



ORGANIC MARKET NEWS



NOVEMBER 1 - NOVEMBER 8, 2024

ORGANIC TROPICAL FRUIT UPDATE



GOOD NEWS! 7ct **Organic Pineapples** in good supply for early November, allowing for promotion.

60ct **Organic Hass Avocados** from Mexico will be in the best supply to start November, perhaps even promotable. 48ct and larger fruit remains a little tighter and more expensive.

Equal Exchange **Organic Fair Trade Avocados** are available in 48 and 60ct fruit, along with ReadyCycle 8/4ct recyclable packs.

Organic Mangos from Ecuador are in season heading into November. This new crop "Tommy Atkins" fruit will be lower priced than the domestic California product which is now done for the season.

Organic Red Flesh Dragon Fruit will be steady to start November. Quality has been good from California where **Organic Kiwano Melons** and **Passion Fruit** are also in season.

NEW! **Organic Rambutan** is expected to arrive around November 6. These Guatemalan grown **Organic Rambutan** will add some cool diversity to your produce shelf!

GOOD NEWS! **Organic Royal Star Papayas** are in solid supply for November. Quality has been nice.

GOOD NEWS! The 2024 harvest of USA **Organic Medjool Dates** has arrived. Consider offering bulk, packaged, and value-added SKUs for the holiday, baking and sweet snacking season. Four Seasons has options from United with Earth and Joolies.



OG BERRIES

GOOD NEWS! **Organic Blueberries** will be very promotable! We are in peak Peruvian season as vessels continue to come in with great volume. Quality has been excellent.

Organic Blackberries are available out of Mexico. Harvests are increasing, quality has been nice, and both are improving with every arrival. Driscoll's supplies will be limited as they transition from California to Central Mexico, so the focus of volume will be on other brands.

NOTE: **Organic Raspberries** will be tightening up as harvests are down due to planting gaps. Expect pricing to rise through November and supplies to continue to tighten up. Quality has been ok but some slight soft berries are expected moving forward.

Organic Strawberries continue to be available out of California. Pricing will go to higher levels for November, reflecting lighter volume. Quality has been nice overall. **Organic Greenhouse Strawberries** will be available to supplement field production.



OG Envy:

Balanced flavor & Crunchy

OG APPLES & PEARS

GOOD NEWS! **Organic Gala** and **Fuji Apples** are generally promotable. And for premium snacking **Apple** promotion, **Organic Envy**, **Opal**, **Kanzi**, **SugarBee**, and **Sweetango** are in peak season!

Organic Granny Smith Apples are expected to inch up in price as volumes are modest. Quality has been excellent with solid green fruit.

Organic Honeycrisp Apple prices are on the rise leading to limited supplies, especially on prime sizes like 72 - 88s.

Washington and Oregon **Organic Anjou Pears** are in season and should be in firm but in steady supply moving forward.

California and Washington growers will run out of large-sized 1-layer **Organic Asian Pears** by early November. This will force a transition into some smaller-sized 2-layer fruit, and the crop will finish for the season mid to late November.

Organic Bartlett Pears are in tighter supply this season and are expected to finish by early December.



OG HARD SQUASH

Organic Valley will continue with **LOCAL PA** grown **Organic Acorn** and **Butternut Squash**, offering nice quality and steady pricing. Organic Spaghetti Squash will be in a little bit better shape, with product continuing to come out of Pennsylvania in limited quantities, along with organic Wisconsin-grown supplies for at least early November.

LOCAL PA Organic Delicata, **Kabocha**, **Pie Pumpkins**, and **Organic Red Kuri Squash** are now done for the season, so sourcing will transition to Maine through December.



OG LADY MOON VEG

NOTE: Lady Moon Farms has been replanting their **Organic Veg** every day in Punta Gorda, Florida since the hurricanes. At this point, mid-December is when **Organic Tomatoes, Peppers** and **Greens** are expected to restart for them.

However, there will be will have short bursts of **Organic Eggplant** from Lady Moon as early as the beginning of November.



OG BRUSSELS SPROUTS

GOOD NEWS! An all-time favorite for the holidays, **Organic Brussels Sprouts** will be very accessible in November. Thanksgiving promotions present the ideal combination of favorable pricing and excellent availability.

Include prepackaged 1-pound bags of **Organic Brussels Sprouts** as a convenient “grab-and-go” choice for the holiday rush!



OG GRAPES

Organic Grapes have strong quality, but supplies are decreasing. California **Organic Grapes** will end sometime around the end of November.

Imported **Organic Green Grapes** will be the first to arrive in early December.



OG GREEN BEANS

For now, **Organic Green Beans** have a positive outlook for November and Thanksgiving, so as long as the weather in Mexico cooperates.



OG CARROTS

Organic Bunched Carrots will continue to perform well with the California crop. The new harvest is sizing up nicely and should offer excellent quality for November.

Supplies should be sufficient on **Organic Cello Bag Carrots** for Thanksgiving demand.



OG ASPARAGUS

Organic Asparagus will become more promotable in mid to late November, perhaps even plentiful just in time for the Thanksgiving rush.



OG CELERY

Conditions for **Organic Celery** remain favorable in November and should continue through Thanksgiving. Costs will go up slightly as the holiday approaches due to increased demand, but conditions will still be advantageous.



OG SWEETS & POTATOES

Organic Potatoes and **Sweet Potatoes** are in promotable supply and good quality.

GOOD NEWS! Look for attractive pricing on all **Organic Red, Gold,** and **Russet Potatoes** for the beginning of November.



OG CUCUMBERS & ZUCCHINI

GOOD NEWS! **Organic Cucumbers** and **Organic Green Squash** are two items with promotable pricing due to volume exceeding demand coming out of Mexico for earlier to mid November.



OG COLOR BELL PEPPERS

NOTE: The **Organic Red, Yellow, and Orange Bell Pepper** prices have changed as we head towards November. Israel has started but is very limited, Canada has finished, and Mexico does not have a ton of volume to support demand.

Organic Red Peppers are the most scarce to start the month, and will see increased market pricing into the middle of November.



OG FALL FRUIT

Organic Fuyu and Hachiya Persimmons are steady from California. Time to promote.

Organic Pomegranates are in good supply in a large size and smaller value option for the duration of the USA season.

Organic Cranberries are in season with steady supply.

NOTE: **Organic Brown Turkey Figs** from California will be very limited as we finish up October.



OG LETTUCE

Early in November, the **Organic Lettuce** market is performing well thanks to continued success in **LOCAL** production from New Jersey, Pennsylvania, and New York. The shift to production on the southern East Coast is anticipated to go smoothly as the local season slows down in mid-November. Although it will cost more, additional supply from California will be available throughout the month.

Organic Romaine Hearts are still sourced exclusively from California and remain in good condition. Conditions are expected to change as November progresses with the approaching shift to the desert-growing regions of Southern California and Arizona.



OG BABY SPINACH

NOTE: Late October through most of November marks "transition time" where salad greens and lettuce growers more production from the Salinas Valley of California down to SoCal and Yuma, Arizona.

ALERT! In particular, **Organic Baby Spinach** supplies from "organicgirl" are facing challenges due to a transition and a heat wave affecting initial plantings in Yuma. This has resulted in significant quality and mechanical damage to salad ingredients, leading to anticipated shortages as the raw product does not meet their premium quality standards.

Other **Organic Tender Leaf Salad** brands expect lighter production or occasional quality issue during this growing region too.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Californian **Organic Cauliflower** is still widely accessible and reasonably priced in early November. **NOTE:** This is anticipated to change later in the month as supply availability is expected become scarce.

LOCAL PA Organic Stalk Broccoli and Naked Cauliflower continue in season for early November.

As Thanksgiving draws near, **Organic Broccoli** is still generally available in November. Prices from the West Coast are expected to rise but there are good yields coming out of North Carolina, which should help moderate pricing.

Organic Sweet Baby Broccoli and Organic Broccoli Rabe have returned to decent supply.



OG CITRUS

California's new season **Organic Navel Orange** harvests continue to be delayed to allow more sugar development, and are now arriving on the East Coast in mid-November.

The first new crop **Organic Mandarins** are expected to arrive around 11/18.

Organic Grapefruit from California is just starting with light supplies and high pricing for early November.

The first California **Organic Pummelos** are set to be in stock around 11/11.

Organic Lemon prices are firm out of California, with sizes peaking smaller with large fruit being limited and higher priced.

PERSIMMONS GUIDE

PEAK SEASON IS OCTOBER AND NOVEMBER

FUYU PERSIMMONS

APPEARANCE:

Short, flat and squat, with light-orange skin

WHEN'S IT READY?

Sweet when picked, can be enjoyed right away crunchy and when soft

HOW TO EAT:

Rinse, remove leaf calyx, slice for a sweet fall spice snack or chop to add to a fall fruit salad of apples, pears, pomegranate arils and grapes



**ALWAYS
READY TO EAT**

HACHIYA PERSIMMONS

APPEARANCE:

Cone-shaped with bright-orange skin

WHEN'S IT READY?

Must ripen at room temperature to a soft, gooey state before eating, baking, or cooking

HOW TO EAT:

When soft, rinse, slice the top off, spoon out the pudding like flesh for a sweet snack or to use as an ingredient in baking

HEADS UP!

Hard, unripe Hachiyas, are full of tannins and are so astringent that they'll draw your cheeks and lips to a pucker



**FIRST MUST
RIPEN TO SOFT**





CONVENTIONAL MARKET NEWS

NOVEMBER 1 - NOVEMBER 8, 2024

THANKSGIVING VEG OUTLOOK



GOOD NEWS! Brussels Sprouts are still in peak season throughout November, with exceptional quality and availability. A slight price increase is expected as Thanksgiving nears, but production will remain highly marketable.



GOOD NEWS! Despite increased Celery demand, strong production should support promotional opportunities for Thanksgiving.

Broccoli Crowns availability from Georgia and the Carolinas is strong, providing an alternative to the West Coast. Prices on the East Coast may see a slight increase due to the West's market shifts but will remain advantageous. Look for solid quality and pricing for the Thanksgiving season.

LOCAL Collards, Kales, and Dandelion Greens continue to thrive from New Jersey, though sourcing will shift to Texas and Florida during November.

The **Asparagus** market is tight for now, but it should ease in time for the holidays!

California **Cauliflower** supplies are tight, with elevated costs expected to persist due to upcoming transitions and holiday demand. Limited availability makes it best to focus holiday promotions on other categories.



ALERT! Green Beans will increase headed towards Thanksgiving. With all the hurricane damage, expect to see higher pricing than in years past. Avoid or proceed with caution for any ads.

French Beans should be ok for Thanksgiving, but it is recommended to place your orders early so they're booked.



CV BERRIES

GOOD NEWS! Blueberries will be very promotable for next few weeks. This will be the peak of the Peruvian season as the vessels come in. Quality is excellent, supplies are plentiful, and prices are at promotable levels.

ALERT! Raspberry supplies will continue to decrease over the next few weeks. A big gap in plantings is causing the shortage. Quality has been ok but expect a little bit of occasional soft. Prices will continue to increase.

GOOD NEWS! Blackberries will be promotable as Mexico has an increase in production. Quality has been nice, and fruit will be priced right to sell! Driscoll's fruit remains limited as their harvests are a bit slower to come on, so the deals will be on other brands.

ALERT! Strawberries will remain limited this week. CA harvests are down over 60% from the previous week and production is expected to continue to decrease. Mexico has very limited volume. Adjust pricing.

CV APPLES

New crop **Aura Apples** are expected to arrive around 11/11. Limited supplies are anticipated from Stemilt for this must-not-miss apple, with its bright yellow skin and crisp white sweet slow-to-brown flesh stemming from its Honeycrisp and Aurora apple parents.

LOCAL Eastern **Stayman/Winesap Apples** are now available.

GOOD NEWS! Starting November 4th, **LOCAL** Eastern IPM Apples from Frecon Farms in Boyertown, PA will be on promotion. Varieties available from this small family farm: **Evercrisp, Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, McIntosh, Pink Lady, and Red Delicious.**

Washington **Honeycrisp Apples** are beginning to get tighter in supply, with sizing peaking on 100s and smaller. Expect prices to continue to inch up in November and December on larger fruit.

Kissabel, Stemilt's proprietary red flesh Apples, have arrived, with two different SKUs—one with yellow skin and the other with red skin.

LucyGlo Red Flesh Apples also continue in season.



CV GRAPES

California **Grapes** continue to show outstanding quality, size, and flavor. **Red Grape** supplies are strong, while some supply issues are emerging with **Green** and **Black** varieties from specific growers. Prices are expected to gradually strengthen through November if quality remains high.



CV COLOR BELL PEPPERS

Yellow and **Orange Bell Peppers** will continue with good numbers and low prices, but **Red Peppers** have become less plentiful.

Expect **Red Peppers** to be the highest priced, with **Yellow** and **Orange** following. These increasing markets will be in effect right into Thanksgiving.



CV TOMATOES

ALERT! Expect to see high pricing for the middle of November on **Beefsteak, Roma, and Vine Ripe Tomatoes** due to hurricane damage. **Cluster Tomatoes** have been expensive but will ease down with volume pressure from Mexico.

For now, **Grape** and **Cocktails Tomatoes** remain promotable with good greenhouse production, but all items will tighten as we get closer to Thanksgiving.



CV CELLO CUCUMBERS

GOOD NEWS! Euro Seedless Cucumbers will be promotable into the middle of November.



CV ASIAN PEARS

GOOD NEWS! There is another great promotion on **LOCAL** Pennsylvania **Asian Pears** (yellow) for early November! Contact your rep for more details.



CV SQUASH

GOOD NEWS! Green and Yellow Squash will be promotable into the middle of November with strong supply volume.



CV ARTICHOKES

California **Artichokes** remain limited in early November, though supplies should improve as Thanksgiving approaches. Look for better availability and favorable pricing alongside strong quality.



CV CHESTNUTS

Chestnuts from Italy are available now! Look for both 25lb bulk and 20/1lb Mesh bag options throughout the season!



CV HARD SQUASH

GOOD NEWS! **LOCAL** Hard Squash remains in steady supply, with excellent quality from Lancaster County, PA. Pricing is very favorable right now and is expected to remain stable through most of November.



CV CITRUS

First of the season California "Halos" **Mandarins** will start arriving around 11/11, with strong supply anticipated at the outset.

Import **Mandarins** from Chile and South Africa are arriving with great quality, to keep supply good until California fruit ramps up. Gift box new crop Morocco **Clementine Mandarins** arrive around 11/6.

The first California **Stem & Leaf Satsuma Mandarins** in bulk and 3lb clamshells will arrive by 11/7. East Coast Georgia/Florida **Satsuma Mandarins** will be promotable later in November.

The new crop **Navel Orange** harvest has begun in California, though sizing is smaller than usual, with peak sizes at 88ct and below.

New crop **Grapefruit** supply is strengthening, with Texas and Florida crops coming along slowly but surely. Prices are expected to ease as sizing becomes more consistent throughout November.



CV STONE FRUIT

Chilean air-freight Import **Cherries** are expected around 11/3. Prices will be high at the onset, but we will see market reductions each week. Supplies will steady out mid to late November. You can plan ads for December.

California late variety **Yellow Peaches** are finally coming to an end and will be sold out by the second week of November.

Red and Black Plums are also virtually done for the season.



CV TROPICALS

GOOD NEWS! **Mangos** from Brazil and Ecuador are coming in good volumes for the start of November. Expect some promotable pricing and price drops for the month. Look to promote 10 and 12ct sizing.

Ataulfo/Honey Mangos from Ecuador have been increasingly limited as we start November.

GOOD NEWS! **Pineapples** are promotable as supplies have increased. 6ct sizing is where the most volume is currently coming in at.

HoneyGlow Pineapples from Del Monte will be in stock for the start of November.

Hass Avocado markets elevated a bit on 48ct fruit. 60ct fruit is in great supply. 36ct sizing will be extremely tight as we head into November.



CV LETTUCE

NOTE: The **Lettuce** market is shifting rapidly after months of stable conditions. With the Salinas season ending, prices for California **Lettuce** are rising as availability decreases. Some suppliers will temporarily shift production to Huron, CA before moving to the desert regions of Southern California and Arizona. Anticipate higher costs throughout November.

New Jersey's **LOCAL** production is expected to wrap up by mid-to-late November but will continue to supplement supply in early November.



CV POMEGRANATES

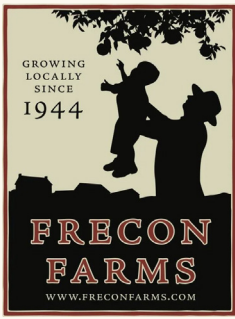
GOOD NEWS! POM Wonderful **Pomegranates** and "POM POM" **Arils** are in stock and ready for November displays and promos.



CV PERSIMMONS

Fuyu and Hachiya Persimmons steady from California. Supplies should be steady for the fall!

TIP: Fuyu Persimmons can be eaten firm, while **Hachiya Persimmons** must be soft before being eaten.



FRECON FARMS APPLE NOVEMBER PROMOTIONS

- Fregon Farms has been growing some of Pennsylvania's finest tree fruits since 1944. Their family has proudly farmed in Boyertown, PA for 3 generations. •



- CODE 204834** - CV Apples EverCrisp 40 lb 72/88 ct
- CODE 5491** - CV Apples Fuji East 40 lb 72/88 ct
- CODE 5475** - CV Apples Gala East 40 lb 72/88 ct
- CODE 5173** - CV Apples Gold Delicious East 38 lb 8 ct Tote
- CODE 5594** - CV Apples Gr. Smith East 40 lb 72/88 ct
- CODE 5019** - CV Apples Honeycrisp 2.5" East 12/3 lb Bag
- CODE 5476** - CV Apples Honeycrisp East 40 lb 72/88 ct
- CODE 5167** - CV Apples McIntosh East 38 lb 8 ct Tote
- CODE 5559** - CV Apples Pink Lady East 40 lb 72/88 ct
- CODE 5166** - CV Apples Red Del. East 38 lb 8 ct Tote
- CODE 241805** - Fregon Farms empty boxes (to build displays)



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Grown in
Pennsylvania!**



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THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 28, 2024

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

FRUIT

- Apples - Granny Smith & Honeycrisp
- Apples - McIntosh, Cortland, & Rome
- Berries
- Cranberries
- Grapes
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Persimmons - Fuyu & Hachiya
- Pomegranates - Whole & Arils

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)

BAKING

- Nuts - In-Shell & Shelled
- Chestnuts
- Pistachios
- Raisins & Dried Cranberries
- Dates
- Glacé/Candied Fruit

DECORATIVE

- Fresh Cut Flowers
 - Floral Mums
- **All items pre-ordered*

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

HELPFUL INFO FOR THIS THANKSGIVING

NUT AND BAKING DISPLAYS

Build during early to mid-November. Nuts and baking products will sell well through New Years.

WHAT TO INCLUDE:

- 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
- Candied Fruit (for making fruitcake)



***Re-order early so you can stay ahead as product sells down.*

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.

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.



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:

- | | |
|--------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> White Mushrooms | <input type="checkbox"/> Fresh Herbs (including poultry blend) |
| <input type="checkbox"/> Fresh Cranberries | <input type="checkbox"/> Leeks |
| <input type="checkbox"/> Brussels Sprouts | <input type="checkbox"/> Baby Peeled & Whole Carrots |
| <input type="checkbox"/> Rutabagas | <input type="checkbox"/> Green Beans |
| <input type="checkbox"/> Parsley | <input type="checkbox"/> White Pearl & Cipollini Onions |

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
- Artichokes Fennel (Anise)
- Fennel (Anise)
- Cabbage & Cole Slaw Mixes
- Parsnips
- Rutabagas
- Bananas (stay ahead on color)
- Grapes
- Jarred fruits and Citrus Salad
- Pineapples



LABOR SCHEDULING AND ORDER PLANNING CAN HAVE A HUGE IMPACT ON YOUR THANKSGIVING SALES.

ORDERING TIPS

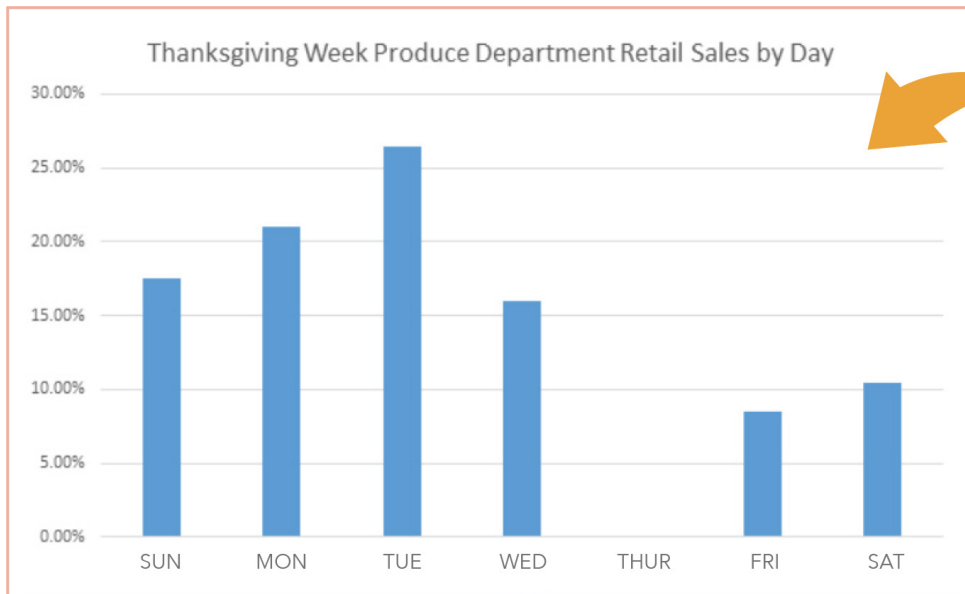
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/27, that should be for last minute fill in and Friday sales.

TIP #2: Bring in warm table and hard items in for THURS 11/21 - SAT 11/23 and fresh items in by SAT 23/16 - MON 11/25 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/26 and WED 11/27, 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!

2024 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/24 - TUESDAY 11/26 - Normal office and delivery schedule.

WEDNESDAY 11/27 - Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/28 - HAPPY THANKSGIVING! Office closed and no deliveries.

FRIDAY 11/29 & SATURDAY 11/30 - Normal office and delivery schedule.

