

ORGANIC MARKET NEWS

NOVEMBER 11 - NOVEMBER 18, 2022

LADY MOON ORGANIC GREENS BACK IN SEASON



Lady Moon Farm's **Organic Greens** program from Punta Gorda, FL has officially begun!

Volumes will begin strong, just in time for the Thanksgiving holiday with top-notch quality.

Promotional opportunities on key holiday items like **Organic Collard** and **Organic Kale** will be priced to sell with strong availability in November and December.

Also back in season from Lady Moon's Florida farms are: **Organic Bok Choy**, **Dandelion**, **Red Kale**, **Red Dandelion**, **Lacinato Kale**, **Rainbow Chard**, **Baby Bok Choy**, and **Tat Soi**.



OG BEANS

NOTE: **Organic Green Bean** supply volume has improved slightly as Thanksgiving approaches. Limited California supplies, combined with the Mexican crop beginning harvest in early November, is making availability better than expected for holiday orders. Pricing will remain elevated as neither growing region has an overabundance.

ALERT! 10/11lb **Organic French Beans** will be in very light volume for Thanksgiving due to Hurricane Lisa. Weather challenges, quality, and delays in container shipments have all played a part over this past month on availability.



OG FALL FRUIT

Organic Cranberries continue to be available with steady supplies. Quality has been excellent and there should be no issues leading into Thanksgiving.

Organic Pomegranates are in peak season supply, but at higher pricing than years past on premium large fruit.

Organic Pomegranate Arils will be available through the fall season, although latest crop updates have indicated that there is not as much fruit as originally thought. This is driving up the price of the domestic **Aril** crop and production.

Organic Persimmons are in peak season and should be steady through Thanksgiving!

ALERT! **Organic Fresh Figs** will be out of stock for the remainder of the month.



OG BERRIES

Organic Blueberry prices continue to be promotable overall as Peruvian fruit comes in with good volume. Quality has been excellent!

Organic Raspberry markets are steady out of Mexico. Quality has been excellent, and supplies are expected to be good through Thanksgiving.

Organic Blackberries continue to be steady out of Mexico. More growers are starting harvests, but volumes are very light overall. Quality has been nice. Supplies should be steady through Thanksgiving.

ALERT! **Organic Strawberry** markets continue to rise with limited supplies. Expect prices to remain expensive through early December with gaps and pro-rates likely during this span. Rain in CA and Mexico has really limited any harvests and demand remains strong ahead of the holiday. Quality has been good on what is coming in.



OG HARD SQUASH

Local “specialty varieties” of **Organic Hard Squash** are winding down for the season, and the focus will be on **Organic Acorn, Butternut, Spaghetti,** and **Delicata Squash** as we head towards December.

Organic Spaghetti Squash has made the transition over to new crop western product and has seen a bit of an increase in price as a result. **Organic Kabocha Squash** will start to gap and be out of stock until the first week of December once new crop starts out of Mexico.

Organic Delicata Squash will start to get a bit limited, and then we will see a small gap in supply for about two weeks until the beginning of December when new crop starts out west.



OG GRAPES

Organic Grape supplies are getting sparse, and prices are very firm. California rain will play a huge role in limited **Organic Green Grapes** with **Organic Red Grapes** remaining in fair supply, but prices are rising. We will remain in stock through the end of November.

New crop Peruvian **Organic Red Grapes** are already available on the east coast.



OG ASPARAGUS

Organic Asparagus prices are expected start to decline as we head into Thanksgiving. New crop Mexican product should start in mid-November. Quality has been good with what we are receiving but we will be transitioning away from Argentinean Asparagus to primarily product out of Mexico.



OG CITRUS

Organic Specialty Citrus from Buck Brand is expected to be available for mid-November. The varieties will include **Organic Buddha Hand, Yuzu Lemons, Limequats, Sweet Palestinian Limes,** and **Satsuma Mandarins.**

Organic Grapefruit supplies are improving, and by the end of November, should be in promotable volume.

Organic Lemons and Limes are finally in excellent supply on all sizes and bags.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts have experienced a small hiccup in supply volume as rain in California canceled harvests for a few consecutive days. Some early crop Mexican production suffered from less-than-ideal quality forcing growers to stay out of the fields, while other’s yields are limited as they only just begun harvesting. Supply volume for holiday sales will be available, however it will be a mix of growing regions and pack sizes.



OG APPLES & PEARS

Organic Apple continue in peak season. Expect higher prices on most varieties to inch up as holiday demand kicks in.

New this week (11/14) are **Organic Autumn Glory, Pink Lady,** and even a few **Organic McIntosh Apples.**

Organic Anjou, Asian, Bartlett, Bosc, Red Bartlett, and **Red Anjou Pears** are now available in peak season supply and quality.



OG WARM VEG

Lady Moon Farm’s Florida **Organic Zucchini** is in prime season with top notch quality and promotional prices! **Organic Yellow and Zucchini Squash** are in excellent supply from Mexico.

Organic Eggplant is yielding consistent supplies from North Carolina, while Mexican production begins to ramp up.

Organic Green Bell Peppers have made a seamless transition to Georgia, with Mexican crops also beginning.



OG CELERY

Organic Celery from California is an excellent promotional opportunity for the Thanksgiving holiday. While many commodities are limited and sell for all-time high prices, this holiday favorite is in steady availability and promotional prices are available. Expand displays to increase sales during the holiday season. Quality has been outstanding in November.



OG ORANGES

California **Organic Navel Oranges** are ramping up with the “Fukumoto” variety, and then are expected to transition to the “Beck” variety after Thanksgiving with even better size and volume.

40ct and 48ct Jumbo and 56ct and XL will be available in mid-November. Peak volume and pricing will be on 72-88ct and bags.



OG GREENHOUSE PEPPERS

Organic Red, Yellow, and Orange Bell Peppers have slightly improved volumes from Israel and Mexico in mid-November, while Canadian **Organic Color Peppers** remain available in a limited fashion. Expect availability to improve in late November and pricing to ease down in early December. Quality from all growing regions has remain strong.



OG MELONS

New crop **Organic Cantaloupes** are being harvest in a very small way out of Mexico, and we will have some in stock in mid-November. **Organic Honeydews** are very limited.

Organic Mini Watermelons will remain available out of Mexico. Sizing is on the larger side as new fields start and growers are in crown picks. Quality has been excellent.



OG CHESTNUTS

Organic Chestnuts will be featured in a 'ready to eat pack' this year. These are sold in an 18/3.5oz pack and will be available throughout the holidays! Code 215872.



OG BROCCOLI & CAULIFLOWER

ALERT! Supply limitations continue for **Organic Broccoli** from California and elevated costs remain intact. Weather, decreased yields, and high demand have created shortages affecting most California shippers. The remainder of November looks bleak as conditions are expected to worsen a few shippers creating further limitations.

North Carolina **Organic Broccoli** supply remains consistently available as a helpful supplementary option to the California. Quality has been outstanding, while pricing offers a slight relief. As Thanksgiving approaches, expect steady supplies from both regions at a mostly elevated price, however potential spot promotional deals will be available!

ALERT! Supply issues continue for **Organic Cauliflower** from California in mid-November as prices continue to rise weekly to new all-time highs. No relief is in sight as market conditions into December will remain consistent, if not worsen. With limited supplemental opportunities from other growing regions expectations should remain tapered for Thanksgiving and the rest of November.



OG TROPICALS

Organic Hass Avocados continue to be in steady supply, and in many cases supply is outpacing demand. Look to continue promoting in November.

Organic Tommy Atkins Mangos from Ecuador are available, but volumes continue to be limited.

Organic Pineapple supplies are steady. Look to continue to promote 6 and 8ct sizing.

NEW ITEM! After Thanksgiving, **Organic Brown Coconuts** will be available from Mexico in a 20ct box. This is an item that we have not had for several years, and we are excited to have them back. Each coconut will be wrapped in a band-type UPC label to denote its organic status. Expect these by the end of November



OG LETTUCE

ALERT! The **Organic Lettuce** category from California remains a consistent struggle. Field diseases, weather issues, and quality issues have all resulted in decreased yields and gaps in supply from California shippers.

Organic Iceberg and **Organic Romaine Hearts** do remain available, but volumes are scarce, and prices continue to rise weekly, reaching new all-time highs. The outlook from California remains bleak until at least December when product begins in SoCal, Arizona, and Florida.

Modest supplemental supplies from Pennsylvania and New Jersey have provided a beneficial opportunity to complement California supplies, however the season is ending in mid-November, leaving potential shortages during the Thanksgiving holiday.

Lady Moon Farm's Florida **Organic Lettuce** crop is expected to begin harvesting in late November, which will provide stability as California markets are expected to remain turbulent.

- **Tasteful Selections Organic Baby Potatoes** orders continue to be cut due to challenges with the raw product on the red varieties. Little Potato Company **Organic Creamer Potatoes** in 8/1.5lb bags are starting - code 222803. This product is expected to be in good supply through February 2023.

- There are some challenges on **Organic Red and Gold Potatoes** availability out Manitoba, Canada due to some weather events that are expected to shut down roads, which could cause some delays in product arriving to us.

OTHER STORIES

- **Organic Mini Seedless Cucumbers** will start to ease with new crop Canadian product beginning. We will see better availability as we head towards Thanksgiving.

- **Organic Euro Seedless Cucumbers** are expected to be promotable as we head towards Thanksgiving. Quality and availability have been excellent out of the Carolinas, Mexico, and Canada.

- **Organic Cucumbers** have finished for the season from Lady Moon Farms in Florida, but North Carolina and Mexico supplies are harvesting consistent volume for equal value.

- **Organic Grape Tomatoes** are primarily being sourced from Mexico and Canada with limited availability from Florida until the end of December or beginning of January. Quality has been excellent, and pricing is expected to remain steady.

- **Organic Beefsteak and Cluster Tomatoes** are expected to remain steady with decent supplies arriving from Savoura in Quebec. Quality has been excellent, and availability is plentiful.

little leaf FARMS®

CLEAN FROM THE START

Little Leaf Farms has a new indoor growing facility in McAdoo, PA!

Our baby greens are the safest, most nutritious, and best tasting product in your local store. We have developed a unique production system that ensures our greens are Clean From the Start™.



BABY CRISPY GREEN LEAF

Crispy, curly, crunchy! The perfect base for any salad.



BABY RED & GREEN LEAF

Our signature crispy green leaf with a pop of color and texture from our softer red leaf lettuce.



BABY SPRING MIX

This mix has the peppery additions of arugula and mizuna to take your salad to the next level.



SWEET BABY BUTTER LEAF

These tender greens offer a unique buttery texture and sweetness perfect for any salad, sandwich, or even lettuce wrap.

CODE	DESCRIPTION	PK/SZ	UPC
233146	CV Salad Baby Spring Mix	8/4 oz Little Leaf	8 57394 00612 1
233148	CV Salad Baby Green & Red Leaf	8/4 oz Little Leaf	8 57394 00611 4
233150	CV Salad Baby Crisp Green Leaf	8/4 oz Little Leaf	8 57394 00610 7
233152	CV Salad Baby Swt Butter	8/4 oz Little Leaf	8 57394 00617 6
233154	CV Salad Baby Green & Red Leaf	6/8 oz Little Leaf	8 57394 00614 5
233156	CV Salad Baby Crisp Green Leaf	6/8 oz Little Leaf	8 57394 00613 8

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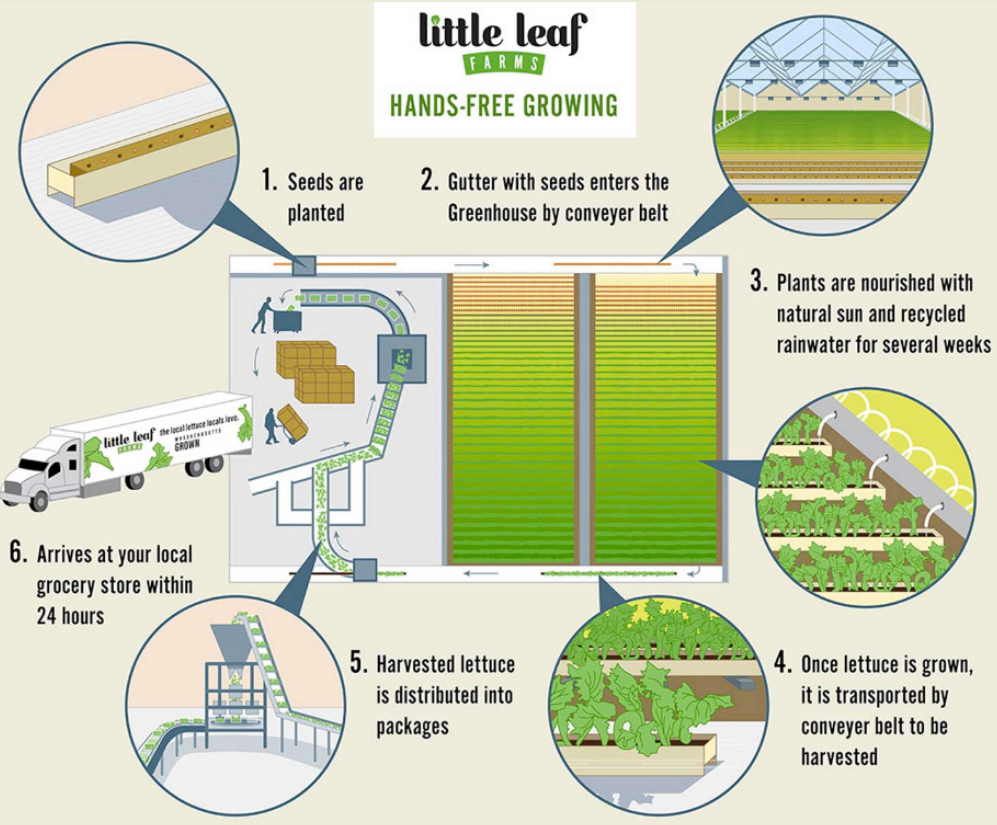
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NON-GMO

Our seeds are naturally developed and do not contain any genetically modified materials.

HANDS-FREE GROWING

With a specially designed growing system, our baby greens are seeded, grown, cut and packaged without being touched by human hands. That means our lettuce doesn't have to be "triple-washed" to be clean, unlike field-grown greens.

QUALITY & SAFETY

Our growing system is managed through a Food Safety and Quality Assurance (FSQA) program, focusing on food safety throughout our growing process. Our program uses practices developed by world leading food safety experts, ensuring a safe, and delicious product.

CHEMICAL & PATHOGEN-FREE

Due to our clean growing technology, we don't have to triple wash our lettuce. Our baby leaves never come into contact with chlorine-based cleaners or other chemical washing agents often used in triple washing systems. We are chemical and pathogen free, giving you peace of mind when enjoying our fresh greens.

PACKAGING

Our packaging is made from Post-Consumer Recycled plastic and can be recycled again after use at most recycling centers. We are also actively exploring packaging options that use less plastic.

Take a look inside our greenhouse to see how we've designed a modern system of growing fresh, local lettuce.

We believe lettuce shouldn't have to travel cross-country just to reach your local grocery store. So we built the most advanced greenhouse in the world to grow the freshest and best tasting baby lettuce right here in Devens, Massachusetts. It's 10 acres of sustainably grown, great-tasting greens.



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TALK TO YOUR REP FOR MORE INFO!



HAWTHORNE FOODS



ORIGINAL



CARAWAY



TURMERIC

Hawthorne Foods Fermented and Probiotic Line is made in New York. These products are ready-to-eat, gut smart, and full of rich nutrition and enzymes.

Merchandise in the refrigerated case in Produce, Dairy, or Refrigerated Grocery. In stock at Four Seasons Produce!

hawthornefoods.com



JALAPEÑO



GINGER BEET



CURTIDO



RAW HEAT



GINGER GARLIC



RUBY



GINGER CARROTS



KIMCHI



DAILY FIX



SPICY TURMERIC



ORIGINAL



NEW PEELED SPECIALTY ONIONS

IN STOCK AT FOUR SEASONS PRODUCE



CODE: 233159
CV Onions Shallots Peeled



CODE: 223161
CV Onions Cipollini Peeled



CODE: 233165
CV Onions Pearl White Peeled



CODE: 223163
CV Onions Pearl Red Peeled

CONVENTIONAL MARKET NEWS

NOVEMBER 11 - NOVEMBER 18, 2022

PEAK SEASON POMEGRANATES & FALL FRUIT



POM Wonderful **Pomegranates** are in peak season from California!

The Pom Wonderful product will be available in 22ct and 30ct sizing in cartons, graphic 1/4 bins, and 1/2 bins. Now is the time to promote!

POM Wonderful **Pomegranate Arils** in 4oz and 8oz sizes.

Fuyu and **Hachiya Persimmons** will be at their best through November in single layer tray packs. **Quince** are also in season.

Cranberry prices are beginning to firm up as we approach Thanksgiving. Demand begins to surge as supplies tighten up. Four Seasons should have steady supplies ahead of the holiday for our customers.

Mexico is starting **Black Mission Figs** sooner than expected. It looks like we will have some here for Thanksgiving. The domestic crop is dwindling very fast and **Brown Turkey Figs** will not be available, but we should have some early season **Black Mission Figs** it is now looking like!



CV CITRUS

The 2022 new crop of **Navel Oranges** Navel Oranges from California is up and running and we have Sunkist fruit in 72's, 88's, 113's, 10/4lb bags, and 6/8lb bag option.

40ct Jumbo and 56ct XL are available from Booth Ranches and Suntreat. Look for promotable pricing on bagged California fruit for the rest of the year.

Florida is up and running with **Juice Oranges**, **Tangerines**, and **Satsuma Mandarins**.

The Import "Halos" crop has finished, and we are transitioning into California "Halo's" in both 10/3lb and 15/2lb bags. Import **Mandarins** are in excellent supply with prices starting to climb. We will transition into Morocco on imports very shortly.

New crop **Stem & Leaf Satsuma Mandarins** from California are available through Christmas.

Grapefruit is in much better supply with Texas and Florida in full swing with outstanding quality. **Pummelos** and **MeloGlo** from California are also available.

Lemons are showing excellent quality and good supply. "**Wonderful Seedless**" **Lemons** are available in 12/2lb bags. **Meyer Lemons** are in great supply for the holidays from Sunkist.

Limes out of Mexico, Peru, and Colombia continue to present better quality with prices at a steady low. Promote **Limes**!



CV BERRIES

Blueberries continue to be promotable out of Peru and Mexico. Peruvian quality has been outstanding, and volumes are heavy. Continue to promote through the Thanksgiving Holiday.

Raspberry prices are tightening up out of Mexico as demand is strong. There have been some spot deals available as volume has been very unpredictable - strong some days but very light other days. Quality has been exceptional overall.

Blackberry prices and volumes remain steady due to cooler weather. Quality has been excellent coming out of Mexico.

ALERT! Strawberry prices continue to increase as heavy rain fell in California in early November. With the cold weather and rain, harvests have been canceled for the last week. Demand continues to be extremely strong, and supplies continue to be very short. Mexico is the only region harvesting right now. Quality has been good. Expect pricing to continue to rise during November to possibly some unprecedented levels depending on the damage from the rain. December should improve with Florida fruit coming in.



CV BEANS

ALERT! Green Bean prices are expected to continue to rise from now until Thanksgiving. Mexico is projected to play a bigger role in **Beans** for this coming holiday due to the weather that hit Florida, and they have more rain coming.

Green Beans to supply customers, but with unpredictable markets, it is unsure what that pricing will be. Prices are expected to rise until the week before Thanksgiving and then fall immediately after Thanksgiving.

ALERT! 10/1lb French Beans will seemingly be nonexistent for Thanksgiving due to Hurricane Lisa. Weather challenges, quality, and delays in container shipments have all played a part over this past month of availability.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns pricing is inching up as vendors are trying hard to get higher pricing. Quality is good from eastern and Mexican growers.

ALERT! Cello Cauliflower pricing continues to spike out of California as availability is very limited. Some discoloration is expected. This is not a good item to promote for the holiday.

Local 9ct **Jacket Cauliflower** is limited, and they are quick to keep raising their prices. Gaps of inventory are expected as we approach Thanksgiving.



CV LETTUCCES

ALERT! Lettuces are at all-time high prices, especially **Iceberg**, **Romaine Hearts**, and **Green Leaf**, with poor quality and extremely limited availability. Recent weather will also create gaps of inventory. Relief isn't expected until closer to December when winter growing regions start.

ALERT! 24ct **Boston Lettuce** from open field harvests will be unavailable, but **Hydro Boston Lettuce** is a great substitute.

Local NJ **Lettuce** has finished early.



CV CUCUMBERS

Euro and **Mini Seedless Cucumbers** will be very promotable as we head into Thanksgiving. Quality is excellent and there is plenty of availability with shippers looking to deal.

Cucumber prices are expected to ease down as we head into Thanksgiving as Mexico is ramping up. Quality out of Mexico is fantastic, and we will continue to source from that region.



CV CHERRIES

Cherries have started out of Chile via air delivery with sporadic arrivals which should continue for the month of November, then transition to vessel arrivals around the first week of December. That's when we expect to see promotable volume and easing markets going all the way into March.



CV ASPARAGUS

Asparagus prices are expected to come down as we head into Thanksgiving with better availability out of Mexico, and this will start to take the pressure off Peru. Quality is excellent out of Peru and Mexico! Even if the shippers hold the current cost for the holiday, it will still be promotable in comparison to other items!



CV POTATOES

Green Giant and other brands of Idaho **Russet Potatoes** bags will be in good supply for the holiday.

Idaho **Count Russet Potato** prices have increased and are expected to continue through the holidays.



CV TROPICALS

Pineapples will be in abundant supply for the Thanksgiving holiday.

Hass Avocado supplies have been great, and pricing continues to be promotable through the month of November.

Mangos are in decent supply from Brazil and Ecuador. Tommy Atkins will be the primary variety being shipped. **Ataulfo Honey Mangos** from Ecuador have been steady. Quality has been great.



CV SALADS

ALERT! The very same issues that are making commodity **Lettuces** so expensive and in short supply from California (INSV disease decimating lettuce fields in the Salinas Valley and rain), are impacting fill rates and promotional activity on **Packaged Salads** for November.

Dole and Fresh Express continue to out or limit certain items depending on how much input product they can secure.



CV BRUSSELS SPROUTS

Brussels Sprouts demand is growing, but it is expected supplies should be decent for the holiday.

Stalk Brussels Sprouts are also available.



CV GREENS

New Jersey 18ct **Collards** and **Kales** are expected to be readily available right into Thanksgiving. 24ct bunches will be a premium option available sourced mainly between Mexico and South Carolina.



CV APPLES & PEARS

Eastern **Apples** are in good supply with excellent quality and some better prices due to no freight across the country.

Washington State **Apples** are tightening as we move into the holidays. Picking is almost complete, and most fruit is locked up in Controlled atmosphere storage. With the Washington crop down an expected 10 million plus boxes over last year, expect higher prices and some sporadic availability throughout the season. Despite tight markets, keep your eyes open for the occasional "inflation buster" deals on larger or smaller fruit or other grades!

Anjou, Red Anjou, Seckel, Asian, Bartlett, Bosc, Comice, Forelle, Happi, and Starkrimson Red Pears are all available with excellent quality.



CV CELERY

Celery is in decent shape for the holiday. Pricing keeps nudging up as holiday demand picks up.



CV PEPPERS

11lb Hothouse **Yellow** and **Orange Bell Peppers** will be promotable as we head into Thanksgiving. **Red Peppers** will remain steady. Quality and availability have been excellent. Some shippers in Canada are cleaning up their pepper deal and forcing more product to come out of Mexico. We continue to carry jumbo size.

15lb **Red Elongated Sweet Pepper** prices will remain steady out of California and Mexico heading into Thanksgiving. California is experiencing some gaps in product due to weather, which is not allowing the product to size and color up. Quality has been excellent.

Mini Mix Sweet Pepper prices will remain steady headed into Thanksgiving. Quality is good. There is product available in Mexico, the Carolinas, California, and Canada, but availability is not there yet to see the steep drop in promotable pricing. We are expected to see the markets ease a bit as we head into December.



CV CHESTNUTS

Italian **Chestnuts** will be available in 25lb mesh bags this year. These **Chestnuts** will be a AAAA Premium size and will be available through the Thanksgiving and Christmas holidays!



CV TOMATOES

NatureSweet will be offering a "FREE after purchase rebate" on the 24oz **Cherubs Tomatoes** through New Year's. Talk to your rep for more info.

NOTE: Grape and Cherry Tomato prices will remain high through November with little availability from other regions and Florida having little to no product. Mexico and Canada greenhouses are helping to supply many of the **Grape Tomatoes** for the east coast.

Cluster Tomato prices are dropping drastically with Mexico driving this market. We are seeing some bottom pricing, but quality is up in the air. Pricing will be promotable as we head into Thanksgiving. Quality is excellent out of Canada and US.

Greenhouse **Beefsteak Tomato** prices are expected to remain steady heading into Thanksgiving. Canada has just started with some new crop availability as well as some product out of Ohio and NY. The new crop product will start to bring some more availability in the market, but shippers will try to capitalize on this higher market as long as they can.

NOTE: Vine Ripe Tomato prices are on the rise again with more demand as we head towards Thanksgiving from Mexico. Better availability will not be seen until mid-December.

NOTE: Roma Tomato prices are on the rise with production decreasing in Mexico. Prices are not expected to ease until pulls slow down after Thanksgiving.

OTHER STORIES

- **Honeydews** remain in superabundant supply with really promotable pricing out of Arizona and Mexico. **Cantaloupes** are limited out of Arizona, but imports are ramping up off the coast of Florida just in time!
- **NOTE: Watermelons** are extremely tight out of Mexico and Florida. Sizing has been very small coming out of Mexico, and supplies have been limited. Florida has light volume, and quality has been excellent.

- **Rambutan** is available again 6/12oz clamshells.
- **"Mighties" Red Kiwifruit** from California continue to be available in 8/11lb clamshells.
- **NOTE: Artichoke** supplies continue to be light on all counts. Prices are trending up due to recent weather.

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 24, 2022

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

BAKING

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

DECORATIVE

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

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)

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

10 TIPS & REMINDERS TO HELP YOU THIS THANKSGIVING

1 Nut and Baking Displays should be built during early to mid-November. Nuts are not just for baking, they are good sellers as healthy, high energy snacks. Nuts and baking products will sell well through New Year's.

What to Include: *In-shell & Shelled Mixed Nuts* and *Walnuts, Fresh Chestnuts and Roasted/Peeled Chestnuts, Pistachios, Almonds, Raisins, Dried Cranberries, Baking Dates, Medjool Dates,* and *Dried Figs*. Some stores continue to have customers ask for *Candied Fruit* for making fruitcake.

Refill: Initial *Diamond California Shelled*, and *In-shell nut* orders have had prorates, shipping delays, and other pandemic related challenges. We'll be refilling throughout November and December from East Coast storage centers as available. Re-order early so you can stay ahead as product sells down.



2 Convenience and Recipe-Ready Products save time for busy meal preparers and sell well the week before Thanksgiving. Offer 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



3 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.

4 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 **Russets** 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.



5 Classic Thanksgiving ingredients for holiday side dishes drive sales. Be ready with:

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, and White Pearl & Cipollini Onions.**

6 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.



7 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.



8 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.

9 "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), Cabbage & Cole Slaw Mixes, Parsnips, Rutabagas, Bananas (stay ahead on color), **Grapes, Jarred fruits** and **Citrus salad**, and **Pineapples**.

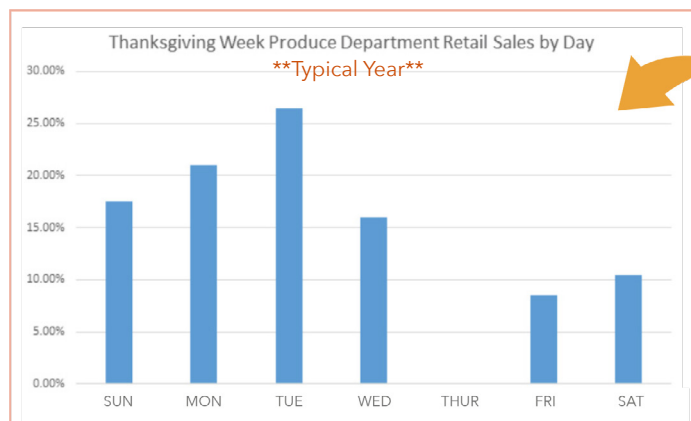
10 Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.

ORDERING 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 11/23**, that should be for last minute fill in and Friday sales.

ORDERING TIP #2: Bring in warm table and hard items in for **THURS 11/17 - SAT 11/19** and fresh items in by **SAT 11/19 - MON 11/21 BEFORE** Thanksgiving so you and your staff are on the sales floor **TUES 11/22** and **WED 11/23**, not in the back room waiting on and unloading trucks.

LABOR 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.

LABOR 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! And Be Successful! Have a great holiday! And 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!

THANKSGIVING OFFICE AND DELIVERY SCHEDULE

Sunday 11/20 – Tuesday 11/22:

Normal office and delivery schedule

Wednesday 11/23:

Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

Thursday 11/24:

Happy Thanksgiving!! Office closed and no deliveries.

Friday 11/25 & Saturday 11/26:

Normal office and delivery schedule

