

ORGANIC MARKET NEWS 📟

NOVEMBER 19 - DECEMBER 3, 2021

ORGANIC SPECIALTY CITRUS OUTLOOK





BUDDHA'S HAND CODE: 42050 minimal juice or flesh - used for zesting - for baking or can be candied



- acidic & tasty like limes "Citrus Caviar"



SATSUMA MANDARIN CODE: 226674 - easy-to-peel et, seedless, & low in acid



LIMEQUAT

CODE: 44025

- acidic flavor

rind is sweet like a kumauat

SWEET LIME (PALESTINE LIME) CODE: 43664 - very low in citric acid

- skin is very smooth & thin



Buck Brand Organic Specialty Citrus is the micro brand of Homegrown Organics and features boutique culinary and snacking varieties of Organic Citrus grown in Porterville, CA. Each month, from December - April, there are different items available, some with decent volume, others in very small batch-lot pack outs.

Starting the week of 11/29, Organic Buddha Hands, Finger Limes, Limequats, Pink Variegated Lemons, Sweet Limes, and Satsuma Mandarins will be available, with Satsumas being the main volume item.

Organic Grapefruit and Navel Oranges should be in good supply following Thanksgiving and headed into December. Overall, a smaller crop of Organic Navel Oranges in California will keep prices on the higher side. Good quality is expected.

Organic Satsuma Mandarins have started out slowly due to rain, but things are improving, and excellent supplies should be expected for December promotion. The first California Organic Clementine Mandarins will begin by early December.

New crop Mexican Organic Juice Oranges will start up with "Early Sweets" before Thanksgiving. Excellent supplies are expected.



OG BROCCOLI & CAULIFLOWER

California Organic Broccoli supply volumes are steady in late November and are expected to remain that way into December.

Organic Cauliflower volumes from California are decent, however quality will become less than ideal in late November as the transition from Salinas, CA growing regions to SoCal and Yuma, AZ will take place on both items in late November.

Transition time, where growers move their operations from summer growing regions in California down to winter growing regions in Arizona, Mexico, and SoCal, often creates supply gaps or price increases because of limited product. This year, Organic Broccoli and Cauliflower may escape the biggest challenges for a smoother than usual change.



OG TOMATOES

Organic Grape Tomatoes remain promotable for the weeks of 11/22 and 11/29. Lady Moon Farms and other Florida growers continue to harvest strong volumes. Quality has been outstanding.

Organic Rainbow Cherry Medley Tomatoes are available and supplies are steady, plus Lady Moon Farms is shipping Organic Sungold Orange and Golden Grape Tomatoes! Quality has been excellent. Organic Cherry Tomato supplies will be a little lighter for late November.

Organic Cluster Tomatoes are promotable for the rest of November. Supplies are plentiful from Mexico and Canada with low demand. Quality has been nice.

Organic Beefsteak Tomatoes continue to be available out of Canada for the week of 11/22, and pricing is steady. Quality has been phenomenal on the new crop coming in.



OG APPLES & PEARS

Organic Apples and Pears are selling great this fall. There's a full complement of varieties with peak season quality.

Retailers are seeing success by offering a curated selection of Organic Specialty Apples, along with the standard varieties. On both Organic Apples and Pears, 2lb pouch bags are selling well and capturing new sales too.

New crop Organic Cosmic Crisp Apples are in season! Excellent supplies are expected as one of the only varieties with increased production over last season. Organic SugarBee Apples keep continuing to impress both consumers and retailers!

Why are there not more discounts? Washington Organic Apples and Pears are seeing high demand, the crop volume is a smaller harvest than 2020, and the biggest factor of all is expensive freight rates to truck product from Washington to the east coast.



OG PEPPERS

Organic Red, Orange, and **Yellow Bell Peppers** from Israel will be available with steady supplies and nice quality in late November. Pricing has increased in the early stages of the month and is expected to remain elevated in November. Mexican production will see better yields as the weeks continue.

Organic Mini Sweet Peppers remain available, however are limited.



OG SWEETS & POTATOES

Quality out of California on all **Organic Sweet Potatoes** look very nice. Fill up your shelves and expect huge demand on these items for the week of Thanksgiving.

We are fully stocked on **Organic Russet Pota**toes, and quality is outstanding as this is the peak time of season. **Organic Gold** and **Red Potatoes** have been a challenge to secure trucks for holiday product coming out of Canada. Both are looking nice on quality, but we could potentially see some tight supplies due to logistics challenges.



OG CELERY

Organic Celery from California continues to have steady supplies, but quality has not been as good as hoped. As December approaches, quality is expected to improve as some new regions will begin harvesting.



OG FALL FRUIT

Organic Hachiya and Fuyu Persimmons will be promotable for the rest of November.

Organic Cranberries are in firm supply for the rest of November, and have not escaped supply chain challenges.

Organic Pomegranates will be more limited after the Thanksgiving holiday. Many growers will be winding down and pricing will get higher. This shortage should not affect **Pomegranate Arils** availability and pricing.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts production will continue to remain strong from Mexico in late November and into December.

Pricing will remain promotable but will see some normalization after the Thanksgiving pricing. No supply gaps or quality issues are expected for the beginning of December.



OG COCONUTS

Organic Drink & Eat Coconuts and Coconut Chunks are now back in stock for the rest of November.

ALERT! Organic Young Thai Coconuts will be very limited through the end of the year. Container delays and severe cost increases are causing major problems for this popular import.



OG CUCUMBERS & ZUCCHINI

Mexican Organic Cucumber, Zucchini, and Yellow Squash are in full production for November. Supplies will be promotable with strong availability and quality.

Organic Cucumbers and Zucchini from Lady Moon Farms continue for late November. Organic Cucumbers will remain extremely limited from their farms, but Organic Zucchini volumes continue to grow.



OG KIWIFRUIT

Organic Green and **SunGold Kiwifruit** from New Zealand will be done for the season.

We will transition into new crop Italy and California grown fruit, including 11b **Organic** "**Mighties**" packs, for the rest of November and into December. The new crop fruit will take a little longer to ripen, so be sure to keep them at room temperature.

Organic Gold fruit will be very limited and in sporadic supply for the winter.



OG GREENS

Organic Kales and **Collards** from Lady Moon Farms in Punta Gorda, FL are seeing excellent yields in November with outstanding quality!

As December begins, expect volumes to continue to increase and quality will be top notch! Look for promotional opportunities.



OG MELONS

Organic Cantaloupes and **Honeydew** remain in supply from Mexico. Looks for steady pricing and outstanding quality heading into December.



OG LETTUCE

Organic Romaine and **Leaf Lettuces** yields from California are improving for late November. Quality, pricing, and availability will get better.

As December approaches, Lady Moon Farms production from Punta Gorda, FL will begin to be harvested. This will include **Organic Green** Leaf, Red Leaf, Green Butter, Red Butter, and Romaine Lettuce.

Organic Iceberg Lettuce and **Romaine Hearts** will experience improved availability and pricing as December approaches, and more growers have completed their transition south.



OG CHESTNUTS

Organic Fresh Chestnuts just arrived, but once this first shot sells out, the season will be over.

For the rest of November and December, pouch bags of **Cooked & Peeled Ready-to-Eat Organic Chestnuts** will be available as an alternative.



OG TROPICALS

Organic Mangos from Ecuador will be available the week of 11/22 and will be steady through the end of November.

Organic Hass Avocado supplies have been good as we approach Thanksgiving. Prices have been steady and fruit quality is excellent.

Equal Exchange **Organic Fair-Trade Hass Av**ocados from Mexico are available in 48ct and 60ct and will be in steady supply for the middle of November.

Organic Pineapple will be steady for the month of November. We will offer both 6ct and 8ct during this time.

Organic Royal Star Papayas from Mexico will be limited for Thanksgiving week as supplies took a short skip due to delayed harvests.

OTHER STORIES

• Organic Eggplant and Green Bell Peppers from Lady Moon Farms in Florida remain in peak production. Steady pricing, reliable availability, and stellar quality will continue.

• Organic Red/Magenta Flesh Dragon Fruit will be in limited supply from California due to rainfall. The next red California fruit will be available the end of November or early December.



Organic Green Beans continue to improve in volume throughout various growing regions. Production from Florida, Mexico, and California will be available, but Mexico will be the main growing region in early December. Pricing will remain elevated into December.



OG GRAPES

Organic Green Grapes are expected to finish for the season by the end of November and transition to Peru within a few weeks.

California **Organic Red Grapes** should be available until Christmas.



OG BERRIES

Organic Blueberries continue to be in excellent supply out of all regions - California, Argentina, Chile, Peru, and Mexico. Great quality should be expected.

Organic Blackberry supplies are increasing, and quality is improving now that the weather has improved. Expect prices to come down.

NOTE: Driscoll's **Organic Blackberry** supplies, unlike other brands, are declining and not expecting an uptick until January. Prices should be firm.

ALERT! Organic Raspberries and **Strawberries** will have significant decreases in volume, driving prices higher through the end of the year. We may see some sporadic gaps.

• Organic Asparagus prices are rising for the week of 11/22. Harvests out of Mexico are slowing down quickly and demand is becoming stronger. Quality has been nice. Expect very short markets in December.

• Organic Euro Seedless Cucumbers are promotable the week of 11/22 as Mexico and Canada continue to have strong harvests. Quality has been nice.



POM Wonderful, that is!

Four Seasons Produce has teamed up with the Wonderful Company to bring you a display contest for the month of December!



Wonderful

DECEMBER 6 - JAN 2, 2022

Halos, Fresh POM brand Pomegranates, and POM Wonderful Pistachios – these 3 great seasonal items for the month of December leading into the holiday can be highlighted in your produce department with big, bountiful displays.

Time to get creative, have fun, and drive some holiday sales!





5TH PLACE: \$100

BEST ALL PISTACHIOS 1st PLACE: \$250

BEST ALL POMEGRANATES 1st PLACE: \$250



BEST OVERALL DISPLAY:

CONTEST CRITERIA:



• Must merchandise at least 2 of the following items with your displays in the produce department: Halos, POM Pomegranates, or Wonderful Pistachios

- Displays must remain up for at least 1 week.
- All product must be purchased through Four Seasons Produce to be eligible.
- Use of social media is strongly encouraged.
- Email your photos by 1/7/22 to <u>contests@fsproduce.com</u>





It's the most Wonderful time of the year!

PRODUCT CODES:





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2021 FOUR SEASONS PRODUCE THANKSGIVING, CHRISTMAS, & NEW YEARS SCHEDULE

THANKSGIVING DELIVERY SCHEDULE:

Sunday 11/21 - Tuesday 11/23: Normal office and delivery schedule. Wednesday 11/24: Normal Office and delivery schedule. Taking orders for Friday 11/26 delivery. Thursday 11/25: Happy Thanksgiving! Office closed and no deliveries. Friday 11/26 & Saturday 11/27: Normal office and delivery schedule.

CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

Sunday 12/19 - Thursday 12/23: Normal office and delivery schedule.

Friday 12/24: Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

Saturday 12/25: Merry Christmas! Office closed and no deliveries.

Sunday 12/26 - Thursday 12/30: Normal office and delivery schedule.

Friday 12/31 - Normal delivery schedule. Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

Saturday 1/1/2022: Happy New Year! Office closed. No deliveries.

THANK YOU FARMERS, SUPPLY CHAIN WORKERS, & RETAILERS!



CHECK OUT THE NOV/DEC 2021 EDITION OF THE FOUR SEASONAL: ow.ly/tKE750GLwrH

CHECK LISTS, MERCHANDISING TIPS, IDEAS FOR INDEPENDENT RETAILERS





POM realization

POM Handberg

STEMILT WORLD FAMOUS FRUIT ORGANIC APPLE EXTRAVAGANZA & DISPLAY CONTEST WINNERS

Four Seasons

Produce Inc.



Signa Arthson Organics

OCTOBER 4 - 31, 2021

Four Seasons Produce teamed up with Stemilt Growers during the month of October to bring you a display contest sure to drive volume, create excitement and bring a good old fashioned Fall atmosphere into your produce departments! Organic apples and pears were in full swing, with outstanding quality, aggressive pricing and tons of sales opportunities. The month-long promotion offered the chance to show off your creativity while winning some cool prizes! Check out the winners from the contest below!





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CONVENTIONAL MARKET NEWS

NOVEMBER 19 - DECEMBER 3, 2021

PEAK SEASON MANDARINS COMING

Clementine Mandarins are in steady supply from California as growers ramp up for their December peak.

Our main program will be with the "Halos" brand packed as 10/3lb and 15/2'lb, and the quality has been excellent. This has been the preferred brand by many consumers.

On "Halos", we will see much higher pricing this year and others across the board from California. Not only is the overall crop down compared to last year, but we're also experiencing much higher freight rates. We expect these higher prices to remain in place through the end of the year on domestic fruit.



Import **Mandarins** from Peru and Chile will remain in good supply through December, and this pricing is very promotable - \$10-\$20 cheaper per case than "**Halos**". Now that most retailers have switched to California fruit, importers are looking to make deals on all 10/3lb and 15/2lb. Quality has been extremely nice, and this is an outstanding value option.

The late November and December peak season for California grown **Satsuma Mandarins** is a highly anticipated crop by those that love big flavor fruit that's easy to peel. Four Seasons will be promoting bulk **Satsuma Mandarins** with **Stem & Leaf.** These are best merchandised in bulk displays and in store-filled tote bags and green-till quart containers by the pound.



CV ORANGES & TANGELOS

California **Navel Oranges** are in excellent supply, especially on 72 and smaller fruit. Sizing will get better in December, when 56's and larger will be coming off the trees. Pricing is still elevated on large fruit, but growers are making some aggressive deals on small fruit.

More of the pack out has yielded fancy grade, so the price between fancy and choice is minimal. It certainly makes sense to stick with fancy fruit at this time. We're currently in the "Fukumoto" **Navel Orange** variety, and the quality has been excellent.

Blood and **Cara Cara Oranges** will start the week of November 29th. Get ready to add more excellent eating fruit to your displays in December.

Minneola Tangelos will arrive by mid-December. At this point, the fruit is looking to be very large, with mostly 64's and 80's.



CV PUMMELOS & GRAPEFRUIT

Pummelos from California will be in excellent supply for peak season of late November and all of December. Sizes are mostly packing out as 10's, 12's, and 14's, and the quality has been very nice.

Rio Star Grapefruit from Texas will in improved volume heading into Thanksgiving. We will have good supplies on 27's and 40's on the loose, as well as 12/3 lb and 8/5 lb bags.

All quality from Texas has been very nice, but pricing will remain higher than usual due to the crop challenges from the freeze last winter.

Florida **Grapefruit** continues to have decent volume into December, especially on small sizes.



CV GRAPES

Fresh crop **Cotton Candy Grapes** are in season from the Southern Hemisphere, and will be promotable in bag and clamshell options for late November and early December.

Red and **Green Seedless Grapes** from California will be in good supply as we head into Thanksgiving. For December, pricing will rise as supplies decline and the season winds down.

Import **Grapes** from Peru have started, but supplies won't start off strong until mid-December. At this point, it looks like our first **Green Grapes** from Peru will be "Sweet Globes" and the **Red Grapes** "Sweet Celebration."

Quality reports on Peruvian fruit are excellent so we expect very nice quality as we transition.



CV CAULIFLOWER & BROCCOLI

The **Cauliflower** market is firm as Salinas, CA is limited and Yuma, AZ is behind schedule in starting winter production.

NOTE: Broccoli Crown pricing has jumped back up as availability is limited across all regions.

PA local **Bin Broccoli** and **Bin Cauliflower** will wrap up for the season the week of Thanksgiving.



CV LETTUCE

Iceberg Lettuce is finally coming down in price. Lighter weights are still expected. Previous discoloration challenges are starting to clear up somewhat, which is a good sign for quality, which has been poor.

NOTE: Green Leaf, Romaine, and Romaine Hearts are holding at higher pricing and are more limited. Quality has been mediocre.

Red Leaf Lettuce is readily available.



CV CUCUMBERS

Mini Seedless and Euro Seedless Cucumbers will be very promotable for the rest of November. Harvests continue to flush and overall demand has been soft, leading to excess supplies. Quality has been nice coming from USA, Canada, and Mexico.

Super Select Cucumber prices remain steady the week of 11/22. Quality and volume are excellent from Mexico and Florida.



CV KIWIFRUIT

Kiwifruit from New Zealand will wind down the week of 11/22. New crop bulk fruit from Italy provides a smooth transition at lower pricing. **Gold Kiwifruit** will be available from Italy in a volume filled pack option as well.

For packaged, California 16/11b **Green Kiwifruit** from the premium "Mighties Kiwi" is available. **Red Kiwifruit** will be available in an 8/11b clamshell.



CV MELONS

Cantaloupes and **Honeydews** will transition from Mexico to new crop off-shore product from Guatemala headed towards December. Quality from shippers, like Del Monte, is expected to be excellent. As more vessels arrive to the east coast, we will begin to see pricing slide down after the holiday.

Sizes look to be evenly mixed between 9ct and 12ct on **Cantaloupes** and 5ct and 6ct on **Honeydew**.



CV GREEN BEANS

Green Bean prices remain somewhat elevated heading into Thanksgiving out of Florida.

Demand has been very strong but quality has been exceptional. Extra supplies will remain tight as committed ad pulls continue until the holiday.



CV ASPARAGUS

Asparagus prices are not as cheap as early November, yet remain promotable for late November as Mexico continues to flush with product, and quality has been excellent.



CV LEMONS

Lemons continue to be in excellent supply. Overall, fancy 95's and 115's are much tighter compared to smaller fancy fruit, while all choice fruit across the board is in good supply. Quality on California fruit has been very nice.



CV EGGPLANT

Eggplant prices are up. Florida demand remains strong, and Mexico is also in light volume, however with higher freight rates, prices are higher than average. Quality has been nice from both regions.



CV SQUASH

Green and **Yellow Squash** remain very promotable from Florida or Mexico. Quality has been excellent.



CV BRUSSELS SPROUTS

Brussels Sprouts are in great supply for Thanksgiving!



CV CELERY

Celery and **Celery Heart** prices are holding steady. Availability is somewhat limited due to strong holiday demand.



CV FALL FRUIT

Fuyu and Hachiya Persimmons are now in peak season. Look to promote before and after the Thanksgiving holiday.

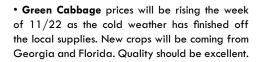
Brown Turkey Figs from California and **Black Mission Figs** from Mexico will be available for Thanksgiving this year. **Black Mission** should continue to be steady into December from Mexico.

Quince will be available once again from California.

Pomegranates will be available in good supplies for now as we approach Thanksgiving and head into December. Sizing will get very limited as we head deeper into December with many growers cleaning up the popular large sized fruit.

Pomegranate Arils will also be offered by POM Wonderful and will start a bit earlier than the whole pomegranates. These will be available for the entire season in a 4oz and 8oz cup!

NOTE: Cranberry availability is becoming limited due to supply chain and labor challenges.



• Hass Avocado supplies are steady, and pricing should come down just a tad after the holiday.



CV TOMATOES

Campari Cocktail Tomatoes remain promotable out of Mexico. Quality has been excellent.

Grape and **Snacking Tomatoes** are promotable out of Florida and Mexico. Volume continues to increase from all regions and demand has been soft. Quality has been exceptional.

Beefsteak Tomatoes remain stable the week of 11/22. There's not a lot of volume coming out of Mexico, keeping prices from Canada and USA to be a bit stronger. Quality has been excellent from new plantings.

Cluster Tomatoes are very promotable. Prices remain close to the minimums out of Mexico, Canada, and US. Quality has been sharp with good size.

Roma Tomatoes are strong the week of 11/22. Mexico is having inconsistent volume leading to more pressure out of Florida. Supplies are tight from both regions. Quality has been excellent as fruit is moving fast.

Field grown **Vine Ripe Tomato** costs came up some from Florida for late November. Mexico is in a short gap, but overall prices are still promotable.

OTHER STORIES

• Green Peppers prices remain steady for the week of 11/22. Harvests from Florida continue to be strong, and California is in production, as well as Mexico. Quality from all regions has been excellent.

• 111b **Red, Orange**, and **Yellow Peppers** prices remain strong for late November. Mexico continues to have limited volume available, keep-



CV BERRIES

Blueberries out of Peru remain promotable through mid-December. Quality has been really nice.

Driscoll's **Blueberries** will transition to Central Mexico harvests in early December at higher prices, but the quality and flavor will be even better. Driscoll's "Limited Edition Sweetest Batch" Blueberries will be in peak season starting the week of 11/29.

Blackberries and **Raspberries** will be consistent overall from Driscoll's with steady pricing and nice quality.

NOTE: California **Strawberries** will remain tight through early December. Quality has been fair to good, but there's just not enough fruit to go around. Pricing will be expensive and limited on availability around the Thanksgiving period.

Florida **Strawberries** are starting in a very small way, and are not anticipating bigger volumes until mid-December. The first arrivals after Thanksgiving out of Florida are likely to show small sizing and white on the shoulders of the berries.

ing pricing on the stronger side. **Red** remains the strongest, as there are some deals on **Orange** and **Yellow** varieties.

• ALERT! Fresh Express **Salads** have been prorated and out of stocked by the shipper lately due to labor shortages and limited harvests on iceberg and romaine lettuce.