ORGANIC MARKET NEWS

NOVEMBER 20 - DECEMBER 4, 2026

ABUNDANT LADY MOON FLORIDA ORGANIC GREENS



GOOD NEWS! Lady Moon Farms is in full swing from their Florida farm, with good volume and great quality heading into Thanksgiving! **Organic Green Kale** and **Organic Lacinato Kale** lead the way, joined by **Organic Collard Greens** and **Organic Dandelion Greens** for holiday tables and into December.

Lady Moon Farms is also shipping fresh Florida-grown **Organic Baby Bok Choy, Organic Green Peppers, Organic Jalapeño Peppers, Organic Shishito Peppers** and **Organic Eggplant,** all in good supply for November and into December.



Starting the week of November 22, Lady Moon adds **Organic Fennel,** plus fresh crop **Organic Green Leaf, Organic Red Leaf** and **Organic Romaine** as the Florida season ramps up and we phase out of New Jersey supply.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms in Florida are showing strong progress, with outstanding quality and improving availability and pricing through December 4.

Organic Cluster Tomatoes are in a steadier position thanks to improving Mexican harvests, with some potential for cost relief.

ALERT! Organic Beefsteak Tomatoes remain challenging, as declining Canadian volume and limited Mexican supply drive shortages and higher costs through Thanksgiving. Some relief may come the first week of December as Canadian greenhouse production improves.

ALERT! Organic Roma Tomatoes remain limited in volume and expensive.



OG BERRIES

Organic Raspberry volume is beginning to decline out of Central Mexico as we move past peak, but should remain steady overall. Quality has been exceptional, though **NOTE:** pricing is expected to rise.

Organic Blackberry volume will continue to decline through mid-December, with pricing inching up on less supply. Quality has been nice overall.

NOTE: Organic Blueberries remain limited out of Peru, and volume will stay light after Thanksgiving into December as some growers finish harvests. Quality has been nice, with slightly soft but excellent tasting fruit.

ALERT! Organic Strawberries remain very limited. Rain continues to limit California harvests and is finishing some fields for the season. Central Mexico volume is increasing but very light, and Florida may see very light volume by mid-December after a month of rain.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli is in good supply with excellent quality, and reasonable pricing heading into the holiday! We are relying heavily on North Carolina, mixing in competitive West Coast supply.

Organic Sweet Baby Broccoli is in steady supply with nice quality.

Organic Cauliflower in white, purple and orange is available from our **LOCAL** Amish grower in Pennsylvania, offering value compared to the elevated California cello market. **NOTE:** A cold front tightened North Carolina supply, and the market will hold a premium until Yuma, AZ production ramps up.

Cal-Organic brand **Orange** and **Purple Cauliflower** are in stock.





OG ROOT VEG

PEAK SEASON **Organic Root Vegetables** are in good supply for Thanksgiving!

Look for **Organic Parsnips, Organic Rutabaga, Organic Turnips, Organic Sunchokes, Organic Celeriac, Organic Soup Mix** and **Organic Roasting Mix**, plus **Organic Beets** in four colors and **Organic Radishes** including watermelon and daikon.



OG PEARS

Good supplies of **Organic Red Anjou Pears** are now available, replacing **Organic Red Starkrimson Pears** which are finished!

Organic Comice Pears will finish before Thanksgiving. **NOTE: Organic Bartlett Pears** are also done and will gap until new crop from South America in February.



OG CUCUMBERS

Organic Cucumbers are steady out of Mexico with good quality and supply.

Organic Euro Cucumbers offer dependable availability with costs near average, while **Organic Mini Cucumbers** are tighter as grower output dips against stronger demand. Improving production may open promotions the week of November 30.



OG WESTERN LETTUCE

Organic Iceberg and **Organic Romaine Hearts** are seeing major relief as Yuma, AZ gets underway, with deals expected after Thanksgiving.



OG CABBAGE

East Coast **Organic Red Cabbage** and **Organic Green Cabbage** are in good supply from North Carolina, New Jersey and Pennsylvania. Pricing is steady and quality has been nice, making them promotable for Thanksgiving!



OG GRAPES

Peruvian **Organic Green Grapes** are in consistent supply in the marketplace.

NOTE: Organic Red Grapes are gapping and expected to arrive the week of November 29.



OG KIWIFRUIT

Organic Mammoth Green Kiwi from Homegrown Organics in California will be steady through the end of November in a 20/1 lb clamshell, with most packs holding 4 count fruit.

Organic Red Kiwi from California is well stocked in an 8/1 lb clamshell. This attractive pack is a great complement to your kiwi offerings!

TRANSITION: Organic Green Kiwi has fully transitioned from our Zespri New Zealand program to European fruit from Italy and Greece, in clam and volume filled bulk packs.

ENDING: Organic SunGold Kiwi from Zespri will gap as early as the week of November 22 as the season ends, gapping until Italian supplies begin in December.





OG BEANS

NOTE: Bulk Organic Green Beans remain fairly tight, with Mexico as the primary source and pricing high as a result. We will have modest supply, but NOT to a promotable degree. Better supplies are expected the first week of December.

Fill-rates are better than expected on **Organic Packaged Green Beans** from Earthbound.

Organic French Beans are holding steady supply, offering an alternative to green beans for everyday customers.



OG APPLES

GOOD NEWS! Organic Envy and **Opal Apples** are in peak season and promotable.

Organic Cosmic Crisp new crop from Washington is ramping up quickly. Expect strong markets due to healthy demand and short supplies on other varieties.

Organic Fuji and **Organic Granny Smith** crops are sizing considerably smaller than last year, making large premium fruit very tight. Expect markets to remain strong and rising.

NOTE: Organic Honeycrisp may be the tightest variety of all. Expect periodic out of stocks between pack outs and strong, rising markets for the whole season.

Organic SweeTango is expected to finish for the season by December 4.



OG CITRUS

GOOD NEWS! **Organic Mandarins** from California are kicking off the season with top notch quality, excellent inventory and a strong sizing structure!

Bags are the "Clementine" variety, while "Satsuma" variety along with "Clementine" are available in bulk loose cases.

New crop California **Organic Navel Oranges** are in steady supply on smaller fruit, 72 count and smaller, and quality has been outstanding to begin the season.



OG GREENHOUSE PEPPERS

ALERT! **Organic Colored Bell Peppers** face renewed supply challenges heading into Thanksgiving, as tighter Mexican supply has driven sharp cost increases with low fill-rates. Israeli production is an alternative at better pricing, but **Organic Red Peppers** remain limited as fruit colors slower than expected. Quality is excellent, and improving production should bring more stability in December.

ALERT! **Organic Mini Sweet Peppers** are in low supply at high prices. Expect sporadic fill-rates and occaisonal outs for November.



OG CELERY

GOOD NEWS! **Organic Celery** and **Organic Celery Hearts** continue to allow for promotable volume heading into the holiday, with **Hearts** offering a better value at retail.

NOTE: Pricing will begin to firm up into December as transitions to winter regions face heavy rain, leading to excess blight on stalks.



OG MUSHROOMS & SALADS

ALERT! **Organic Baby Bella/Crimini Mushroom** production is fall short of demand of late November. Expect pro-rated orders.

ALERT! **Josie's Organics** brand **Organic Chop Salad Kits** have had poor fill-rates in November with more supply gaps expected due to shortages on a core ingredient, western Organic Cabbage. Improvement may not come until December.

ALERT! **Earthbound Farms** brand is coping with low supply and some out of stocks on **Organic Spring Mix** and **Baby Butter Salads**. **Olivia's Organics** is experiencing some fill-rate issues on **Organic Baby Arugula**.



OG FALL FRUIT

Organic Fuyu Persimmons and **Organic Hachiya Persimmons** remain in good supply heading into the end of November, but strong Thanksgiving interest will impact how far into December the season lasts.

Organic Cranberries will remain in good supply through Thanksgiving, but availability will stay light for the rest of the holiday season.

ALERT! **Organic Brown Turkey Figs** took a big hit as rain in California prevented harvests and affected quality. Rain appears to have ended the season.



OG ASPARAGUS

NOTE: **Organic Asparagus** remain limited in availability as unfavorable growing conditions cut yields. Due to El Niño pressure, expect a tight market and light supply until the Caborca, Mexico season gets underway the second week of January.

Organic Butternut Squash is in abundance! East Coast **Organic Hard Squash** crops are starting to finish, and the transition to Mexico has begun.

Organic Green Squash and **Organic Yellow Squash** are steady, with Mexico as the primary supply region.

We are in good supply on **Organic Parsley, Organic Cilantro** and **Organic Dill** for the holiday.

A small South Carolina season has started for tray packed **Organic Corn**, as the Florida crop was heavily damaged by recent storms.

OTHER STORIES

ALERT! **Organic Scallions** remain tight and are gapping with Cal-O out on supply. Mexico product will arrive after Thanksgiving but supplies are sparse.

Organic Brussels Sprouts are limited heading into the holiday from Mexico, as excess rain delayed and reduced planned arrivals. Bagged options will be very limited.

Organic Papayas will be in tight supply through the end of November due to weather issues in Mexico.

Organic Mini Watermelons return in very light supply out of Mexico for 11/23, and the market will remain tight until mid-December.

Organic Mangos are back in stock, but **NOTE:** supplies from Ecuador and Peru will stay limited as El Niño cut volume well below normal. Larger sizes are most available on the East Coast. Expect prorates and shortages across much of the industry.

NOTE: **Organic Hass Avocados** remain tight, as the pipeline continues to refill with supplies taking longer to recover.

Organic Green Skin Avocados from Glaser Farms in Florida are available through the end of November!

CONVENTIONAL MARKET NEWS

NOVEMBER 20 - DECEMBER 4, 2026

NEW CROP CALIFORNIA CITRUS







GOOD NEWS! California **Clementines Mandarins** (Halos) are off to the healthiest start shippers have seen in many years, with great quality and an excellent size structure. Promote for quality right out of the gate! Some imports continue at value pricing.

New Crop **Navel Oranges** from California have ample supply on all sizes to kick off the season. Import **Navel Oranges** are still on the East Coast at aggressive prices for value buys, but those should finish up as we exit the Thanksgiving holiday.

Cara Cara Oranges are slowly getting up and running in California, with peak sizes 72 count and smaller.

Stem and Leaf Satsuma Mandarins are in season from California. Geaorgia-Florida Southern Sassies brand **Satsuma Mandarins** are available too in pouch bags.

Lemons, Meyer Lemons, and **Seedless Lemons** are all in steady supply.



CV FALL FRUIT

Pomegranate Arils remain in peak season supply.

Pom Wonderful will stop shipping **Pomegranate** bins by early December, so order bins now and use cartons to replenish. 30 count fruit ends early, with 22 size premium fruit featured for December.

Persimmons are still going strong for Thanksgiving, with **Hachiya** and **Fuyu** in a single layer 16/20 count, plus a 12/2 lb Fuyu pouch bag in the Simmis label.

Cranberries are in steady supply for Thanksgiving with nice quality, but harvests are finished and supply will be very limited after the holiday through mid-December. Order while supplies last!

NOTE: Chestnuts are tight after drought, heat and pest damage, with large AAAA nuts scarce.

Black Mission Figs from Peru and Mexico are steady in a 12/8 oz clamshell. This fruit is irradiated.



CV BERRIES

GOOD NEWS! Blackberries will be plentiful out of Central Mexico. Harvests continue to increase, and quality has been nice with improving sugar and flavor.

Blueberries remain available out of Peru, with supplies increasing slightly heading into December and strong quality.

Driscoll's **Sweetest Batch Blueberries** remain in strong supply with outstanding quality.

Raspberry volume is now past peak out of Central Mexico but is expected to remain stable. Quality has been exceptional, though pricing will begin to rise slightly with less availability.

ALERT! Strawberries remain extremely limited out of all regions. A major rain event in California has shut down multiple ranches, and rain in Florida pushed harvests back. Central Mexico volume is increasing and quality is improving.

OUTLOOK: Expect light volume on **Strawberries** after Thanksgiving and steadier volume starting the week of December 7, with excellent quality once supply starts to increase in Florida.

EverCrisp

Lupacrisp

RubyFrost
Pretty. Delicious.

SnapDragon

CV APPLES

GOOD NEWS! Eastern Apples are promotable in general! **Cosmic Crisp, Evercrisp, Ludacrisp, Ruby Frost,** and **Snap Dragon Apples** from NY offer great eating experiences!

NOTE: Washington **Honeycrisp** is shaping up to be the shortest crop in the last eight years, putting upward pressure on markets and supply. We recommend large displays of other varieties and small displays of Honeycrisp.

Washington **Cosmic Crisp** is now transitioning from old crop to new crop. New crop packing is starting slowly despite a large crop, and Cosmic demand is expected to be strong all season as business moves over from other varieties.

Washington **Aura, Kissabel** and **SweeTango** apples are expected to wrap up for the season by mid-December.



CV HARD SQUASH

Butternut Squash is in abundance! East Coast **Hard Squash** crops are starting to finish for the season, and the transition to the Mexico crop has begun.



CV GRAPES

Imported **Grapes** from Peru are coming in strong on all colors, with excellent size structure across the board. Markets will remain consistent through December 4, with a slight spike on **Green Grapes** as retailers all transition to imports.



CV EAST COAST VEG

Green Cabbage and **Red Cabbage** from Nardelli and Flaim Farms, New Jersey are in great supply with good pricing and nice quality.

Kale and **Collard Greens** are holding steady pricing and great supply for Thanksgiving.

Cilantro, Dill and **Parsley** are all in good supply out of New Jersey for the holiday.



CV WARM VEG

Eggplant, Green Squash and **Yellow Squash** remain steady with good pricing out of the Southeast.

Green Peppers and **Jalapeños** are up slightly in price, but with steady supplies from southeastern growing regions.

Cucumbers are also up slightly, with adequate supply on super selects from the Southeast and Mexico.



CV GREENHOUSE VEG

GOOD NEWS! **Euro Cucumbers** and **Mini Cucumbers** are in a favorable position as greenhouse production strengthens, with excellent quality and costs near average levels. Few disruptions are expected through Thanksgiving.

ALERT! **Colored Bell Peppers** remain under considerable pressure as Canadian production nears completion and developing Mexican programs have yet to make up the difference. All three colors are tight, with substantial cost increases despite strong quality. ALERT! Expect pricing to continue through the first week of December until Mexico ramps up.





CV BEANS & PEAS

French Beans are holding steady supply.

NOTE: **Green Beans** remain turbulent after rain and colder temperatures in the Southeast and weather in parts of Mexico. Supplies are fair to adequate, but pricing remains high and they will not be truly promotable for Thanksgiving.

ALERT! **Snow Peas** and **Sugar Snap Peas** remain elevated as Peru winds down and Guatemala faces production challenges. Shippers are holding orders to averages to support regular business.





CV SPECIALTY GRAPES

New to the line up for late November and December:
- **Bi-Color** 8/2lb Clamshells
- **Jelly Berries** 10/1lb Clamshell

Cotton Candy Grapes from the Southern Hemisphere are available in 10/1lb clamshells and 16lb bagged options.



CV BRUSSELS SPROUTS

Brussels Sprouts from Ocean Mist, mixed with New York production, offer good volume for the holiday lift! Bagged options are ample in 24/1 lb mesh bags and 12/1 lb microwave pouches. Extra 9 count **Brussels Sprouts Stalks** may be available before Thanksgiving, so ask your sales rep!



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! **Broccoli** is a flush market with excellent quality, and very promotable heading into the holiday, from growers in NC/GA.

NOTE: **Cauliflower** remains elevated, as local availability wound down quickly and California faces quality challenges and excess rain. Relief is expected as Yuma ramps up and demand eases after the holiday.



CV MANGOES

Mango supplies rebounded a bit as extra volume hit the East Coast. This extra supply is temporary, as Brazil's season winds down and projections from Ecuador and Peru are way down year over year due to El Niño.

NOTE: Ataulfo Mangoes from Ecuador are extremely limited, with export prorates and shortages until the end of the Ecuador season. Quality has been fair.



CV CELERY

GOOD NEWS! Celery continues to allow for promotable volume heading into the holiday, with **Celery Hearts** offering a better value at retail for deeper promotions.

OUTLOOK: Pricing will begin to firm up into December as transitions face heavy rain, leading to excess blight on stalks.



CV KIWIFRUIT

Red Kiwi from California is available through the end of November in an 8/1 lb clamshell, a great pack to complement your kiwi set!

TRANSITION: Supplies have transitioned to European **Green Kiwi** from Italy and Greece, in 12/1 lb and volume fill options.

ENDING: SunGold Kiwi from Zespri are finishing quickly for the 2026 season. Supplies will gap until Italian fruit starts November 30.



CV TOMATOES

Grape Tomatoes are moving toward a more balanced supply as Florida harvests increase, with Mexico and Canada adding volume. Quality is good, though pricing remains well above average.

NOTE: Round / Vine Ripe Tomatoes are still expensive but seeing some relief from Florida's improving harvests, with costs easing slightly through the first week of December.

ALERT! Roma Tomatoes remain difficult, as unfavorable growing conditions and limited Mexican production drive prices higher.

ALERT! Beefsteak Tomatoes and **Cluster Tomatoes** face severe shortages as Canadian volume declines. Quality is outstanding, but expect elevated costs and potential supply interruptions through December 4.



CV LETTUCE

TRANSITION: After extreme markets industry wide, **Iceberg** and **Romaine Hearts** are seeing major relief as Yuma, AZ gets underway. **Romaine Hearts** are falling back to promotable levels, with aggressive deals expected after Thanksgiving.

TRANSITION: Leaf Lettuce from New Jerseyis winding down, has offered excellent quality and very competitive pricing compared to the West Coast. We will rely on New Jersey through Thanksgiving, then shift to Florida mixed with California.



CV CHERRIES & STONE FRUIT

Chilean **Cherries** are ramping up day after day and prices are easing, with big, beautiful **Red Cherries** and **Rainier Cherries** all arriving by air. Vessel arrivals should start in late December, bringing further market/cost reductions.

All California **Stone Fruit** is expected to wrap up by November 27, then gap until an excellent South American crop arrives in late December. The one exception is import **Apricots**, which should begin arriving the first week of December.

OTHER STORIES

Artichokes from Ocean Mist, CA are in steady supply, with nice quality Jumbo 12 count.

Asparagus remains steady heading into the holiday but is not promotable, as Peru's season ends early and El Niño cuts yields. **NOTE:** Expect a tight market until the Caborca, Mexico season starts the second week of January.

NOTE: Watermelons remain tight, as constant rain in Florida continues and Mexico commands high case prices with limited supply through the end of November.

NOTE: Hass Avocados remain very tight as the industry refills the supply chain after a work stoppage in Mexico several weeks ago, keeping pricing higher.

Maradol Papayas, Tainung Papayas and **Solo Papayas** from Brazil will be in tight supply through the end of November.

NOTE: Sweet Corn out of Florida is week to week after heavy storm damage and constant rain. Supplies are limited and costs remain high.

Cantaloupe and **Honeydew** imports have started, with pricing higher than expected to kick off the season.

PACK SIZE CHANGE - 12/8 OZ TO 6/7 OZ

ALLWELL greens



OLD CODE	CODE	DESCRIPTION	PK/SZ	UPC
240559	252766	CV Bok Choy Baby White	6/7oz	860007255311
240558	252765	CV Bok Choy Petite Shanghai	6/7oz	860007255304
240560	252803	CV Yu Choy Petite	6/7oz	860007255328
NEW!	252767	CV Bok Choy Tips	6/7oz	860007255366

AVAILABLE NOW!



VIEW FOUR SEASONAL

Four Seasons Produce Inc.

FOUR SEASONAL

DECEMBER 2026

Produce Merchandising Tips & Ideas for Independent Retailers

2027 PRODUCE MERCHANDISING CALENDAR

REASONS TO USE OUR PRODUCE MERCHANDISING CALENDAR:

· **Planning Tool:** great for future execution of ads and promotions.

· **Monthly highlights:** anticipated Feature Items, “Best of Season" Selections, and more

· **Weekly Themes:** each week has notes for what some ideal ad/promo themes could be and for what Consumer Mindsets are during that time.

· **Special Days:** holidays and other events are marked on the calendar

VIEW CALENDAR







