape with late season Peru and new crop Central Mexico both in play, so promote for the holidays and early January healthy eating. 8/11 oz and 12/18 oz packs are available.

Driscoll's **Sweetest Batch Blackberries** are back in stock from Central Mexico in 12/10 oz packs. High flavor stuff!

Now through January will be a good time to add Driscoll's 8/14 oz **Sweetest Batch Strawberries** to your displays. Rich, full, summer-like taste!

Florida grown **Pineberries**, a white-pink Strawberry varietal, will be available around the holidays and January - ask your rep about pre-books.



CV MANDARINS

SUMO Citrus season is here! The fruit on the first arrivals tasted quite good, though it showed some minor greening on the rind which will be seen on a lot of the citrus from California this early winter due to the lingering fog and rains.

25 ct bulk and 9/3 lb bag **SUMO Citrus (De-kopons)** will ramp up in supply as the season progresses. Get ready to build eye-catching displays to launch the season in your store with Four Seasons' early January promo and display contest! High-graphic bins are in stock!

NOTE: California **Mandarin Oranges** are being impacted by heavy fog that is limiting harvest. The fruit currently being picked is primarily **Clementine Mandarin** varieties that were previously exposed to rain and are being heavily graded due to quality concerns and reduced shelf life. Harvest on new varieties is not expected until early January.

Stem and Leaf Mandarins "Satsuma" variety remains in house. Going forward, **"Daisy"** varieties will be used across both **Stem and Leaf Mandarin Orange** codes for late December and into January.

From Florida, Noble's **Autumn Honey Tangerine** season has been erratic on supply, but outstanding on the eating experience. One last arrival is expected for 12/21 to finish the season. Noble's famed **Juicy Crunch Tangerine** will come into season during January.



CV KIWIFRUIT

NEW: Red Kiwi in a 16/1lb clamshell pack from California is available in good supply.

Green Kiwi is available from Italy and Greece on the East Coast.

SunGold Kiwi from Zespri out of Italy are back in supply and moving quickly.



CV MANGOES

NOTE: Mango supplies have been volatile, with Ecuador winding down and Peru off to a very slow start due to cooler weather. This should help extend the season further into January but is creating challenges in the near term. Pricing is slightly higher than normal.



CV AVOCADOS

Hass Avocados remain promotable through December and into January! Sharp pricing and beautiful Point-of-Sale Bins and Racks are available to promote bulk and bag fruit.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** remain in steady supply from Canadian as additional production from Mexico is increasing.

GOOD NEWS! Roma and Round/Vine Ripe Tomatoes continue to experience consistent volume and quality out of Mexico and the southeastern U.S. Expect pricing to improve as January begins.



CV STONE FRUIT

Chilean **Cherries** are in full swing with regular vessel arrivals. Be sure to add these seasonal favorites to your mix to help drive strong holiday sales.

The first Chilean **Nectarines** and **Peaches** are expected to arrive shortly. Supplies may be erratic as arrivals build, and pricing is expected to remain firm but steady.

Apricots are expected to follow in early January.



CV LETTUCE

Iceberg Lettuce and **Romaine Hearts** are seeing major relief as additional desert acreage comes online. Prices are dropping and supply is steady.

Leaf Lettuces including **Green Leaf**, **Red Leaf**, and **Romaine** have seen pressure ease quickly with the desert ramp. Fills are clean, availability is plentiful, and prices are soft enough to support light to moderate promotions while firming slightly as January approaches.



CV WATERMELONS

Seedless Watermelons are wrapping up for the winter in Florida, while Mexico is in full swing with steady supplies.

Mini Seedless Watermelons remain in great supply out of Guatemala. The fruit looks excellent with good sugar content. Mexico provides a secondary option, though it is more expensive.



CV SNACKING TOMATOES

GOOD NEWS! Snacking Tomatoes including **Grape**, **Cherry**, and **Medley** types remain well supplied from both hothouse and field programs; flavor and color are strong and prices are moderate, offering good flexibility for promotional activity.



CV CELERY

NOTE: Celery and Celery Hearts coverage will be maintained overall, but blight and crop failures across multiple shippers are keeping prices elevated and availability tight. Broad relief is not expected until early January.

ALERT! Dole-labeled **Celery** and **Celery Hearts** remain very limited, and arrivals covering holiday demand are coming at a premium.



CV GRAPES

Import **Grape** prices are expected to remain stable but elevated through December until early January, when both Peru and Chile are in play. California **Grapes** are finished for the season.

Specialty Grapes now available at Four Seasons from South America include: 8/2lb **Red-Green Bi-Color** clamshells, 8/2lb **Reds**, 10/1lb **Muscat** clamshells, 16lb bagged and 10/1lb clamshell **Cotton Candy**, 18lb **Jumbo AutumnCrisp Green**, and 10/1lb **Jelly Berries Grapes**.



CV VEG

GOOD NEWS! For holiday veggie trays, **Green Peppers** and **Cucumbers** are stable to slightly decreasing in price, with good supplies from the Southeast.

GOOD NEWS! **Green Cabbage** is becoming more abundant in the Southeast, offering good pricing and promotability. **Collard Greens** are also following suit from Southern growing regions.

Mini Mix Sweet Peppers remain steady with good availability through the holiday season.

Parsleys and **Cilantro** are steady and should support holiday pulls effectively.

NOTE: **Green Beans** have tightened up a bit on supply in the Southeast, and pricing has increased accordingly. While we have been able to secure what is needed, pricing is less promotable.

Butternut Squash and **Acorn Squash** have fully transitioned to new crop Mexican product. **Kabocha Squash** and **Spaghetti Squash** continue to ship with some **LOCAL** Lancaster County-grown product from Steve Groff under the Cedar Meadow Farms label.

Bagged and bulk **Potatoes** are well stocked across the board for the holiday period. Green Giant bagged **Gold Potatoes**, **Red Potatoes**, and **White Potatoes** are arriving with exceptional quality.

Carrots, including cello bags, baby peeled, and value-added items, are in a much better position now that Georgia production is underway from Grimmway under the Dole label. Supply



CV PINEAPPLES

GOOD NEWS! **Pineapple** pricing remains promotable as Christmas approaches.

PinkGlow Pineapples will be available for the Holiday Season, with **HoneyGlow Pineapples** also in stock.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! **Cauliflower** in the 12 ct size is highly promotable out of California with consistent volume and excellent quality.

NOTE: **Color Cauliflower** remains mixed, with **Orange** and **Green Color Cauliflower** holding steady while **Purple Color Cauliflower** is limited due to discoloration observed at harvest.

Bunched Broccoli (14 ct) and **Broccoli Crowns** (20 lb) from both East and West are under pressure. Georgia harvests paused as cold temperatures stalled sizing, though a late warmup should allow another cut to help bridge into Florida. In the interim, supply will lean on Mexico while California lots continue to battle pin rot and quality variability until desert production settles.

OTHER STORIES

is steady and pricing is easing as freight costs improve on East Coast loading.

We welcome the Hess Bros proprietary Eastern **Wild Twist Apple**, with excellent supply and quality expected on this Honeycrisp and Pink Lady cross. Be sure to give this exciting new Apple a try.

ALERT! **Scallions** are tight, with elevated pricing and lower supply. Promotions on this item should be avoided. There is some speculation that the supply challenges, largely due to weather in Mexican growing regions affecting planting and harvesting, may continue into January and February.



CV ARTICHOKEs

GOOD NEWS! **Jumbo Artichokes** are in great supply with clean packs projected through the remainder of the month. This continues to be an excellent promotional opportunity with sharp pricing from Ocean Mist.



CV FALL FRUIT

POM POM Arils will remain steady through December. There will also be a new pack size featuring POM Wonderful Twin Pack 2/8 oz cups, packed in a 6 ct case. Make sure to get these on shelves now to support holiday sales.

California **Pomegranates** are finishing a shortened 2025 season. POM Wonderful **Pomegranates** will be available into January.

Black Mission Figs from Mexico are now in stock. Four Seasons will be offering these in a 12/8 oz Clamshell.

Fuyu Persimmons are expected to last through late December and into the New Year. Four Seasons will continue to offer these in a Single Layer option. **Hachiya Persimmons** are finished for the season.

ALERT! **Brussels Sprouts** in the 25 lb pack are very limited on the West Coast, with serious quality challenges present. Meaningful improvement is not expected until early January.

ALERT! Mesh and microwave-ready **Brussels Sprouts** packs remain even more limited, as added handling and cold chain requirements further reduce shelf life.

NOTE: Belgium **Brussels Sprouts** may become available for late December and early January for some relief.

NOTE: Andy Boy **Broccoli Rabe** prices are shooting up as production declines due to rain out West.

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 Boiled 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.

OPEN STOCK FLORAL



CODE: 242748



CODE: 238055

**In-stock daily
for ordering
convenience!**

CODE	DESCRIPTION	PK/SZ	UPC
242748	5 Stem Organic Sunflowers (in Displayable Case)	14ct	8-60012-58180-1
238055	10 Stem Cut Tulips (Red and White for Deliveries 12/19)	24ct	7-23442-30000-1

TIME TO PRE-BOOK VALENTINE'S DAY FLORAL!

Contact your Four Seasons rep for details and sales flyers!

Due 12/26: Valentine's Day Potted Offerings for deliveries beginning 1/30.

Due 12/26: Floranation bouquet and arrangement offerings for deliveries 2/6-2/14.



SWEET VALENTINE BQT



BLOOM BOOM BQT





sumo
CITRUS®



SUMO CITRUS DISPLAY CONTEST

JANUARY 5 - JANUARY 18, 2026

A SUMO-sized fruit calls for a SUMO-sized display contest! Four Seasons Produce brings you big, beautiful SUMO Citrus (Dekopons) that are now promotable and bursting with impressive size and quality. It's time to turn heads with bold displays that celebrate this standout fruit in a big way.

DISPLAY CONTEST CRITERIA:

- Build a SUMO sized display of SUMO Citrus (Dekopons) in your department or store.
- **MUST purchase a total of 12 cases** of SUMO Citrus during the contest period. ALL fruit **MUST** be purchased from Four Seasons Produce. This can be a combination of bags and bulk fruit. Codes are listed below:
227060 - CV Mandarin SUMO 25CT 18lb
230107 - CV Mandarin SUMO 9/3lb
223648 - SUMO Empty Display Box
223548 - POS Display Bin
- Displays **MUST** show the **SUMO Citrus branding** through POS signage.
- All displays must remain up for a **minimum of 1 week**.
- Send all contest photos to contests@fsproduce.com by **January 22, 2026**.



DISPLAY CONTEST PRIZES:

GRAND PRIZE: \$750 GIFT CARD

(Display will be judged on creativity use of SUMO POS and overall eye appeal)



LARGEST DISPLAY:

- 1st Place - Laptop
- 2nd Place - YETI Cooler
- 3rd Place - Smart Watch
- 4th Place - Pizza Oven
- 5th Place - Breville Juicer

MOST CREATIVE DISPLAY:

- 1st Place - Laptop
- 2nd Place - YETI Cooler
- 3rd Place - Smart Watch
- 4th Place - Pizza Oven
- 5th Place - Breville Juicer

BEST SMALL STORE:

(3 registers or less)

- 1st Place - Laptop
- 2nd Place - YETI Cooler
- 3rd Place - Smart Watch
- 4th Place - Pizza Oven
- 5th Place - Breville Juicer

For more information on SUMO Citrus please visit <https://sumocitrus.com/>

For pricing information or tips on how to build a SUMO size display, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| www.fsproduce.com



NORTHWEST PEAR DISPLAY CONTEST

January 5 - February 1, 2026



chelan
fresh



Want to hear about a “pear”-fect way to build your pear category sales?

Four Seasons Produce has teamed up with the Northwest Pear Bureau to bring you a display contest sure to have you go for the gold in Pear sales and profits. Pears, both conventional and organic, have shown outstanding quality all season. Now is the perfect time to take advantage of some awesome promotional pricing, show off your pear flair, and have the chance to win some super cool prizes. So, “pear” up with your Four Seasons Sales Rep or Merchandiser and get some great plans in place for pear display builds and promotions in your stores!

CONTEST CRITERIA:

- Build a “PEAR”-fect display of beautiful Pears from the Pacific Northwest. **All fruit MUST be purchased from Four Seasons Produce.**
- **All displays must contain 3 Pear varieties**, either CV or OG (or both). Pear varieties for the duration of this contest will be Anjou, Red Anjou, and Bosc. We will also have Bartletts and Comice while supplies last to help boost the category.
- **Must use Northwest Pear point of sale material** in your displays. Point of sale signs will be provided by your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week**.
- Send all display pictures to contests@fsproduce.com by **February 5, 2026**.



CONTEST PRIZES:

GRAND PRIZE:

Grand prize winner will receive a trip to the Pacific Northwest in September 2026 to view Pear Orchards and packing sheds!



BEST SMALL STORE DISPLAY (4 registers or less)

- 1st Place - 55in Flat Screen TV
- 2nd Place - Chromebook
- 3rd Place - JBL Bluetooth Earbuds

BEST LARGE STORE DISPLAY (5 registers or more)

- 1st Place - 55in Flat Screen TV
- 2nd Place - Chromebook
- 3rd Place - JBL Bluetooth Earbuds



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PEAR CODES:

CONVENTIONAL:

234350 CV Pears Anjou 80/90ct Fancy
6310 CV Pears Anjou 80/90ct US#1
232951 CV Pears Anjou 36/42ct US#1 euro
12180 CV Pears Anjou Lil Snapper 9/3lb
214559 CV Pears Bartlett 80/90ct Fancy
6452 CV Pears Bartlett 80/90ct US#1
232953 CV Pears Bartlett 36/42ct US#1 euro
12183 CV Pears Bartlett 12/3lb pouch
234305 CV Pears Bosc 80/90ct Fancy
6600 CV Pears Bosc 80/90ct US#1
232955 CV Pears Bosc 36/42ct US#1
217451 CV Pear Bosc Lil Snapper 9/3lb
6795 CV Pears Comice 20lb
6865 CV Pears Forelle 20lb
246537 CV Pears Prism Tri Color bag 12/2lb
232660 CV Pears Red 27lb 36/48ct euro
229437 CV Pears Red US#1 40/50ct 30lb
7040 CV Pears Seckel 20lb

ORGANIC:

43242 OG Pears Anjou 80/90ct US#1
49238 OG Pears Anjou 12/2lb Pouch
43224 OG Pears Bosc 80/90ct US#1
49241 OG Pears Bosc US#1 12/2lb
246538 OG Pears Red 20lb 40/50ct
221786 OG Pear Red Lil Snapper 12/2lb

POS:

237950 Stemilt Rushing River Pear Box empty
232833 Stemilt Organic Pear Box empty
233960 Duckwall CV Pear Box standard empty
236830 Duckwall CV Pear Box half empty
227347 Stemilt empty display bin 2 sided apple/pear CV/OG
232437 CF Joyfully Grown display bin CV
232436 CF Joyfully Grown display bin OG





Envy Apple Display Contest

January 5 - February 1, 2026

MAKE YOUR COMPETITION "RED" WITH ENVY...

Four Seasons Produce has teamed up with Envy Apple and The Oppenheimer Group to bring you a display contest sure to make your competition ENVY-ous. Beautiful conventional and organic Envy Apples are ready to promote and make some sweet displays with! High graphic bins and great point of sale materials are available to build some super attractive and creative displays.

DISPLAY CONTEST CRITERIA:

- **ALL fruit MUST be purchased from Four Seasons Produce** in order to qualify. Your display may contain other apples in it to add some color, but will need to be at least **75% Envy Apples**.
- Must purchase a total of **8 cases of apples** during the contest period in order to qualify for entry. This can be a combination of CV or OG fruit, both bulk and pouch bags.
- **Must use Envy Apple display bins/boxes OR Envy POS signage in/on your displays.** Talk with your Four Seasons Sales Rep or Merchandiser for info on how to grab one of these.
- All Envy displays must remain up for a **minimum of 1 week**.
- Send all contest photos to contests@fsproduce.com by **February 5, 2026**.



ENVY APPLE PRODUCT CODES:

- 238137 - CV Envy 12/2lb pouch
- 6076 - CV Envy 45/55ct 27lb Euro
- 238035 - OG Envy 12/2lb pouch
- 42089 - OG Envy 45/55ct 27lb Euro
- 23377 - POS Envy Display Bins
- 229828 - POS Envy Display Boxes



Really sharp Envy Apple tote bags will be available as well. Please ask your Four Seasons Sales Rep or Merchandiser for detail on how to get some.

For additional Envy Apple information, click on the link below:
[The Ultimate Apple Experience | Envy Apple](#)

For more information or display tips and ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

www.fsproduce.com





Envy Apple Display Contest

January 5 - February 1, 2026

DISPLAY CONTEST PRIZES:

CATEGORIES:

MOST CREATIVE DISPLAY

LARGEST DISPLAY

BEST SMALL STORE DISPLAY
(3 registers or less)

PRIZES:

1ST PLACE: MOUNTAIN BIKE

2ND PLACE: SMART WATCH

3RD PLACE: NESPRESSO

*Pictures shown are
for demonstration only.
Actual prize may vary.



There will be **ONE Honorable Mention** in each of the 3 categories above receiving a **Produce Department Pizza Party!**

EVERYONE IS A WINNER:

Every qualified entry will receive an Envy Apple/Four Seasons Produce backpack! Check it out!



For additional Envy apple information, click on the link below:

[The Ultimate Apple Experience | Envy Apple](#)

For more information or display tips and ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser.



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CODE: 247081
CV Peppers Jalapeno
Bagged 6/8 oz
UPC: 810087500467



CODE: 225831
CV Peppers Shishito
8/8 oz Bag
UPC: 615435435053



CODE: 247082
CV Peppers Poblano
Bag 6/16oz
UPC: 810087500405



CODE: 247083
CV Peppers Medley Hot
6/8oz Bag
UPC: 810087500658

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ALLWELL greens



Shanghai Bok Choy

The Shanghai Bok Choy has a bulbous light green stem and oval leaves. It is a mild and sweet tasting vegetable. Shanghai Bok Choy is the most versatile leafy green in Asian greens, great for stir fries, soups, grilling and is a great crispy green for salads.

240560

CV Yu Choy Petite
12/8 oz Allwell



Baby White Bok Choy

The delicate leaves are dark green to light green, the stems are a milky white color, crisp, smooth, and wide. Baby White Bok Choy is tender and crunchy with a sweet, mild cabbage flavor with slightly mineral flavor. It is used in stir fries, soups and salads.

240559

CV Bok Choy Baby White
12/8 oz Allwell



Petite Yu Choy

Yu Choy is a popular Asian green, also known as Chinese Oilseed Rape. It's tender and has a taste similar to spinach, with sweet stems and mildly pungent leaves. It's often used in stir-fries and soups. At Allwell Greens, we grow Yu Choy sustainably in our indoor vertical farm, ensuring its high quality and freshness.

240558

CV Bok Choy Petite Shanghai
12/8 oz Allwell