



ORGANIC MARKET NEWS



NOVEMBER 10 - NOVEMBER 17, 2023

ORGANIC BROCCOLI & CAULIFLOWER FOR NOVEMBER



GOOD NEWS! As Thanksgiving draws near, **Organic Broccoli** is still widely available!

Due to the approaching transition time and increased demand for the holiday, California prices have started to slightly increase, however, production on the East Coast has increased. Outstanding quality **Organic Broccoli** will be available for promotion during the Thanksgiving holiday.

In November, **Organic Cauliflower** from California is consistently available. Prices did slightly increase as Thanksgiving approaches due to increased holiday demand, promotional opportunities will still be available. Strong quality and reliable availability are anticipated.

Josie's brand **Regenerative Organic Sweet Baby Broccoli** will wind down in production during November, but regular **Organic Sweet Baby Broccoli** will be available.

Organic Purple Sweet Baby Broccoli will be in season from Coke Farms for November.



OG CITRUS

New crop California **Organic Navel Oranges** are getting started with firm prices on the standard sizes. The first loads arrive East across November 11-13 with 56, 72, and 88ct fancy cartons and 10/4lb bags.

There will be opportunities to promote Jumbo/XL **Organic Navel Oranges** with 36, 40, and 48ct sizes peaking for the rest of November.

Organic Grapefruit are in better supply this week with Mexico ramping up.

Organic Lemons from California are showing excellent quality, however pricing is still elevated to start out with large fruit being limited.



OG BERRIES

Organic Blueberry supplies are better and should be steady heading up to Thanksgiving. Quality has been nice. Pricing has eased off as well, but is still more expensive than usual

Organic Raspberry supplies are tightening up out of Mexico as harvests have really slowed down. Supply is steady but pricing will increase to balance out supply. Quality has been excellent.

ALERT! Organic Strawberries continue to be extremely limited with increased pricing. The natural gap in growing cycles is the main cause of the short markets. California is all finished, and Mexico supplies are light with rain expected to slow harvests down by mid-November.

We will continue to carry Ohio Greenhouse Grown **Organic Strawberries** while available to help with availability. Quality is nice, and regionally grown in Ohio.

ALERT! Organic Blackberries continue to be limited out of Mexico. Even though supplies and quality continue to improve, availability is expected to remain tight ahead of Thanksgiving.



OG ASPARAGUS & BRUSSELS

GOOD NEWS! **Organic Asparagus** will be available Hippie Organics label. The first arrivals showed the quality is outstanding. **Organic Asparagus** will have promotable prices heading into Thanksgiving. Product from Argentina will be finished by mid-November.

Just in time for Thanksgiving, Wisconsin has nice volumes on **Organic Brussels Sprouts** available in November. While production will not reach promotable levels, expect significantly improved pricing for the holiday pulls. Additionally, displays should be enlarged to make increased sale more advantageous.

During the holidays, customers can grab & go with **Organic Brussels Sprouts** bags. These are a great addition to any holiday set!



OG APPLES & PEARS

GOOD NEWS! Quality and supplies remain excellent on **Organic Apples** and **Pears**.

APPLE VARIETIES AVAILABLE:

Ambrosia, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady Alice, Opal, Pink Lady, Rockit, SugarBee, and SweetTango.

PEAR VARIETIES AVAILABLE:

Anjou, Red Anjou, Asian, Bartlett, Bosc, Comice, Concord, Starkrimson, and Red Bartlett.



OG PEAS

Organic Snap Peas will be available with an expected arrival around 11/20. This will be the start of a yearly program to hopefully have **Organic Peas** year-round.

Organic Snow Peas will be available on more of a year-round basis, but as of now, we are not expecting to see the first ones available until mid-December.



OG CELERY

GOOD NEWS! As Thanksgiving draws near, California **Organic Celery**, a holiday favorite, is in excellent supply. Good pricing, consistent supply, and high quality make up the ideal formula for a promotion. Expand your offerings if you want to boost sales in November.



OG EAST COAST GREENS

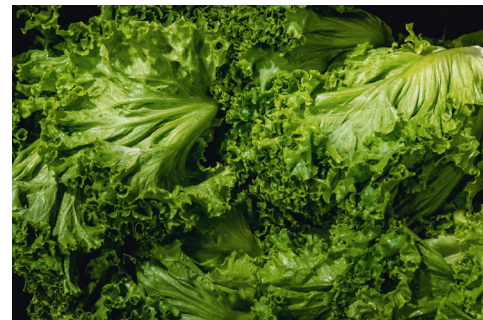
GOOD NEWS! Lady Moon Farms in Punta Gorda, Florida has increased production of **Organic Kale** and **Collards** just in time for the holiday rush. Anticipate competitive pricing, superior quality and freshness, and outstanding accessibility during the Thanksgiving holiday. Mid-November is when other **Organic Greens** from Florida's Lady Moon Farms are at their peak as well, including **Organic Rainbow Chard**.



OG WARM VEG

A continued strong output of **Organic Zucchini**, **Green Peppers**, and **Eggplant** are being produced from Lady Moon Farms in Florida.

Our primary supplier of **Organic Yellow Squash** and **Cucumbers** remains Mexican growers. Throughout November, **Organic Warm Vegetable** supplies should be consistent.



OG LETTUCE

In November, there is still an ample supply of **Organic Leaf** and **Romaine Lettuce**. Florida production is just a few weeks away, California continues to be in supply as they get closer to making the transition to the desert, and New Jersey is nearing the end of their season. There shouldn't be any significant adjustments to availability or price.



OG KIWIFRUIT

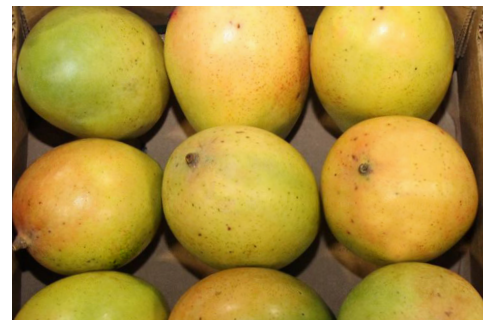
Organic Kiwifruit from California is in better supply, but pricing is higher. Some volume-filled **Organic Gold Kiwifruit** from California will be available, as well as some 11lb clamshells of **Jumbo Organic Green Kiwifruit** from Homegrown Organics in the "Mammoth" label.

Pricing should come off just a bit when fruit from Italy begins in a few weeks.



OG HOLIDAY VEG

In order to make your holiday season a success, additional holiday items like **Organic Bunched Carrots**, **Fennel**, **Spinach**, and **Scallions** will all have excellent availability, quality, and competitive pricing during November!



OG MANGOS

NOTE: California grown **Organic Keitt Mangos** will be available through the middle of November at high prices. After that, **Organic Mangos** will gap until the end of November when we will see very limited volume.



OG SWEET POTATOES

California premium **Organic Sweet Potatoes** are showing nice quality and availability for Thanksgiving promos.



OG POMEGRANATES

Organic Pomegranates from California are in stock and will be steady through the Thanksgiving holiday.

Organic Pomegranate Aril cups will also be available for the month of November!



OG GRAPES

Organic Grape supplies remain strong with excellent quality, though shelf-life is shorter. California did get some rain, so **Organic Green Grapes** could finish but faster than expected, but more to come.



OG HARD SQUASH

LOCAL Organic Acorn and Butternut Squashes are still available from Organic Valley in Lancaster County, and should continue into December.

Organic Spaghetti, Kabocha, and Delicata Squash will all be from California. Mexican **Organic Hard Squash** will be getting started in a limited way and will ramp up on supply over the next month.

Organic Honeynut Squash will be finished for the season by mid-November.

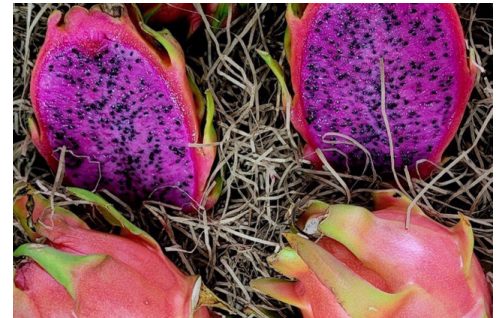


OG BEANS

NOTE: 10/11lb **Organic French Beans** have changed quickly with storms coming through Guatemala. All the rain has caused a halt in product being able to be harvested and delays at the ports with inbound product. We are seeing product arrive, but it is below our projected prebooks.

Organic Green Beans have had some major changes. Shippers out of Florida are struggling to cover national retail contracts as of right now and do not have any additional volume above and beyond that due to quality.

We will switch to Mexico **Organic Green Beans**. Good quality is expected on the Mexican product.



OG SPECIALTY

Organic Dragon Fruit from California will be available for the beginning of November.

Organic Kiwano Melons and Organic Passion Fruit from California will be available in limited quantities for the month of November.

Organic Feijoa from California will be starting just before the Thanksgiving holiday. There start was pushed back a few weeks.

Organic Papayas from Mexico will be steady. Overall fruit quality has been good.

Organic Yuca Root will be available from Florida for the month of November.



OG SALADS

GOOD NEWS! **Organic Avocado Goddess Vegan Salad** from Josie's Organics is now back in stock after being suspended due to a master pack issue. Code: 235762



Quality has improved on Olivia's **Organic Baby Butter Lettuce**, and production has started again. Code: 44642

OTHER STORIES

- **Organic Pineapples** supplies have been somewhat limited from Costa Rica. Quality has been good.

- **Organic Mini Watermelon** supplies will start to tighten up as the fall harvests are finishing. Quality has been very nice.

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 23, 2023

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

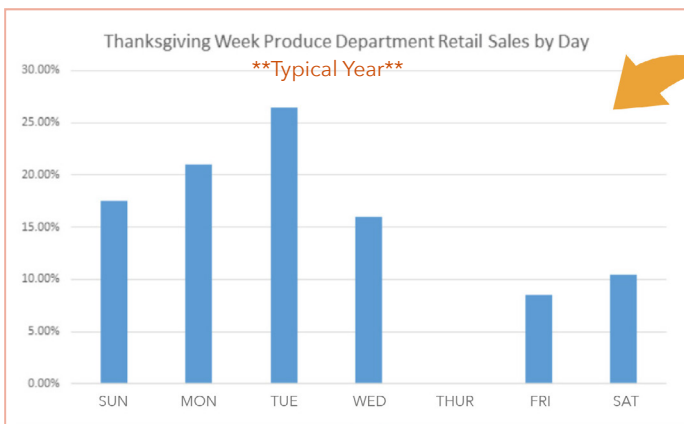
Labor Scheduling and Order Planning can have a huge impact on your Thanksgiving Sales.

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 11/22, that should be for last minute fill in and Friday sales.

ORDERING TIP #2: Bring in warm table and hard items in for THURS 11/16 - SAT 11/18 and fresh items in by SAT 11/18 - MON 11/20 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/21 and WED 11/22, 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! 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!

2023 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

SUNDAY 11/19 - TUESDAY 11/21 - Normal office and delivery schedule.

WEDNESDAY 11/22 - Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

THURSDAY 11/23 - HAPPY THANKSGIVING! Office closed and no deliveries.

FRIDAY 11/24 & SATURDAY 11/26 - Normal office and delivery schedule.





AVAILABLE FROM NATURESWEET

SWEET & SEEDLESS MINI SWEET PEPPERS



CODE: 237581
CV PEPPERS MINI-MIX SWEET 10/14 OZ
SEEDLESS NATURESWEET

FALL MEDLEY CONSTELLATIONS



CODE: 234773
CV TOMATOES CONSTELLATION 9/24 OZ
NATURESWEET SEASONAL

**CHECK OUT OUR
PROMOTION ON PAGE 8!**

October 30 - November 26, 2023



NatureSweet Constellation Promotion

Ursa Major? Orion? Signs of the Zodiac? While these are all cool constellations one might see in the sky at night, how about the one super cool Constellation that you will see in the produce department - **NatureSweet Fall Medley Constellations**, of course!

Do you want to add variety and value to your snacking tomato category? If the answer is yes, then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a promotional opportunity for the month of November that's sure to add sales for your department and value for your customer.



The snacking tomato category continues to be one of the fastest growing categories in the produce department today and this promotional opportunity is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet 9/24 oz Fall Medley Constellations** have out of this world flavor and with one bite we are sure your customers will be seeing "stars".

Tomato Merchandising Tips

- Build displays in high traffic areas for the best visibility using the high graphic bins pictured.
- Build large displays using multiple bins and empty boxes to create mass. Big Displays = Big Sales.
- Cull and rotate to keep product as fresh as possible.
- The NatureSweet constellations have a myriad of cross merchandising possibilities that will help your customers build their baskets. Some great tie ins include:
 - Basil
 - Garlic
 - Olive Oil
 - Avocado
 - Pasta
 - Croutons
 - Salad Dressings
 - Fresh Mozzarella
 - Baguettes
 - Balsamic Vinaigrette

Product Codes:

225158: POS Display Case Tomatoes 1 ea NatureSweet

234773: CV Tomatoes Constellation 9/24 oz NatureSweet Seasonal



See Pictures Below As Examples of the Impact That These Displays Can Have For Your Customers



So, now its time for some snacking tomato fun! Build a super cool display that's sure to boost sales and grab some growth in the category! Talk with your Four Seasons Sales Rep or Merchandiser for additional tips and display ideas.



PHONE: 1.800.422.8384

www.fsproduce.com





CONVENTIONAL MARKET NEWS

NOVEMBER 10 - NOVEMBER 17, 2023

PEAK SEASON FALL FRUIT



“POM Wonderful” **Pomegranates** will be in peak season for the month of November and most of December. We will be shipping the popular “Wonderful” variety, and supplies are steady.

Wonderful Brands’ **Pomegranate Arils** will be steady for the month of November in 4oz and 8oz cups.

Cranberries in the Ocean Spray label and **LOCAL** product in the Jersey Fruit label are expected in good supply for Thanksgiving.

Black Mission Figs will be available from Mexico for the middle of November. A few California Figs are left but the quality has been inferior.

Fuyu and Hachiya Persimmons are in peak season for November from California.

Fuyu Persimmons can be eaten when hard. **Hachiya Persimmons**, on the other hand, must be eaten when ripened to soft for optimal flavor.

New crop **Green Kiwifruit** from Italy is starting to arrive to the east coast. New crop California has good supplies as well.

Red and Gold Kiwifruit will be available for the middle of the month from California. With new arrivals of fruit on the east coast, prices should start to slowly come down as more fruit arrives.



CV BERRIES

Blueberry supplies have really loosened up as more arrivals continue to come in. High shipper prices and high retails have really slowed movements down recently. Expect pricing to hold here through the Thanksgiving holiday and then expect to ease off in December. Quality has been really excellent with nice size.

Raspberry supplies continue to hold steady with steady pricing. Quality has been excellent, and eating really good right now.

NOTE: Strawberry supplies have tightened up very quickly as cold temps and just natural growing cycles slow down harvests. Expect high prices and extremely short supplies through Thanksgiving. There is very little Florida fruit available as most growers are expected to start Thanksgiving week or the week after the Holiday. Florida crops are looking good and plants look healthy with nice weather.

ALERT! Blackberries continue to be extremely tight and limited. Harvests are slowly recovering from the past hurricanes but not really expected to full recover until after Thanksgiving. Quality has been improving each arrival.



CV BROCCOLI & CAULIFLOWER

For Thanksgiving, **Broccoli Crowns** will be reasonably priced and consistently available. East Coast production is still decent, and Mexican production is expanding despite California’s production encountering price increases due to increased demand and an impending transition.

PA-grown **LOCAL Stalk and Stem Broccoli** will be available in 11Oct bins through Thanksgiving.

“Andy Boy” **Broccoli Rabe** and **Sweet Baby Broccoli** will be in reasonable supply for Thanksgiving.

Although we have seen a strengthening of the market as Thanksgiving demand rises and some growers’ production declines as transition gets nearer, **Cauliflower** production remains steady. All in all, reasonable prices and consistent availability will be offered during the holiday.



CV BEANS

NOTE: 25lb **Green Beans** out of Georgia have dwindled to almost nothing due to cooler temps and frost. Florida has started already in Palmeto, and will get us through Thanksgiving with the relationships that we have, but this market has gotten extremely tight.

There are some fields in Florida that are experiencing some disease pressure that is spread by white fly and not causing the plants to mature. Pricing for **Green Beans** has jumped for Thanksgiving pulls. Availability is not as good as it was expected to be.

10/1lb **French Beans** have changed quickly with storms coming through Guatemala. All the rain has caused a halt in product being able to be harvested and delays at the ports with inbound product. We are seeing product arrive, but it is below our projected prebooks.



CV HARD SQUASH

Supplies continue to roll right along with **LOCAL Acorn, Butternut, and Spaghetti Squash**, but these sources will wind down in mid-November. There should have a smooth transition into Mexican grown **Hard Squash** in December, but pricing will increase due to the higher freight.

NOTE: Old crop **Kabocha** and **Delicata Squash** supplies have dried up and become almost non-existent. New crop Mexico will get started on **Kabocha Squash**, but we could see a small gap on supply side on the **Delicata**.



CV ONIONS

“**Sweetie Sweet**” brand **Sweet Onions** continue to be in good supply with very attractive pricing on both 40lb jumbo cartons and 16/3lb high graphic bags out of Nevada. This is a great item to promote for Thanksgiving.

There will be a transition from Nevada grown **Red, Yellow, and White Onions** premium to Washington. Pricing is rather steady across the board.



CV TROPICALS

GOOD NEWS! **Pineapples** are in good supply for the middle of November. There will be some spot buys on Jumbo 5ct **Pineapples**. **HoneyGlow** and **Golden Selection** premium fruit will also be available and in steady supply.

Hass Avocados are in good supply on 32, 48 and 60ct options. Pre-conditioned fruit will also be available in all sizes.

Mango pricing has been up and down as arrivals from Brazil have become more sporadic. **Ataulfo Honey Mangos** are available in a very small amount from Ecuador.



CV SQUASH

Green Squash prices increased a bit for mid-November. This is caused by cooler weather in the eastern regions slowing plant growth along with Mexico neglecting fields to have less product in the market. We are still seeing product available in all regions with more fancy grade than mediums available.



CV SWEET POTATOES

North Carolina **Sweet Potatoes** will be in solid supply for Thanksgiving. Most volume will be in #1 grade/size bulk.

There will be Mediums and Jumbos available to prebook, plus stock of 12/3lb bags.



CV PEARS

Pears out of the Pacific Northwest are expected to be plentiful through December.

Make sure you are carrying all the favorites: **Anjou, Bartlett, Bosc, Comice, Forelle, Gem, Happi, Seckel, and Starkrimson**.



CV CELERY

As Thanksgiving draws near, the cost of **Celery** has naturally increased. **Celery** is still reasonably priced for the holiday and easily accessible in good quality, despite anticipated price increases.



CV BRUSSELS SPROUTS

GOOD NEWS! November has a great supply of **Brussels Sprouts**, and prices are competitive for Thanksgiving. Anticipate consistent supply and superior quality from this promotional holiday favorite!



CV ARTICHOKEs

NOTE: **Artichokes** are scarce in November. While there is expected to be a spike in demand for Thanksgiving, buyers should temper their expectations because there will also be price increases and supply constraints for the rest of November.



CV MELONS

Cantaloupes and **Honeydew** prices remain unbalanced as imports start up.

Deals on last of season Mexican **Cantaloupes** and **Honeydews** until mid-November on all sizing, so promote away!



CV GREENS & LETTUCES

There will be an abundance of New Jersey-grown **Kale** and **Collard Greens** available for Thanksgiving. There will be strong quality and affordable prices available.

California **Leaf Lettuce** is still widely available and reasonably priced in November. As a transition takes place, market conditions might get stronger.

While **Romaine**, **Iceberg**, and **Romaine Hearts** are still widely accessible, the cost is increasing higher as a result of the transition and the rise in demand for the holidays.



CV ASPARAGUS

Asparagus should be in nice supply for Thanksgiving at reasonable prices with product from Peru and Mexico.

Purple and **White Asparagus** will be available for Thanksgiving. Quality is expected to be outstanding, and availability steady.



CV GRAPES

California is showing strong quality **Grapes** on XL/Jumbo fruit while Peru is making its presence known with excellent quality and a full array of colors/sizing with pricing being a little cheaper.



CV APPLES

There are plenty of Thanksgiving Eastern and Western **Apple** opportunities. Make sure to build large displays of your customers favorites like **Cosmic Crisp**, **Envy**, **Fuji**, **Gala**, **Granny Smith**, **Honeycrisp**, and **SugarBee**.

Eastern new crop **Pink Lady Apples** are expected to start the third week of November, just in time for Thanksgiving.

Eastern **Ruby Frost Apples** will start by mid-November. This apple is a cross between a Braeburn and Autumn Crisp.

Eastern **Stayman Apples** are also available. This is an old favorite variety with Winesap parentage and dark red color.



CV CITRUS

New crop **Navel Oranges** are showing excellent quality from California, while some import fruit still floats around, presenting value to this category!

Import **Mandarins** are tightening up fast with prices rising. California has seen some rain pushing this crop back a few days. California "Halos" brand Mandarins are expected to ship around 11/16.

Grapefruit (Star Ruby) from Florida are showing excellent quality. Texas Rio's are in full swing with supply on all sizes.

Lemons are getting some much-needed help from District 1 to balance the sizing that District 3 was struggling to produce.

Limes from Mexico are showing excellent yields on new crop harvests with promotable prices during this market decline.

Grapefruit, **Juice Oranges**, **Tangerines** and **Pummelos** are currently available from Florida.

