ORGANIC MARKET NEWS

NOVEMBER 6 - NOVEMBER 13, 2026

ORGANIC FALL ROOT VEG



Organic Root Vegetables are looking very nice overall, with inventory available from several vendors, including Harmony Valley (WI), Deep Root Organic Coop (VT), and Central PA Produce Coop (**LOCAL**).

Current offerings include bagged and or loose **Organic Burdock Root, Parsnips, Beauty Heart Radish, Black Radish, Purple Daikon Radish, Watermelon Radish, Rutabagas, Soup Mix, Roasting Mix, Sunchokes, Purple Top Turnips,** and **Scarlet Turnips. Organic Roasting Mix** and **Soup Mix Root Veg** blends are also available for fall and early winter.

Quality has been very nice across the selection, providing a good variety of seasonal options for the marketplace. As consumers shift to recipes with roasting, crockpots, soups, and stews.

Organic Carrots from California and Canada are in good supply, with steady pricing expected through the Thanksgiving holiday. Quality and availability are favorable, providing strong opportunities for meeting holiday demand.





OG TOMATOES

ALERT! Organic Grape Tomatoes are limited in volume, with pricing reaching unusually elevated levels despite strong overall quality. Lady Moon Farms (FL) production is underway, and increasing harvest volumes should begin providing additional support to availability. However, widespread shortages throughout both the snacking and broader **Tomato** categories continue to outweigh these improvements, keeping overall supplies tight. Elevated costs and limited availability are expected to persist through much of November.

ALERT! Savora is gapping on **Organic Cocktail (Apero) Tomatoes**.

ALERT! Organic Roma Tomatoes are in low supply and expensive.

NOTE: Organic Beefsteak and **Cluster Tomato** supplies are currently meeting demand, but significant shortages across the broader Tomato category could introduce additional pressure as November progresses.



OG BERRIES

Organic Blackberries are steady from California and Mexico. Pricing is holding consistent, and quality has been good. Overall availability is stable, with no significant market disruptions currently anticipated.

Organic Raspberries are steady overall from Central Mexico. Quality has been good, and supplies are holding consistent.

NOTE: Organic Blueberries are limited in supply, with Peruvian volume continuing to be light. Arrivals are expected to be light throughout November, keeping pricing elevated. Quality has been good overall.

ALERT! Organic Strawberries are limited from California due to multiple days of rain throughout the growing regions. Harvest volumes are light as growers work to recover from the unfavorable weather conditions. **ALERT!** Quality is expected to be fair at best. Central Mexican volume is also light. Expect shortages, limited availability, and elevated pricing through mid-November, with meaningful improvement dependent on better weather and increased harvest activity.



OG APPLES

GOOD NEWS! Organic Apples are in good supply for holiday tables, with a strong selection that includes **Organic Ambrosia, Braeburn, Envy, Evercrisp, Kanzi, Rockit,** and **SugarBee Apples.**

Washington **Organic Fuji, Gala, Granny Smith,** and **Honeycrisp Apples** are on the firmer side, but in peak season.

Washington **Organic Cosmic Crisp Apples** are expected to transition from old crop to new crop mid to late November.

Organic Lady Alice Apples are available. Be sure to feature this beautiful, sweet-tart variety, known for its crisp texture and juicy flesh.

GOOD NEWS! Organic Opal Apples are in good supply. These yellow, sweet Apples are naturally slow to brown.

Organic Pink Lady Apples have transitioned from old-crop to new-crop supplies. Availability is limited to start, as the fruit is currently peaking on the smaller side. Supplies are expected to improve as additional production becomes available.



OG HARD SQUASH

GOOD NEWS! LOCAL Organic Hard Squash is in steady supply from Pennsylvania, New Jersey, and Wisconsin with stable market conditions. Mexican production is also off to a healthy start to the season, with all major varieties now available. Overall availability is favorable, providing additional options as the market transitions through November.



OG SPECIALTY FRUIT

Several seasonal specialty fruit options from California are available. **Organic Passion Fruit** is available in limited supply, along with **Organic Kiwano Horned Melon** in a 12/14ct single-layer pack.

Organic Feijoa is also now in season for November, adding additional variety to the specialty Fruit category.



OG CUCUMBERS

GOOD NEWS! Organic Cucumbers are in good supply from Mexico, with overall quality looking very nice.

Lady Moon Farms has officially wrapped up its Florida **Organic Cucumber** season, leaving Mexican production to support current availability.

NOTE: Organic Euro and **Mini Cucumbers** are becoming limited as November begins, with **Mini Cucumbers** experiencing a greater reduction in availability.



OG EASTERN GREENS

Organic Kale and **Collards** are increasing in supply from Lady Moon Farms (FL), with very nice quality. Expect good volume and consistent quality through Thanksgiving, with stable pricing anticipated throughout the holiday period.



OG CABBAGE

GOOD NEWS! Organic Green and **Red Cabbage** are in good supply from **LOCAL** Pennsylvania and New Jersey growers. Supplies and pricing are expected to remain favorable through Thanksgiving.



OG GRAPES

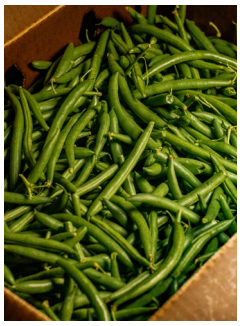
TRANSITION: Organic Grapes are transitioning into imported Peruvian production, with **Green Grapes** expected to begin sourcing from Peru.

NOTE: Organic Red Grapes will remain inconsistent with only sporadic arrivals from California through mid-November before transitioning to Peruvian supplies toward the end of November.

OG SALAD & CUT VEG

Outlook by brand for mid-November:

- **Olivia's Organics**: steady
- **Organicgirl**: **ALERT!** fill-rate/volume issues with OG Romaine Hearts, Little Gems, Baby Butter
- **Josie's Organic**: **NOTE:** fill-rate/production issues with OG Chop Kits and Cole Slaw
- **Earthbound Salads**: **ALERT!** fill-rate/volume issues with OG Sweet Butter, Baby Butter, Butter Blends, Chop Romaine, Chop Kale, Red Arugula





OG BEANS

ALERT! Organic Beans are in light supply and poor quality, with some volume coming out of Mexico. The longer-term supply outlook indicates that **Organic Beans** will NOT be promotable item for Thanksgiving. Availability is expected to remain tight as the holiday approaches.

ALERT! Organic Packaged Green Beans have seen crop loss and quality issues due to Super El Nino wet weather patterns in Southern California and Baja Mexico growing regions. Expect poor fill-rates and out of stocks for November. This is NOT a promotable item for Thanksgiving.



OG PEARS

GOOD NEWS! Washington **Organic Anjou, Bosc,** and **Red Pears** are in good supply for the holiday season. Quality and availability remain favorable.

Washington **Organic Comice Pears** are expected to arrive in very limited supply in mid-November.

TRANSITION: Organic Red Pears are transitioning from **Starkrimson** to **Red Anjou** varieties over the coming weeks. Both varieties are currently available, although **Starkrimson** supplies are expected to finish around Thanksgiving. **Red Anjou** production will then provide the primary support for the category.

NOTE: Washington **Organic Bartlett Pears** have been selling great, but are winding down for the season and will likely finish before Thanksgiving. Once domestic supplies conclude, a gap is expected until imported fruit begins in February or March.



OG CITRUS

California **Organic Citrus** is starting up across mid-November! The following varieties will ramp up in volume across the rest of the month.

Organic Clementine Mandarins will be in stock in Halos brand 3lb and 2lb bags around 11/10, with bulk **Organic Clementine** and **Satsuma Mandarins** arriving around 11/12 to start the season.

New crop California **Navel Oranges** are set to arrive around 11/9, along with a few **Organic Pummelos**.



OG GREENHOUSE PEPPERS

TRANSITION: Organic Colored Bell Peppers are navigating a significant seasonal transition as Canadian production has concluded and replacement supplies from Mexico and Israel are only beginning to develop. Mexican availability remains limited, while Israeli product is just starting to reach the United States. Quality continues to be good, although pricing is up as the category adjusts to these changing supply regions.



OG CELERY

Organic Celery and **Celery Hearts** are maintaining steady availability, with no significant supply concerns out West as demand begins to increase.

Several shippers are reporting ample supplies of **Organic Celery Hearts,** providing a better-value option for buyers looking to maximize holiday promotions. Overall market conditions remain stable.



OG AVOCADOS

Organic Avocado supplies from Michoacán, Mexico, have been impacted by temporary stoppages in picking and packing, along with trucking strikes during the final week of October. These disruptions have affected harvesting and packing operations, creating some uncertainty in the marketplace. Shipments from Jalisco continue, although **Organic Avocado** pricing has firmed slightly out it appears the stoppage is over.

Florida-Grown **Organic Green Skin Avocados** are available. This provides a good domestic option for an alternative to Mexican production.



OG FALL FRUIT

GOOD NEWS! Organic Cranberry supplies are expected to remain steady through Thanksgiving. Quality has been good, and current availability should provide adequate support for holiday demand.

PEAK SEASON! Organic Pomegranate season is going strong, with the Wonderful variety now in full swing. A larger 24/28ct fruit along with 30/36ct sizing for the season.

NOTE: Organic Black Mission Figs from California have finished for the season as November begins. **Organic Brown Turkey Figs** are available in limited quantities in a 12/8oz pack.

PEAK SEASON! Organic Fuyu and **Hachiya Persimmons** are available in single-layer options.



OG ASPARAGUS

ALERT! Organic Asparagus will NOT be promotable leading up to Thanksgiving due to continued uncertainty surrounding volume and costs. Production has declined sharply, with unfavorable growing conditions further impacting yields and quality.

Expect continued market challenges throughout November and December.

OTHER STORIES

Organic Leeks are in good supply from both California and **LOCAL** New Jersey. Availability and pricing are favorable, making this a good promotional opportunity through Thanksgiving.

Organic Pineapple supplies from Mexico are slightly lower but remain generally steady. Costa Rican supply is limited. Availability of 8ct fruit has tightened recently, while 6ct and 7ct sizes remain more consistently available from Mexico.

NOTE: Organic Papayas are expected to be in tight supply through mid-November due to weather-related issues in Mexico.

Organic Leaf Lettuce and **Lettuce** supplies continue to rely primarily on **LOCAL** New Jersey production. Quality has been good, and pricing remains competitive compared to West Coast supplies, which continue to experience challenges during seasonal growing-region transitions.

GOOD NEWS! Organic Brussels Sprouts are being sourced from Mexico. Overall availability and pricing are favorable, creating a promotable market heading into the Thanksgiving holiday as seasonal demand increases. Supplies are expected to remain supportive of holiday promotions.

ALERT! Organic Mangos are currently experiencing a supply gap entering November. The market is transitioning between the California Keitt season and the start of the Ecuador season. Pricing from Ecuador is expected to be higher than usual due to limited crop volume. The first arrivals from Ecuador are projected for late November.

ALERT! Organic Scallions are tight in supply, resulting in higher pricing.

CONVENTIONAL MARKET NEWS

NOVEMBER 6 - NOVEMBER 13, 2026

THANKSGIVING VEG OUTLOOK







GOOD NEWS! Eastern **Broccoli** and **Broccoli Crowns** are in nice supply out of the mid and Southeast. Outlook appears reasonable with quality, volume and pricing for Thanksgiving.

GOOD NEWS! **Brussels Sprouts** are maintaining steady supply, relying primarily on Ocean Mist while incorporating additional East Coast production from New York. Pricing remains stable, with decent volume available to support the expected increase in holiday demand. Overall market conditions are favorable heading into Thanksgiving.

Brussels Sprout Stalks are available for pre-order for two separate arrivals. Contact your sales rep.

NOTE: **Green Beans** are tight in supply, with higher market costs continuing to impact pricing. Beans available for Thanksgiving are likely to come at a higher cost. Adequate supply is available at this time from the southeastern growing regions. However, **ALERT!** **Green Beans** and **Packaged Green Beans** will **NOT** be a readily promotable item for Thanksgiving.

French Beans are in okay supply. Pre-books for 5lb, 10/1 lb and branded bags are encouraged.

NOTE: **Asparagus** will **NOT** be a readily promotable item as Peru's season approaches its conclusion earlier than originally anticipated. Production has declined sharply, with unfavorable growing conditions further impacting yields and quality. Due to El Niño-related weather pressure, buyers should anticipate a tight market and light supplies from now through January.



CV TOMATOES

NOTE: **Beefsteak** and **Cluster Tomatoes** are facing increasingly challenging market conditions, with notable differences in availability between the two varieties. **ALERT!** **Beefsteak Tomatoes** supplies are exceptionally tight, driving costs to elevated levels, while **Cluster Tomatoes** have maintained somewhat better availability at more moderate, although above-average, pricing. **Cluster** supplies are beginning to tighten, with further increases anticipated.

ALERT! **Grape Tomatoes** continue to experience difficult market conditions, with limited availability and pricing reaching levels rarely seen. Quality has remained satisfactory despite the ongoing challenges. Other **Snacking Varieties** are experiencing similar difficulties, although **Grape Tomatoes** are the most affected. Supply constraints are expected to persist through November.

ALERT! **Roma** and **Round Tomatoes** are under supply pressure. Mexican production continues to be affected by unfavorable weather conditions, contributing to substantial price increases, particularly on **Round Tomatoes**, where costs have reached extreme levels. **Roma** availability is somewhat better, with quality remaining strong, while **Round Tomatoes** have generally maintained satisfactory quality despite their limitations. Florida production is beginning to provide some support, offering an early indication of improvement.



CV BERRIES

Blueberries are steady from Peru. Peruvian volume is light due to weather-related effects from Super El Niño. Pricing is steady, and quality is good. Availability is expected to remain relatively consistent as the season progresses.

Blackberry supplies are beginning to increase as weather conditions improve in Central Mexico. Quality has been nice, and pricing is steady. Improving growing conditions should help support additional volume as November progresses.

GOOD NEWS! **Raspberry** supplies are beginning to increase from Central Mexico. With improved weather conditions approaching the growing region, volume is beginning to rebound quickly. Quality has been good.

ALERT! **Strawberry** supplies are limited, with continued weather challenges significantly impacting harvest volumes. Additional rainfall over the past weekend further restricted harvesting, leaving current volumes well below initial forecasts. **ALERT!** Quality is expected to be fair at best. New fruit is not mature enough to harvest, keeping supplies light. Expect continued shortages, allocation limits, and elevated pricing. Supply conditions are expected to remain challenging through mid-November.



CV APPLES

Eastern **LOCAL** PA/NY **Apples** are in good supply, including **Cortland, Crimson Crisp, Evercrisp, Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Lady, Ludacrisp, Macoun, McIntosh, Pink Lady, Red Delicious, Ruby Frost, SnapDragon,** and **SweeTango**.

On the Western Apple front, a good selection is available, including **Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Hunnyz, Kissabel** in both **Red** and **Yellow** varieties, **Lemonade, Lucy Glo, Lucy Rose, Pink Lady, Red Delicious, Rockit, SugarBee,** and **SweeTango.**

NEW! Washington **Ambrosia Apples** are now in season. **Ambrosia** is sweet and good for fresh eating and also works very well in salads and homemade Applesauce.

Washington **Aura Apples** are available, although supplies are expected to finish before the end of November. Be sure to give this yellow Honeycrisp offspring a try while it remains available.

Washington **Cosmic Crisp Apples** will be transitioning from old-crop to new-crop supplies in mid November. Current expectations point toward a smooth transition without significant interruptions.

GOOD NEWS! Washington **Envy Apples** are in good supply.



CV HARD SQUASH

LOCAL **Hard Squash** is in steady supply from Pennsylvania and New Jersey, with stable market conditions. Mexican production is also off to a healthy start to the season, with all major varieties now available. Overall availability is favorable, providing additional options as the market transitions through November.



CV GRAPES

New crop import **Grapes** from Peru have arrived in all colors, officially kicking off the import season and providing additional options for the marketplace. Fresh **AutumnCrisp Green Grapes** are back in season in 2lb clamshells and jumbo bulk lines.

TRANSITION: **Grapes** are showing mixed availability out of California, with **Green Grapes** remaining limited while **Red** and **Black Grapes** continue to have plentiful supply.



CV WARM VEG

GOOD NEWS! **Green** and **Yellow Squash** are in good supply from the southeastern growing regions, with promotable pricing and favorable market conditions.

Cucumbers are up slightly in price, with both the southeastern United States and Mexico maintaining decent supply. Overall availability remains adequate.



CV GREENS

GOOD NEWS! **Kale, Collards,** and **Cabbage** are expected to remain in good supply with steady pricing through Thanksgiving. **LOCAL** Flaim Farms and Nardelli Farms in New Jersey continue to provide consistent availability. Quality has been very nice overall.



CV PEPPERS

Green Peppers are experiencing slight price increases from the southeastern growing region. Overall supply remains adequate, with no significant availability concerns at this time.

ALERT! **Mini Mix Sweet Peppers** are tight, with elevated pricing and the potential for some supply gaps as demand continues to pressure availability.

TRANSITION: **Colored Bell Peppers** are entering November with declining availability as the seasonal transition between growing regions continues. Canadian production is beginning to wind down, while Mexican supplies are in the early stages of development. Pricing has moved above average and continues to trend higher.



CV SNOW & SNAP PEAS

ALERT! **Snow** and **Snap Peas** are facing significant supply challenges as Peru's season winds down and Guatemala experiences substantial production difficulties. These combined issues are expected to create a considerable supply gap extending from November through January.

ALERT! **Packaged Snow** and **Snap Pea** bags from Taylor and Pero will be in poor supply with low fill rates in November.



CV PINEAPPLES

Pineapple overall supplies are steady. **HoneyGlow Pineapples** from Del Monte are available in limited quantities, with pricing trending slightly lower.

Honeybear's new **HoneyGold** high-shell-color **Pineapples** are now available with steady supplies and competitive pricing.



CV PEARS

A good selection of Pacific Northwest **Pears** are available, including **Anjou, Apple/Asian, Bartlett, Bosc, Comice, Forelle, Happi, Prism, Starkrimson,** and **Seckel**. Quality and availability are favorable across the assortment, providing plenty of opportunities for Thanksgiving and holiday promotions.

Fresh Express · Dole · Taylor Farms · little leaf Farms

CV SALADS & CUT VEG

Outlook by brand for mid-November:

- **Little Leaf:** steady
- **Fresh Express:** **NOTE:** fill-rate/volume issues with Garden, Shredded Lettuce, Lettuce Trio, Iceberg & Garden
- **Dole:** **NOTE:** fill-rate/volume issues with Garden, Shredded Lettuce, Caesar Kits, but improving
- **Taylor:** **NOTE:** fill-rate/volume issues improving
- **Garden Life Fillets:** **NOTE:** fill-rate/volume issues but improving with transition mid-month to Yuma, AZ



CV MANGOES

Mango supplies tightened slightly as a shipping vessel was taken out of commission for scheduled servicing. Supplies are expected to rebound by mid-November as Brazil ships the final volume of its season and Ecuador begins contributing additional supplies.

Ataulfo Mangoes from Ecuador remain tight, with recent quality concerns creating additional challenges for the category. Expect limited availability and elevated pricing to continue through the remainder of November.



CV KIWIFRUIT

Kiwifruit availability is steady as fruit from Italy and Greece begin arriving, while supplies from Zespri's New Zealand crop continue to support the marketplace. Quality and availability have been favorable overall.

Red Kiwifruit continues to be available from California in an attractive 8/1lb clamshell. Be sure to incorporate this unique pack into your Kiwi offerings as an eye-catching addition to the category.



CV CELERY

Celery and **Celery Hearts** are seeing a mix of West Coast shippers reporting steady availability. Supplies are currently in good shape, with no significant concerns anticipated as demand increases heading into the Thanksgiving holiday. Overall market conditions remain stable.



CV FALL FRUIT

PEAK SEASON! Pomegranates from California are in full swing. POM Wonderful brand will be featured this season, including 2-layer cartons, bins equivalent to 14 cases, and an expanded **Aril** line-up in 4 oz., 8 oz., and twin-pack 2 x 8 oz. packs.

PEAK SEASON! Persimmon season is in full swing with both **Hachiya** and **Fuyu** varieties available in a single-layer 16/20 ct option. A 12/2 lb **Fuyu** variety pouch bag is available this season under the Simmis brand.

Cranberry supplies are expected to be steady through Thanksgiving. However, open-market availability could become limited as harvest volumes have come in below initial forecasts. Quality has been nice overall.

Black Mission Figs from Peru and Mexico are available in a 12/8 oz.

ALERT! Corn has experienced significant supply challenges due to heavy rainfall in Florida, limiting available volume. Georgia production has concluded, while cooler temperatures in New Jersey have slowed harvesting rates. With fewer growing regions contributing meaningful volume, the market is expected to strengthen and remain elevated through the end of the year.

ALERT! Tomatillos are tight in supply, with pricing increasing significantly due to continued rainfall in Mexico. Expect continued tight supplies and elevated costs through mid-November.

ALERT! Watermelons are experiencing challenging growing conditions, with rainy weather



CV STONE FRUIT

It is officially Chilean **Cherry** season! Beautiful, very large **Cherries** are available, with pricing coming down. Time to get these onto your shelves

California **Yellow Peaches** should just make it through the Thanksgiving holiday, with late-season quality remaining good. Once these supplies finish, the market is expected to experience a gap until early December.

OUTLOOK: Chilean **Apricots** are expected to arrive late November or early December.



CV CITRUS

TRANSITION: Mandarins are transitioning into the California "Clementine" harvest for Halos brand, which is now underway. Some "Murcott" **Mandarins** from Chile are available at a value, while Moroccan supplies are approaching and should provide additional options.

TRANSITION: Navel Oranges are seeing a gradual transition into the California harvest, with good volume across all sizes. A few shippers continue to offer imported fruit with value-oriented options, providing additional flexibility as domestic production gets underway.

OUTLOOK: Cara Cara Oranges are beginning their California harvest in limited volume. Availability is still developing, with additional supplies expected as the season progresses.

Grapefruit supplies from Florida and Texas are trending toward smaller sizing, with larger fruit becoming limited.

OTHER STORIES

in Florida and continued recovery from hurricane-related impacts in Mexico. Overall availability remains limited, with rising costs.

GOOD NEWS! Carrots from California and Canada are in good supply, with steady pricing expected through Thanksgiving. Quality and availability are favorable.

NOTE: Avocado pricing has increased significantly as grower strikes and planned harvest slowdowns in Michoacán, Mexico, continue to disrupt the market. Pricing is expected to remain elevated through November as the supply chain works toward recovery.

Leaf Lettuce and **Lettuce** supplies continue to rely primarily on **LOCAL** New Jersey production. Quality has been good, and pricing is competitive compared to West Coast supplies, which continue to experience challenges during seasonal growing-region transitions.

NOTE: Maradol and **Tainung** variety **Papayas**, along with **Solo Papayas** from Brazil, are expected to be in tight supply through mid-November.

NEW & BACK IN SEASON

ORGANIC

43122 OG Apples Ambrosia WXFP 40 lb 72/88 ct
246557 OG Mandarins Clementine CA 10/3 lb Halos bag - arriving 11/10
238604 OG Mandarins Clementine CA 15/2 lb Halos bag - arriving 11/10
44121 OG Oranges Navel CA FCY 56ct – arriving 11/9
44096 OG Oranges Navel CA FCY 72ct - arriving 11/9
44100 OG Oranges Navel CA FCY 88ct - arriving 11/9
44099 OG Oranges Navel CA 10/4lb bag - arriving 11/9
44249 OG Pummelos USA 12-18ct - arriving 11/9
43291 OG Pears Comice USA 20 lb 35/45ct – arriving 11/9
231906 OG Avocados Hass MEX 8/4 ct Equal Exchange Fair Trade
220721 OG Peppers Fresno Red 10 lb
40867 OG Radishes Beauty Heart 10 lb
246792 OG Roasting Mix Vegetable 12/2 lb Harmony Valley
247006 OG Soup Mix Vegetable 12/2 lb Harmony Valley
40497 OG Burdock Root 16/10 oz Harmony Valley
40135 OG Romanesco 12 ct – arriving 11/10









CONVENTIONAL

12810 CV Grapefruit Rio Star TX 27ct Sunkist
14042 CV Mandarins Clementines CA 15/2lb Halos
14291 CV Mandarins Satsuma Stem & Leaf CA 22lb
234268 CV Mandarins Satsuma Stem & Leaf CA 6/3lb Clamshell
226838 CV Mandarins Satsuma GA/FL 12/2lb Southern Sassies Pouch Bag
13572 CV Oranges Navel CA FCY 56 ct
13717 CV Oranges Navel CA FCY 72 ct
13573 CV Oranges Navel CA FCY 88 ct
10869 CV Grapes Black XL Import 18 lb
10570 CV Grapes Cotton Candy 16 lb Brazil
10572 CV Grapes Autumn Crisp Green 8/2lb clamshell
252270 CV Pineapples HoneyGold 6 ct Honeybear
252271 CV Pineapples HoneyGold 7 ct Honeybear
686 CV Brussels Sprouts Microwave 12/1 lb Ocean Mist Pouch
679 CV Brussels Sprouts 24/1 lb Mesh Bag
252698 CV Carrots Soupers 12/12 oz Grimmway
252695 CV Carrots Roasters 10/16 oz Grimmway
230091 CV Lettuce Artisan Romaine 12/2 ct Tanimura & Antle
230089 CV Lettuce Artisan Sweet Gem 12/3 ct Tanimura & Antle
2954 CV Lettuce Artisan 12/4 ct Tanimura & Antle
252761 CV Tomatoes San Marzano 12/16 oz NatureSweet pouch bag
24255 CV Chestnuts 20/1 lb Mesh Bags
24251 CV Chestnuts AAAA 25 lb

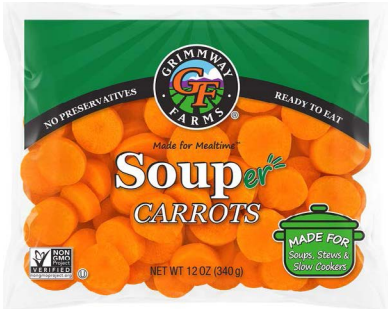
















THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 26, 2026

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











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 11/19 - SAT 11/21 and fresh items in by SAT 11/21 - MON 11/23 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/24 and WED 11/25, 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!

2026 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/22 - TUESDAY 11/24:
Normal office and delivery schedule.

WEDNESDAY 11/25:
Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/26 - HAPPY THANKSGIVING!
Office closed and no deliveries.

FRIDAY 11/27 & SATURDAY 11/28:
Normal office and delivery schedule.







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.



"WHOOPS, I FORGOT THESE SELL SO WELL FOR THANKSGIVING!"

Some items just move surprisingly well around Thanksgiving. Be ready on:

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









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.

GRIMMWAY FARMS

IN STOCK NOW



Available October-March

Just Toss 'em & Roast 'em

Fresh-cut and roast-ready, Roaster Carrots are 3/4" cube-cut carrots to hold their shape for oven and air fryer roasting, sheet pan dinners, and easy side dishes. Just toss em' with your favorite oil and seasoning, and roast em' to crispy and tender perfection.

0 78783 98510 4

252695

CV CARROTS ROASTERS

10/16 oz



Available October-March

Homestyle Cooking Made Easy

Souper carrots are fresh-cut, smooth carrot coins, perfectly sized for cold-weather comfort cooking. They're washed, cut, and ready to add to hearty soups, slow-simmered stews, pot roasts, and slow-cooker favorites.

0 78783 98506 7

252698

CV CARROTS SOUPERS

12/12 oz