ORGANIC MARKET NEWS

NOVEMBER 13 - NOVEMBER 20, 2026

NEW CROP CALIFORNIA ORGANIC CITRUS





GOOD NEWS!
California **Organic Citrus** is back! Time to reset those citrus counters to cut in the variety refilling the supply chain across mid-November.

Organic Mandarins are kicking off the season with excellent supply and nice quality. **Organic Clementine Mandarins** will be available in 25lb bulk, plus 15/2lb Halos and Fruit World brands for mid-November. **Organic Satsuma Mandarins** bulk 25lb cases will be available from Buck Brand. This easy peel fruit is ideal for holiday displays, gift baskets, and for grab-n-go snacking.

Organic Navel Oranges are starting up. The first arrivals of the season looked nice and are selling well as stores fill shelves. 56sz, 72sz, 88sz and 10/4lb bags will be stocked, with the smaller sizing more readily available.

California **Organic Grapefruit** - 40sz, 48sz, 12/3lb bags - are in okay supply. **Organic Lemon** and **Meyer Lemon** volume is improving.

On the specialty side, **Organic Key Limes**, **Finger Limes**, and **Limequats** from Buck brand are in season now, followed by **Organic African Shaddock Pummelos** and **Buddha Hand** around 11/19.



OG APPLES

Washington **Organic Apple** supplies are in peak season but are snug as we begin the holiday season. Packouts came in short of expectations, so expect markets to tick higher.

Washington **Organic Fuji, Granny Smith, Honeycrisp,** and **Pink Lady Apples** have tight volume for the holiday. Preplan now to avoid gaps on your shelves.

Washington new crop **Organic Cosmic Crisp Apples** have just started packing and shipping, and pent-up demand is taking all available supply. Expect volume to ramp up November 16-27, leading to more consistent supplies.

Washington **Organic SugarBee Apples** are peaking very small, which should last all season. Plan on stocking more 88/100/113 size delicious fruit.

Washington **Organic Ambrosia** and **Organic Braeburn Apples** are available for late fall.



OG BERRIES

GOOD NEWS! Organic Raspberries continue to be available out of Central Mexico. Quality has been exceptional and fruit is eating excellent!

Organic Blackberries remain steady out of Central Mexico. Quality has been excellent and volume is consistent.

Organic Blueberries remain steady, though Peruvian supplies are tight and pricing is elevated. We will have enough product to cover needs ahead of holiday demand, and quality has been excellent.

ALERT! Organic Strawberries remain extremely limited with strong pricing. Harvests are very light while demand stays strong, so expect possible shortages to continue.



OG FALL FRUIT

PEAK SEASON! Organic Fuyu and **Organic Hachiya Persimmons** will be readily available for Thanksgiving in single layer packs. Look to promote both varieties for the holiday!

VARIETIES: Fuyu Persimmons can be enjoyed while firm and crisp, like an apple, while **Hachiya Persimmons** should ripen until very soft, like a very ripe mango, before eating.

PEAK SEASON! Organic Pomegranate season is going strong with the Wonderful variety in full swing. We are offering larger 24/28ct fruit along with 30/36ct sizing this season!

PEAK SEASON! Organic Cranberries will remain available through Thanksgiving (November 26). Supply should be excellent and quality has been nice!



OG LADY MOON FARMS VEG

GOOD NEWS! Organic Green Kale, Organic Lacinato Kale, and **Organic Collards** are in great supply from Lady Moon's Florida farms. Promote for the holidays!

Lady Moon Farms will start **Organic Cabbages, Organic Bunch Parsley,** and other **Organic Herbs** around November 19-26.



OG GRAPES

Organic Green Grapes are showing strong quality on **Autumn Crisp** and **Sweet Globe** varieties from Peru as they enter the marketplace.

ALERT! Organic Red Grapes are finished out of California. Expect a gap until imported **Organic Red Grapes** arrive in late November or early December.



OG PEARS

Organic Anjou, Organic Bosc, and **Organic Red Anjou Pears** will be in firmer supply for the holiday, so plan ahead.

Washington **Organic Bartlett Pears** will finish up for the season in mid-November.



OG CUCUMBERS

Organic Euro Cucumbers are in a favorable supply position, while **NOTE: Organic Mini Cucumbers** are more limited through November. Quality is very good on both, with costs near average.



OG COLORED PEPPERS

Organic Colored Bell Peppers are improving as Mexican volume (especially **Reds**) and new Israeli supply arrive. Quality is excellent. **NOTE:** Expect higher prices through Thanksgiving, with relief after the holiday.



OG SPECIALTY FRUIT

Organic Specialty Fruit from California continues in season! A very limited supply of **Organic Passion Fruit** headlines the lineup, along with **Organic Kiwano Horned Melon** and **Organic Feijoa,** both in single layer tray packs.



OG CELERY

GOOD NEWS! Organic Celery continues to allow for promotable volume as we approach the holiday. Pricing has remained stable, while **Organic Celery Hearts** offer a better value thanks to excess supply toward the end of the Salinas season.



OG ASPARAGUS

ALERT! Organic Asparagus will **NOT** be promotable for Thanksgiving due to limited availability leading up to the holiday. Production has declined, with unfavorable growing conditions further impacting yields.

Due to El NiÑo pressure, expect a tight market and light supply from now through December. Once the Caborca season is underway in January, production will be more meaningful and allow for promotions.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli is in a flush market with excellent quality and is very promotable as we head into the holiday. Supply is steady out of North Carolina, with minimal West Coast product.

Organic Cauliflower is in steady supply out of North Carolina, with minimal West Coast product mixed in as the overall market firms due to quality challenges. Expect markets to stay elevated through November 26, until Yuma production begins and demand eases.



OG BRUSSELS SPROUTS

GOOD NEWS! **Organic Brussels Sprouts** are in better supply from Mexico heading into the holiday as demand increases.

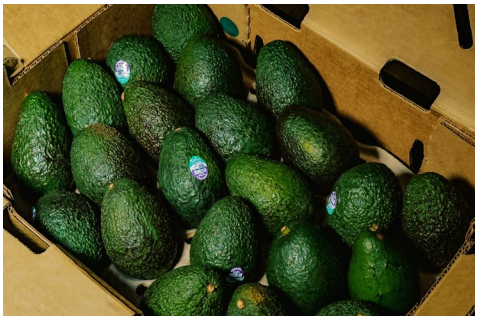
NOTE: **Organic Bagged Brussels Sprouts** arrivals are delayed due to a lack of raw materials impacting production, but supply is gradually improving.



OG TROPICALS

Organic Kent Mangos are finally making their way back to East Coast shelves with fruit from Ecuador and Peru. We will have several size options to help meet demand, starting with 10ct, followed by 8ct and 12ct!

Organic Pineapple supplies from Mexico have been steady, with 6, 7, and 8ct sizing available through the end of November.



OG AVOCADOS

Look to promote **Organic 60ct Hass Avocados** through November 26! The pipeline is refilling from Mexico after a week off from picking, and prices have spiked, especially on larger fruit (48ct and larger).

Organic Florida Green Skin Avocados are available from Glaser Farms this week (November 13-20).



OG WARM VEG

New crop Florida **Organic Green Peppers** and **Organic Eggplant** from Lady Moon are in steady supply with excellent quality.

ALERT! **Organic Mini Peppers** are extremely limited with high pricing. Expect out-of-stocks.

ALERT! **Organic Green Bean** demand is exceeding supply leading up to the holiday. We will have some beans from Mexico and the Southeast, but supply will be sporadic and pricing high.



OG LETTUCE

NOTE: California **Organic Romaine Hearts** remain pricey, but availability is increasing a little.

LOCAL **Organic Leaf** and **Romaine Lettuce** continue to come from New Jersey.

Quality has been excellent, and pricing has been very competitive compared to the West Coast, which is working through transition challenges. Markets are beginning to firm up as demand increases.

We will continue relying on New Jersey production through Thanksgiving, then shift into Florida with some California mixed in during the weeks that follow.



OG KIWIFRUIT

TRANSITION:
Organic Mammoth Green Kiwi from partner Homegrown Organics is back in stock by November 17 in a 20/1lb clamshell, with most packs holding 4ct fruit!

Organic Green Kiwi from Zespri is winding down, and we will begin shipping fruit from Italy and Greece as a transition.

Organic Red Kiwi from California has made a nice addition to many **Kiwi** sets, and the 8/1lb clamshell is well stocked this week. Be sure to offer this attractive pack to complement your **Kiwi** offerings!

OTHER STORIES

Organic Black Mission Figs from California have finished for the season, but a few **Organic Brown Turkey Figs** remain. Supplies will be limited and higher priced for Thanksgiving.

NOTE: **Organic Papayas** will be in tight supply this week (November 13-20) due to weather issues in Mexico.

ALERT! **Earthbound Bag Cut Cauliflower Floret** and related products will see low fill-rates for November. **Earthbound** is having trouble with production on their **Fiber-Tray** lines of **Organic Spinach** and **Spring Mix** so expect gaps and low fill-rates mid to late November.

Organic Cluster Tomatoes are in a more favorable position, with improving Mexican production keeping pricing steady and some opportunities for lower costs.

NOTE: **Organic Grape Tomatoes** are seeing relief as Lady Moon Farms (FL) production increases, with excellent quality and easing costs, though still pricey. Strong category demand will keep prices from fully returning to normal, but conditions should keep improving into December.

ALERT! **Organic Beefsteak Tomatoes** have tightened considerably as Canadian production declines and Mexican volume stays limited, driving costs higher. Quality is excellent, and some Canadian improvement is expected in early December, but Beefsteaks will stay challenging in the weeks ahead.

ALERT! **Organic Roma Tomatoes** are in very short supply, with high prices and sporadic volumes.

CONVENTIONAL MARKET NEWS

NOVEMBER 13 - NOVEMBER 20, 2026

SWEET POTATOES, POTATOES, ONIONS FOR THANKSGIVING



Thanksgiving recipes revolve heavily around **Sweet Potatoes, Potatoes,** and **Onions** - all of which are in steady supply and nice quality for this November. Expand your displays now and bring in extra volume early (11/17-11/19) to take pressure of your 11/20-11/24 deliveries since these items are shelf stable.

GOOD NEWS!
North Carolina **Sweet Potatoes** are in good shape, with solid volumes on the popular orange skin, orange flesh Covington variety. Most volume and consumer demand will be on #1 size (60-65ct) bulk with cost breaks for Mediums (80-90ct) and Jumbos (25-30ct). 12/3lb Bags will see good demand too.

Eastern **Red Sweet Potatoes** and **White/Yellow Sweet Potatoes** will be in stock in 20lb cases.

Idaho **Russet Potatoes** are promotable in 10/5lb and 5/10lb bags. Bagged **Red** and **Gold Potatoes** are reasonably priced with nice quality, with Green Giant branded product trading at premium over the eastern lines.

LOCAL PA US #1 **White Potatoes** in 10/5lb poly bags are in season from King Potatoes for Thanksgiving sales, with value line unclassified grade **LOCAL** PA **White Potatoes** in stock from Bender Potatoes in 100/10lb paper bags.

Yellow, White, and **Red Onions** from the USA are in peak season with strong quality. NY **LOCAL** 2lb and 3lb Bag **Yellow Cooking Onions** are selling great!

Mayan Sweet brand **Sweet Onions** from Peru show good quality in Jumbo 40lb and high graphic 16/3lb bags.



CV APPLES

GOOD NEWS! Between eastern and western supplies, we should be in good shape across most varieties for your holiday sets. It's time to build those **Apple** displays high!

Joining us for the holiday week is a single shot of PA **LOCAL** **Stayman/Winesap Apples,** an eastern favorite for Thanksgiving pies and sauce. This might be the only arrival of the year, so don't miss it!

New crop **Cosmic Crisp Apples** have started packing, and the crop is expected to be almost twice as large as last year. The start has been very limited with strong demand, and with most other varieties limited, markets are expected to remain firm.

OUTLOOK: As the Washington **Apple** harvest wraps up and fruit is locked into CA (controlled atmosphere) storage, the crop is looking smaller overall than initial expectations. This is expected to drive some markets higher, with sporadic supplies on certain varieties throughout the winter months.



CV BERRIES

GOOD NEWS! **Raspberries** remain promotable ahead of Thanksgiving. Quality out of Mexico is nice and still improving.

Blackberry volume continues to increase out of Mexico. Quality has been nice and pricing has eased off.

Blueberries remain steady out of Peru in volume and pricing, with excellent quality. Mexico plans to start light by November 20.

ALERT! **Strawberries** will remain very limited with strong pricing through Thanksgiving. Crops have not rebounded, and more weather is expected this weekend (November 14-15). Quality has been good with minor issues on arrival. Florida is starting extremely light, with early fruit staying local due to rain-related quality issues. Good volume isn't expected until mid-December.



CV CITRUS

Mandarins are starting with a heavy harvest out of California, with excellent quality and great taste. Halos will be packed with "Clementines". **Stem & Leaf Mandarins (Satsumas)** are available now in bulk and 3lb clams.

California **Navel Oranges** have ample supply of all sizes to kick off the season. Aggressively priced imports are still on the East Coast, but expect import supplies to dry up by Thanksgiving.

75/8 lb **Navel Oranges** in display bins are available for pre-book.

Ask your rep about high-graphic 10 lb Gift Box **Navel Orange** pre-books for holiday sales.



The **Cara Cara Orange** harvest was delayed a few days. Large sizes are tight out of the gate, with good supply on smaller 72s.

Grapefruit volume is steady on smaller fruit out of Florida and Texas with excellent quality, while large fruit is currently tight in both regions.



CV KIWIFRUIT

TRANSITION: We are transitioning from old crop New Zealand Zespri **Green Kiwi** to new crop fruit from Italy and Greece, with 12/1lb and volume fill options on Italian fruit.

SunGold Kiwi from Zespri will continue in volume fill and clamshell options through the end of November.

Red Kiwi from California (Mighties) continues this week in an 8/1lb clamshell. Jump on this attractive pack to complement your kiwi offerings!



CV CELERY

GOOD NEWS! Celery continues to allow for promotable volume as we approach the holiday. Pricing has remained stable, while **Celery Hearts** offer a better value thanks to excess supply toward the end of the Salinas season.



CV WARM VEG

NOTE: The **Green Bean** outlook has slightly improved, but beans are still **NOT** promotable for Thanksgiving. Talk to your sales representative.

Slicer Cucumbers will be adequate with firm pricing through November.

NOTE: Green Pepper supply out of the Southeast is challenged after heavy rain. Expect firm markets and higher prices through November.

ALERT! Mini Peppers are extremely limited with high pricing.



CV PINEAPPLES

Pineapple supplies are ramping up for Thanksgiving with good supply and steady pricing.

Honeybear's new **HoneyGold** high shell color **Pineapples** are steady and competitively priced, a must-have!

Del Monte HoneyGlow Pineapples are available in limited supply.



CV SNOW & SNAP PEAS

ALERT! With Peru's season winding down and Guatemala experiencing significant production challenges, expect a substantial supply gap on **Snow Peas** and **Sugar Snap Peas** from now through January. Markets are already firm, and shippers expect pricing to remain elevated as availability tightens around the holiday.

ALERT! Packaged **Snow** and **Snap Peas** will have low fill-rates and supply gaps in November.



CV MANGOS

Mango volume returns the week of November 16 as extra fruit from Brazil arrives. Expect promotable fruit, especially 10ct **Mangos**!

NOTE: Ataulfo Mangos from Ecuador are very limited, and quality has been fair.



CV GRAPES

TRANSITION: We are fully transitioned to imported **Grapes**, with excellent varieties out of Peru kicking off the season: **Autumn Crisp** and **Sweet Globe** for greens, **Sweet Favors** for blacks, and **Allison** for **Red Grapes** will be the line-up.

Some clamshell and bag **Cotton Candy Grapes** from Brazil and Peru are in stock.



CV CAULIFLOWER

ALERT! Local **Cauliflower** is winding down quickly, while California is holding an extreme market due to quality challenges in transition. Expect elevated markets until Yuma, AZ starts and demand eases after the holiday.

NOTE: Bagged Cut Cauliflower Florets will be in lighter supply for November. Fill-rates will be fair.



CV BRUSSELS SPROUTS

Brussels Sprouts are in steady supply, relying primarily on Ocean Mist and mixing in East Coast production out of New York. Pricing is steady with promotable volume to support the holiday lift in demand.

24/1lb **Net Bag Brussels Sprouts** are back in stock!



CV STONE FRUIT

Chilean **Cherries** are here with excellent quality, excellent size, and falling markets. Supply is expected to just about double each week through mid-December. As vessels begin arriving the week of December 7, markets should drop 20-30% or more from current levels. It's time to promote **Cherries** through mid-January!

Late variety California **Yellow Peaches** continue to be excellent and should wind down for the season right after Thanksgiving, then gap for a few weeks before Chilean fruit begins in mid-December.



CV GREENHOUSE VEG

Euro and **Mini Cucumbers** have stabilized after early November challenges, with strong quality and costs back to average. Expect steady conditions through the holiday, though winter weather could bring new challenges.

NOTE: **Colored Bell Peppers** are tightening with costs climbing fast as Canadian production winds down and Mexican volume can't fill the gap. Quality is reliable, but expect further increases into Thanksgiving. Be cautious with promotions.



CV BROCCOLI

GOOD NEWS! **Broccoli** is in good supply with excellent quality and is very promotable as we head into the holiday. Volumes are booked from NC and GA and mixing in minimal West Coast supply.



CV TOMATOES

NOTE: **Grape Tomatoes** are improving as Florida volume ramps up after severe shortages. Quality is good and prices are off their highs, but still well above average through November.

ALERT! **Round Tomatoes** are extensive though easing slightly with better Florida harvesting, and gradual improvement is expected.

ALERT! **Beefsteak** and **Cluster Tomatoes** remain very limited. **Beefsteak Tomato** costs are exceptionally high, while Cluster is more moderate but above average. Quality is excellent, but expect further increases.

ALERT! **Roma Tomatoes** face worsening supply as limited Mexican production pushes prices higher, with a challenging winter outlook.



CV FALL FRUIT

PEAK SEASON! **Cranberries** will tighten up ahead of holiday demand. We will have plenty of fruit to cover needs, but availability will be tight as harvests came in well under projections. Ask your rep about Ocean Spray Display bins - FREE with purchase.

PEAK SEASON! California **Pomegranates** are steady this week. We are featuring premium POM Wonderful this season, including 2-layer cartons, bins (equal to 14 cases), and an expanded aril lineup in 4 oz, 8 oz, and twin-pack 2 x 8 oz club packs.

PEAK SEASON! **Persimmon** season is going strong, with both **Hachiya** and **Fuyu** varieties in house in a single layer 16/20ct pack. We are also offering a 12/2lb **Fuyu** pouch bag under the Simmis label.



CV LETTUCE

LOCAL **Leaf** and **Romaine Lettuce** continues to come from New Jersey.

Quality has been excellent, and pricing has been very competitive compared to the West Coast, which is working through transition challenges. Pricing is beginning to firm up as demand increases.

We will continue relying on New Jersey production through Thanksgiving, then shift into Florida with some California mixed in during the weeks that follow.

NOTE: Out west, **Iceberg** and **Romaine Hearts** are starting to improve and ease from their high pricing.

OTHER STORIES

Artichokes are in steady supply on Jumbo 12ct sizing, with a promotable market as we approach the holiday.

TRANSITION: **Melons** are transitioning from Arizona to Guatemala. **Cantaloupes** will make the move first, starting the week of November 16, followed by **Honeydew** the week of November 23.

NOTE: **Hass Avocado** pricing remains elevated after Mexico shut down picking at the start of November. The pipeline is refilling and volume should return to normal soon, but pricing likely won't drop as fast as it went up.

We will be steady on **Black Mission Figs** from Peru and Mexico in a 12/8oz clamshell. This fruit is irradiated.

NOTE: **Fresh Express** is still having challenges with fill-rates on some **Iceberg** and **Romaine** based **Salads** SKUs for mid-November.

NEW & BACK IN SEASON

ORGANIC





44599 OG Raspberries 6/12 oz Driscoll's
42050 OG Buddha Hand CA 5-9 ct Buck brand – arriving 11/19
42055 OG Finger Limes 16/4 oz Buck brand
44078 OG Key Limes 10 lb Buck brand
44025 OG Limequat 10 lb Buck brand
42052 OG Pummelos African Shaddock 32 lb Buck brand – arriving 11/19
226674 OG Mandarins Satsuma 25 lb Buck brand
234034 OG Mandarins Clementine CA 25 lb
216812 OG Dragon Fruit Yellow Pitahaya 5.5 lb
216651 OG Feijoas 27-39 ct 7 lb California
46110 OG Passion Fruit 20-36 ct California



226989 OG Kiwifruit Green Jumbo CA 20/1 lb Homegrown "Mammoth" – arriving 11/17
43617 OG Kiwifruit Green 85-99 ct 33 sz Volume Filled
44163 OG Mangoes Kent 10 ct
245119 OG Broccoli Purple Stalk 14 ct PA Local
220069 OG Peppers Jalapeno 12/8 oz Pouch FL Lady Moon
237658 OG Peppers Shishito 12/10 oz Pouch FL Lady Moon
44467 OG Tomatoes Cherry Orange 12/1 pt FL Lady Moon
229215 OG Onions Shallot 12/10 oz Peri





CONVENTIONAL

5405 CV Apples Stayman East 40 lb 72/88 ct PA Local
14042 CV Mandarins CA Clementine 15/2 lb Halos "Blippi" box
203379 CV Oranges Cara Cara FCY 56 ct Kings River California - arriving 11/16
223482 CV Oranges Cara Cara FCY 72 ct Kings River California
233855 CV Oranges Cara Cara 12/3 lb Kings River California
13572 CV Oranges Navel CA FCY 56 ct Kings River California
13717 CV Oranges Navel CA FCY 72 ct Kings River California
13573 CV Oranges Navel CA 88 ct Kings River California
10869 CV Grapes Black XL Import 18 lb Sweet Flavors
10585 CV Grapes Green Jumbo 18 lb Autumn Crisp
10583 CV Grapes Green XL Import 18 lb Sweet Globe
10580 CV Grapes Green LG Import 18 lb Timpsons
233881 CV Grapes Red Jumbo 18 lb Allisons
10685 CV Grapes Red XL Import 18 lb Allisons
10675 CV Grapes Red LG Import 18 lb Allisons
234350 CV Pears Anjou Fancy 44 lb 70/90 ct
6311 CV Pears Anjou US #1 40-44 lb 60/70 ct XL
15009 CV Cherries Dark Sweet Jumbo (JJJ-JJJJ) Chile 11 lb
233695 CV Cherries Rainier Jumbo (JJJ) Chile 11 lb
252855 CV Kiwifruit Green 12/1 lb Clamshell
9696 CV Passion Fruit 30-35 ct
252766 CV Bok Choy Baby White 6/7 oz Allwell NY Local (new case/pack)
252765 CV Bok Choy Petite Shanghai 6/7 oz Allwell NY Local (new case/pack)
252767 CV Bok Choy Tips 6/7 oz Allwell NY Local (new case/pack)
252803 CV Yu Choy Petite 6/7 oz Allwell NY Local (new case/pack)
252761 CV Tomatoes San Marzano 12/16 oz NatureSweet
4395 CV Potatoes White 10/5 lb King PA Local
241707 CV Almonds Sliced 12/10 oz Diamond
241703 CV Walnuts Chopped 12/10 oz Diamond















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













BUILD A BIG SWEET POTATO DISPLAY TO CAPTURE BIG SALES!

Promote the full variety of Sweet Potatoes (Yams) with some aggressive pricing too!

TIP #1: Post a full case price or make random weight tote bags full of potatoes for grab & go.

TIP #2: Add 3lb **Bagged Sweet Potatoes** for November.

TIP #3: Purple is hot! Add **Stokes Purple Sweet Potatoes** for consumers that want a conversation-sparking side dish.



CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

TRADITIONAL ITEMS - **Cranberries** for sauce and stuffings. **Green Beans** are a favorite! **Broccoli, Asparagus, Brussels Sprouts,** and **Cauliflower** are in peak demand.

Did you know? Thanksgiving week sales are often higher than at any other week of the year for:

- White Mushrooms
- Fresh Cranberries
- Brussels Sprouts
- Rutabagas
- Parsley
- Fresh Herbs (including poultry blend)
- Leeks
- Baby Peeled & Whole Carrots
- Green Beans
- White Pearl & Cipollini Onions



POTATOES & ONIONS – THE STAPLES MATTER

This is the time of year to build large displays of bagged and loose **Potatoes & Onions, Shallots,** and **Garlic.**

- The best varieties for **MASHING** include: **Yellow/Yukon Gold** and **White Potatoes** (traditional), **Red Skin** (for skin-on recipes) and **Idaho Russets** (for fluffy texture).

- Having some jumbo sized **Russet Potatoes** are nice for shoppers that care for ease of peeling at home.

- **Fingerling Potato** varieties and **Baby Potatoes** are ideal for **ROASTING** and do not need to be peeled.



BE READY WITH FRESH HERBS!

Pre-book your **FRESH HERBS.** Do not wait - plan ahead so you're in stock.

Thyme, Rosemary, Sage, Poultry Mix, and **Chives** will be the top 5 fastest moving herb packs for Thanksgiving.





PAY ATTENTION TO STUFFING AND FILLING INGREDIENTS.

Think about the items your customers add to Stuffing, Filling, and to their Turkey:

• **Celery** or **Celery Hearts** and **Yellow Onions** or **Sweet Onions** are on almost everyone's shopping list. Be ready and fresh!

• **Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples,** and **Cranberries** are key stuffing ingredients in many recipes.



GREENS SELL!

Collards, followed by **Kale, Mustard, Turnip Greens,** are important for many ethnic and vegetarian holiday dinners.

TIP #1: Get pre-books in for **Washed & Chopped Collards** and **Kale** bags.

TIP #2: Get pre-books in for bunched **Collards** and **Kale** at stores where that is an in-demand traditional side dish.

TIP #3: Post a case price for **Collards** where appropriate.



"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







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.





ZESPRI KIWIFRUIT DISPLAY CONTEST WINNERS 2026



DISPLAY CONTEST WINNERS

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