



ORGANIC MARKET NEWS



DECEMBER 8 - DECEMBER 16, 2023

ORGANIC APPLES PRIMED FOR PROMOTION



GOOD NEWS! **Organic Apples** are primed for promotion this winter. We're seeing amazing quality, good selection, and affordable pricing since growers had such good volumes come off the trees in Washington this year.

Organic Envy Apples are plentiful out of Washington! This apple is a combination of the best-selling Gala and the Braeburn varieties that was developed in New Zealand that is now taking over the US with amazing flavor and slow-to-brown flesh.

Organic SugarBee and **Rocket Apples** are particularly good varieties to promote as there is a display contest at Four Seasons for December.



New crop **Organic Cosmic Crisp Apples** are now plentiful in full 40lb tray pack boxes.

Varieties in great supply from the Pacific Northwest: **Organic Ambrosia Fuji, Gala, Granny Smith, Honeycrisp, Lady Alice, Pink Lady, Rocket, SugarBee, and SweeTango Apples.**

NOTE: **Organic Opal Apples** are one of the only apples that are limited right now due in part to high pack outs of small fruit and lower grades.



OG BERRIES

Organic Blueberries continue to be available out of Peru. Pricing has dropped off to more manageable levels as import supplies have increased. Quality has been outstanding.

NOTE: **Organic Blackberries** continue to be available from Mexico and limited harvests from California. Quality has been spotty this out of Mexico due to weather challenges limiting shippable supplies. USA quality has been nice but much more limited in supply. Pricing remains on the higher side.

Organic Strawberries remain available out of Baja, Mexico, and Florida is also starting with light volume. Quality has been nice, and pricing continues to be mixed. With more availability expected from Baja and Florida, expect prices to ease to off a bit to keep fruit moving.

NOTE: **Organic Raspberries** will be extremely limited with high pricing out of Mexico. Pests have damaged fields, limiting production. Quality has been nice overall on what is available. Expect possible limits and shortages.



OG SPECIALTY CITRUS

Organic Specialty Citrus available from Buck Brand:

- OG Satsuma Mandarins**
- OG Limequats**
- OG Meyer Lemons**
- OG Pink Variegated Lemons**
- OG Sweet Palestinian Limes**
- OG Fairchild Mandarins**
- OG African Shaddock Pummelos**
- OG Chandler Pummelos**
- OG Red Globe Pummelos**
- OG Buddha Hands**

Also coming in December will be branded cardboard 5lb gift boxes of Buck Brand **Organic Mandarins**, as well as bulk and bags of **Organic Heirloom Navel Oranges.**

Ask your rep for more information.



OG CITRUS

GOOD NEWS! **Organic Navel Oranges** are in stock with the early Fukumoto/Beck varieties. Quality out of California has been great.

GOOD NEWS! **Organic Clementine** and **Satsuma Mandarins** are in peak supply. Bag and bulk options are available.

Organic Lemons from California continue to show great quality as prices are slowly coming down.

Organic Cara Cara Navel Oranges will arrive to the East Coast the week before Christmas.



OG WARM VEG

GOOD NEWS! Lady Moon Farms' **Organic Green Peppers, Eggplant, and Zucchini** continue to grow in Punta Gorda, Florida. There will be promotional chances all month long.

Mexican production is also robust. **Organic Yellow Squash, Zucchini, and Cucumbers** are in plentiful supply and easily accessible.



OG PEPPERS

ALERT! **Organic Color Bell Peppers** are extremely tight. Canada is finished with their crop and Mexico does not start to ramp up until about the second week of December.

Right now, Israel is the only growing region of **Organic Color Bell Peppers** around, and their logistics for exporting are constrained due to the conflict. This market is expected to improve by the holiday slightly. Mexico is expected to start in mid-December.



OG SPROUTS

BRAND UPDATE:

After decades of business, Sproutman has closed and sold their operation to Jonathan Sprouts.

Moving forward, Jonathan Sprouts brand **Organic Sprouts** will be offered by Four Seasons Produce with a similar assortment to Sproutman.

Due to the abrupt nature of this change, there may be some short-term supply hiccups as they get up and running with Jonathan's.



OG BROCCOLI

GOOD NEWS! East Coast **Organic Broccoli** is still widely available in December. Californian output in the southern growing region has started to rise. During the holiday season, there will be a robust supply volume and competitive price.



OG PEAS

Organic Snap and Snow Peas will come back into season around Christmas. Weather challenges, causing the plants to be slow to mature, have really pushed off the loading date. These will be arriving in a 10lb option.



OG SPECIALTY

NEW! **Organic Eggfruit/Canistel** will be available from Florida for a limited time.

Organic Kiwano Melons, Passion Fruit, and Feijoa will all be available in limited supplies from California for the month of December.



OG BRUSSELS SPROUTS

Californian **Organic Brussels Sprouts** stabilized their supply level in the first part of December. Even though supplies are becoming more readily available, production costs have remained high in December due to a lack of overall market availability. Anticipate continuing circumstances of this kind during the holiday season.



OG GRAPES

NOTE: **Organic Grapes** from California have finished for the season.

Import **Organic Green Grapes** are in limited supply on the East Coast, and import **Organic Red Grapes** will be available in limited supply starting around December 14.



OG ASPARAGUS

ALERT! **Organic Asparagus** has become limited, and there is very little volume coming out of Mexico. Sourcing will be from a variety of suppliers in an attempt to stay in stock. Expect higher pricing.



OG CELERY

NOTE: Californian **Organic Celery** is getting increasingly pricey in December. Although availability and quality have not changed, promotional chances should not be anticipated.



OG POMEGRANATES

Organic Pomegranates from California are in stock, and will be steady for early December. Quality this year has been good.



OG TOMATOES

Organic Beefsteak Tomatoes from Savoura are sizing small, so we are looking at some other shippers in the short term to fill with larger product.



OG LETTUCE

GOOD NEWS! There is an abundance of **Organic Leaf** and **Romaine Lettuce** coming from the East and West Coast! While **Organic Red Leaf Lettuce** has started a bit slowly, Lady Moon Farms in Florida has started with high volumes on **Organic Green Leaf** and **Romaine Lettuce**. Look forward to a productive rest of the month!

Production from California has shifted southward to the growing regions of Yuma, AZ and El Centro, CA, and both output and quality are strong! Furthermore, sustained supplies of **Organic Iceberg Lettuce** and **Romaine Hearts** are coming from the southern West Coast regions. Volumes and pricing should remain stable throughout December.



OG CAULIFLOWER

Early December saw a shortage of **Organic Cauliflower** from the Yuma, AZ and El Centro, California farming regions, which increased prices. The market will start to weaken as the holidays draw near, and more supply from these expanding regions becomes available. Anticipations for the holidays need to be reasonable prices and consistent availability—nothing extreme.



OG TROPICALS

Organic Pineapples supplies have been steady, and volumes have been good as we start the month of December.

Organic Green Skin Avocados from Florida are winding down and will be done for the season by mid-December.

Organic Papayas from Mexico will be steady. Quality has been good.

ALERT! **Organic Mangos** will be out of stock in the middle of December. Ecuador fruit is severely delayed, and crop supplies are way down from a year ago.

OTHER STORIES

- **Organic Asian** and **Bartlett Pears** will be wrapping up for the season towards the end of December. All other pear varieties will remain promotable.

- **Organic Kiwifruit** is available from California and European imports. Pricing has dropped slightly due to an uptick in supply volumes from Italy and Greece.

25lb **Organic Green Beans** will be available from Florida. We will primarily be carrying the 15lb row pack box from Covilli Organics which is set to arrive early December. We are expecting to have steady volume into and through Christmas.

10/1lb **Organic French Beans** bags are available. Christmas volume is booked and will be available, assuming no major weather challenges.

DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2023 BEGINS: THURSDAY, DECEMBER 7 (BEGINS AT SUNDOWN)

CHRISTMAS DAY 2023: MONDAY, DECEMBER 25 **NEW YEAR'S DAY 2023:** MONDAY, JANUARY 1

The December holidays are filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this Holiday season.

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
- Escarole & Endive
- Fennel/Anise
- Fresh Herbs
 - Poultry Mix
 - Sage
 - Rosemary
 - Thyme
 - Chives
 - Parsley
- Mushrooms - White
- Sweet Peppers & Cucumbers
- Tomatoes - Snacking varieties

FRUIT

- Apples Snacking - large sizes & club varieties
- Apples Baking- McIntosh, Cortland, & Rome
- Avocados
- Berries
- Cranberries
- Melons
- Grapefruit
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Pummelos
- Pears - All Varieties
- Persimmons - Fuyu & Hachiya
- Pineapples
- Pomegranates - Whole & Arils

HARD GOODS

- Garlic
- 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
 - Poinsettias
 - Fresh Wreaths
 - Norfolk Island Pines
- **All items pre-ordered*

VALUE ADDED

- Cole Slaws & Salad Mixes
- Stuffing Mix
- Cubed Butternut Squash
- Cut Vegetable Florets
- Snipped Green Beans
- Fruit And Vegetable Trays
- Cored Pineapples
- Cut Fruit
- Chopped Collard and Kale
- Sparkling Juice

THE 12 TIPS & REMINDERS TO HELP YOU THIS DECEMBER

1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include:

- In-shell and Shelled Nuts
- Raisins
- Dates
- Medjool Dates
- Chestnuts
- Dried Figs
- String Figs
- Nut trays
- Pistachios Packs

Ask your rep about the brands and programs we offer on organic and conventional.

Take a good look at your inventory on **Glacé/Candied Fruit** and holiday shipper displays around **December 12th-15th** to make sure that you have it all out on the sales floor. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.



2. PARTY TRAYS & GIFT BASKETS

These are a **MUST** during the holidays for those hosting parties or going to gatherings!

Veg and fruit trays sell very well during December. Plan out your orders with your Four Seasons rep.



Many independent retailers find success in packing their own custom fruit and gift baskets in store. Gone are the days of Red Delicious Apples, Globe Grapes, and Florida Navel Oranges navels. Include modern varieties like premium California Navel Oranges and Washington Fuji, Granny Smith, and Honeycrisp Apples. Premade fruit baskets may be available by pre-order from Four Seasons as well. Merchandise gift boxes of Oranges and Mandarins too.

3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to become more popular around the holidays. Offer Clementine and Satsuma Mandarins in 2 or 3lb bags. Keep a few gift boxes around. Loose or tote bag displays of Stem & Leaf Mandarins can really make a statement!



4. CONVENIENCE PRODUCTS SAVE HOSTS' TIME

These convenience items will sell well all month, especially right before Christmas and New Year's Day:

- Cored Pineapples
- Pomegranate Arils
- Fresh Cut Fruits & Vegetables
- Cubed Butternut
- Cut Vegetable Bags
- Guacamole & Fresh Salsa
- Microwave Green Beans
- Vegetable Spiral Noodles



5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

December is more fruit focused than Thanksgiving, which is more about vegetables. Expand fruit variety:

- Coconuts
- Persimmons
- Mangos
- Melons
- Berries
- Clementines
- Pummelos
- Kiwifruit
- Pomegranates
- Papayas
- Varietal Pears
- Pineapples
- Satsuma Mandarins
- All other fresh Citrus

December is a great time to promote Organic Specialty Citrus from Buck Brand!



6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as a Thanksgiving, as more different meats are cooked for the holiday feast:

- Parsley
- Thyme
- Poultry Blend
- Rosemary
- Sage
- Celery & Celery Hearts

7. HIGHLIGHT GREAT HOLIDAY MOVERS

These items are popular holiday side dishes:

- Green Beans
- Broccoli
- Cauliflower
- Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays)
- Asparagus
- Fresh Cranberries
- Green Cabbage
- Cole Slaw Mixes
- Yukon or Red Potatoes
- Pearl and Boiler Onions



8. TRADITIONAL HANUKKAH INGREDIENTS

- Honey
- Sweet Potatoes (Yams)
- Soup Mix (root vegetables)
- Walnuts
- Raisins
- Onions
- Parsnips
- Apples
- Oranges
- Tangerines
- Potatoes for Latkes
- Falafel
- Donuts
- Chocolate Candy (Gelt)



Hanukkah 2023 is December 7 (begins at sundown) - December 15.

9. CATER TO THE DO-IT-YOURSELF VEGGIE TRAY MAKERS

Make sure you offer all of these items for customers who want to make their own veggie trays:

- Celery & Carrot Sticks
- Baby Carrots
- Broccoli Crowns
- Cauliflower Florets
- Peppers
- Radishes
- Broccoli
- Cauliflower
- Celery
- White Mushrooms
- Grape & Cherry Tomatoes
- Scallions
- Cucumbers
- Green & Yellow Squash
- Avocados
- Asparagus
- Fresh Dips
- Dressings
- Guacamoles



10. ETHNIC SPECIALTIES

MEDITERRANEAN:

- Artichokes
- Broccoli Rabe
- Savoy Cabbage
- Escarole
- Endive
- Fennel/Anise
- Long Hot Peppers
- Red Peppers
- Green & White Asparagus

LATINO CUISINE:

- Cilantro
- Tomatillo
- Batata
- Yuca
- Eddoes
- Yautia
- Plantains
- Calabaza
- Avocados
- Chayote
- Meridol Papaya
- Butternut Squash
- Acorn Squash
- Varietal Eggplant

EASTERN EUROPEAN:

- Fresh Dill
- Parsley Root
- Horseradish
- Red Cabbage
- Celery Root
- Beets
- Leeks

SOUTHERN COOKING:

- Collards - bunched and shredded
- Kale
- Black-Eyed Peas,
- Sweet Potatoes



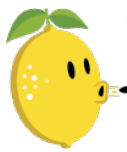
11. ORDER & DISPLAY PLANNING TIPS

- Key Christmas produce displays should be in place by December 16th to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your December 15th-19th deliveries.
- Stay ahead on your “hard goods” like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display – these are great in fruit salads! Stay ahead with color.
- Beginning on the Wednesday prior to Christmas, every day will be busy and you'll want to capture as many sales as you can.

December 2023						
S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

12. SMART LABOR PLANNING

- Develop an off-hour or evening fill schedule for your “hard goods”, like nuts, dried fruit, potatoes, and onions, and “longer code date value-added” items, like salad dressings & dips, salsa, guacamole, hummus, and croutons, juices and jarred fruits, fruit mixes, and snacks.
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Large orders are expected for delivery on 12/22 and 12/23. Plan ahead so you won't be waiting on delivery trucks those days with items that could have been brought in earlier.



WONDERFUL CITRUS AND POMEGRANATE DISPLAY CONTEST

DECEMBER 11, 2023 - JANUARY 7, 2024

It's the Most Wonderful Time of the Year—as in WONDERFUL Citrus and POM Pomegranates!

What a GREAT promotional year this has been, so in December, let's close it out strong with some consumer favorites! Halos Mandarins, POM Wonderful Pomegranates, and Wonderful Seedless Lemons are all in season and primed for promotion from Wonderful Citrus! The ever-popular Halos Mandarins are a kid favorite, are virtually on every customers' shopping list, and are HUGE volume drivers for the produce department! Throw in in some seasonal Pomegranates for color and bags of Seedless Lemons for a zesty addition to any display!

The high-graphic bins and boxes will surely make for some fun and creative displays. With a BIG prize package up for grabs and the opportunity to produce BIG sales and profits, the stage is set to for an awesome month ahead of selling Wonderful Citrus and POM Wonderful Pomegranates! Let's get creative, have fun, and as always, keep it fun and fresh!

CRITERIA:

- Build a WONDERFUL display of WONDERFUL fruit! ALL fruit MUST be purchased from Four Seasons Produce.
- Must include all three SKUs in your displays (Halos, Pomegranates, and Seedless Lemons) in order to qualify.
- Must purchase a minimum of 8 cases of Halos, 5 cases of Pomegranates, and 3 cases of Seedless Lemons over the contest period.
- Must use the WONDERFUL point of sale bins OR boxes in your displays.
- All contest displays must remain up for one week.
- Please send all display contest photos to contests@fsproduce.com by Thursday January 11th



DISPLAY CONTEST PRIZES:

TWO GRAND PRIZES!

Small store (4 registers or less)--\$600 Gift Card
Large Store (5 or more registers)--\$600 Gift Card

Grand prizes will be awarded on having all display contest criteria met, display creativity, and % of increase in sales over previous year, during the same time period. We will need in store sales data in order to award a Grand Prize.

MOST CREATIVE DISPLAY:

- 1st Place-Mountain Bike
- 2nd Place-Smart Watch
- 3rd Place-Titleist Golf Bag
- 4th Place-Air Fryer

LARGEST DISPLAY:

- 1st Place-Mountain Bike
- 2nd Place-Kitchen Aid Stand Mixer
- 3rd Place-Gaming Chair
- 4th Place-Keurig Coffee Maker

BEST SMALL STORE DISPLAY:

(4 registers or less)

- 1st Place-Mountain Bike
- 2nd Place-Breville Juicer
- 3rd Place-Bluetooth Headphones
- 4th Place-Cookware Set

So its time to get our Halos on and build some WONDERFUL displays! For more display tips and ideas, please talk to your Four Seasons Sales Rep or Merchandiser.

SEE PAGE 2 FOR PRODUCE & POS CODES



PHONE: 1.800.422.8384

| www.fsproduce.com



IT'S THE MOST Wonderful TIME OF THE YEAR

HALOS PRODUCT CODES:



CODE: 14042



CODE: 13947



CODE: 222670

14042 - CV Mandarins CA 15/2 lb Halos
13947 - CV Mandarins CA 10/3 lb Halos
222670 - CV Mandarins 4/5 lb Halos Gift Box

SEEDLESS LEMONS PRODUCT CODES:

229676 CV Lemons Seedless 12/2 lb Bag Wonderful



POMEGRANATES PRODUCT CODES:



CODE:
17603
17680
17604
17689



CODE: 222144



CODE: 9413

17603 CV Pomegranates 22 ct POM Wonderful
17680 CV Pomegranates 30 ct POM Wonderful
222144 CV Pomegranates Arils 12/4 oz POM Wonderful
9413 CV Pomegranates Arils 8/8 oz POM Wonderful
17604 CV Pomegranates 22 sz 308 ct Bin POM
17689 CV Pomegranates 30 sz 420 ct Bin POM

POS CODES:

- 232889 - POS Display Bin Halos 1 ea/2 ct
- 232887 - POS Display Truck Halos 1 ea
- 232888 - POS Display Wrap Halos 1 ea
- 232891 - POS Display Bin Lemons Seedless 1 ea
- 232886 - POS Display Lemons Seedless 1 ea Wonderful Octagon



CODE: 232891



CODE: 232889



CODE: 232887



CODE: 232886



Wraps around 3 Halos bin bases

CODE: 232888



PHONE: 1.800.422.8384

www.fsproduce.com





CONVENTIONAL MARKET NEWS

DECEMBER 8 - DECEMBER 16, 2023

DECEMBER BERRY OUTLOOK



Blueberries continue to be available out of Peru. Quality has been nice, and prices continue to come down slightly to move fruit. Pricing and availability should be steady ahead of the holidays.

Sweetest Batch Blueberries are available from Driscoll's, along with **Jumbo Blueberries** from other shippers.

Blackberry prices will begin rising again as volumes slow back down. Quality has been nice overall but supplies will tighten up.

Strawberries are coming in out of Florida. We have switched all orders to Florida fields, and quality has looked outstanding. Volume is steady but will start to increase as prices will start to come down a bit to help keep fruit moving.

NOTE: Raspberry supplies are extremely tight and limited. There is a pest issue limiting shippable fruit. Quality overall has been very nice, but expect high prices through the end of the month with possible pro-rates.

Driscoll's **Rainbow Pack Berries** (Blackberries, Blueberries, and Raspberries) are now available.



CV FALL FRUIT & SPECIALTY

POM Wonderful **Pomegranates** and **Pomegranate Arils** continue in peak season through Christmas.

Black Mission Figs will be steady from Mexico in 12/8oz clamshells for the beginning of December. The California season has ended for the East Coast.

Fuyu Persimmons will be in good supply for December. **Hachiya Persimmons** are starting to wind down for their peak season.

10lb **Lychee** fruit is going to be available during December.

December is also shaping up to be a good time to highlight **Dragon Fruit**. White-flesh/pink-skin is widely available, as well as **Yellow Pitahaya Dragon Fruit** (yellow skin/sweeter white flesh).

Del Monte **Pink Glow Pineapples** are available for the holidays.



CV CITRUS

GOOD NEWS! Halos Mandarins from California are showing great quality with new crop "Clementines". Import **Mandarins** are arriving from Morocco with some Chilean fruit in the mix. There will be wood gift box **Clementine Mandarins** available to prebook for Christmas. Prices have spiked until supply strengthens.

Stem & Leaf Satsuma Mandarins are in-stock from California.

Navel Oranges from California are showing top-notch quality with strong supply in all sizes and grades. **Cara Cara Oranges** will be in stock starting 12/12, and **Vintage Sweets Heirloom Navel Oranges** starting 12/16.

Star Ruby Grapefruit and **Sunburst Tangerines** from Florida are in peak season.

California Lemons supply continues to get stronger. Expect prices to slowly drop as we enter mid-December. **Limes** remain promotable from Columbia and Mexico.



CV LETTUCE

GOOD NEWS! The **Lettuce** category had transitioned smoothly to the El Centro, CA/Yuma, AZ desert growing region.

Leaf Lettuce supply is strong, driving costs down to an advantageous point while offering stellar quality.

Romaine Lettuce transitioned smoothly, but the supply volume is still more standard than promotable.

Iceberg Lettuce quality and supply volume have been strong, driving promotable prices in December.

And while **Romaine Hearts** follow suit with **Romaine**, product is still available, but by no means promotable approaching the holiday season.



CV APPLES & PEARS

GOOD NEWS! Eastern and Western **Apples** are in great supply. Most prices are staying the same or slightly coming down.

Washington **Pears** are in good supply. Most prices are staying the same or coming down slightly.



CV BEANS

NOTE: 25lb **Green Beans** are available. Prices and demand are on the rise due to weather challenges in Florida, as we head into Christmas.

10/11lb **French Beans** are available, and Christmas volume is booked and will be in supply, assuming no major weather challenges.



CV ARTICHOKES

GOOD NEWS! California **Jumbo Artichokes** are enjoying significantly better conditions as mid-December draws near. Substantial reductions in costs combined with higher volumes create the ideal environment for marketing opportunities.

Create eye-catching displays as the holiday season draws near to increase sales.



CV BRUSSELS SPROUTS

GOOD NEWS! In December, **Brussels Sprouts** maintain their stellar production and economical costs. During this time of robust output, California growers' quality remains exceptional.



CV KIWIFRUIT

Green Kiwifruit is in better supply. Fruit from Italy and Greece are beginning to be steady on the East Coast, causing pricing to drop slightly.

Zespri is now up and running with their **SunGold Kiwifruit** crop out of Southern Europe.



CV CELERY

California **Celery** is still widely accessible in December. Since Thanksgiving, the quality has been excellent, and pricing has stayed reasonable.



CV PEPPERS

NOTE: **Color Bell Peppers** remain tight until Mexico starts with more volume. This market is expected to be expensive through Christmas.



CV ASPARAGUS

NOTE: **Asparagus** has become tight, and seems like most regions in Mexico have cleaned up any surplus. Prices will increase headed towards mid-December.



CV GRAPE TOMATOES

ALERT! **Grape Tomatoes** are extremely tight, and are expected to stay this way on all varieties through December. **Snacking Tomatoes** in general will be more expensive for the holidays due to low production.



CV PEAS

Shelled English Peas will be back in stock by 12/7, with steady supply out of Guatemala.



CV WATERMELONS

Watermelons remain available from Florida and Mexico. Availability is limited overall from both regions, and pricing has increased. Quality has been very nice from Hanshaw Farms out of Florida.



CV GRAPES

New crop import Red and Green Grapes from Peru are in full swing with prices remaining firm. Quality has shown no flaws, but sizing has indexed to the lower end of each size range on the imports so far.



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! Broccoli Crowns will be promotable for the rest of December, driven by strong volumes on the East Coast, plus robust output from California and Mexico.

In early December, Cauliflower is still in excellent supply and high quality. Consequently, in the middle of December, highly competitive pricing continues to be provided. Promotions, however, should be seized quickly since costs are anticipated to increase as the holiday season draws near.



CV IMPORT STONE FRUIT

Import Cherries are in good supply out of Chile, with prices coming down. Quality has been excellent, and sizing is large. We should see prices continue to come down each week, and then see a significant decrease once vessel fruit starts to arrive in January.

The first import Peaches are now available from Chile.

Some Nectarines are expected to join the mix by mid-December.



CV TROPICALS

Hass Avocados continue to be in good supply for early December.

Mango supplies are steady. Puerto Rico will begin to have some fruit available in the popular "Pango Mango" label starting around the middle of December on the East Coast.

THANK YOU TO OUR CUSTOMERS AND SUPPLIES WHO CONNECTED WITH US AT THE NEW YORK PRODUCE SHOW !





NATIONAL PEAR MONTH

December is National Pear Month, and Four Seasons Produce is celebrating this amazing category of fruit all month long! A clean, colorful, and well merchandised display of fresh Pears definitely hits that WOW factor and creates impact on the consumer, often leading to impulse sales.

World Pear Day (December 2) has brought greater global attention and awareness to Pears with both consumers, global retailers, importers, and wholesalers. What a great day to have fun in your department, engage customers, and build some “out of this world” Pear displays for World Pear Day!

National Pear Month is a month-long holiday dedicated to educating consumers on how to make the most out of buying and eating fresh Pears. Pears are an extremely versatile fruit that “pears” (pun intended) that is included in a myriad of recipes. From poached Pears, Pear breads, Pear salads, and all the way to Pear pizza, there is a pear recipe for everyone!



Pear Merchandising Tips:

- Pears do bruise easily, so when receiving or packing out, be sure to not to or drop cases onto racks or tables. Always display riper pears on top.
- Carry a nice variety of pears of the best results. Each pear has its own distinct flavor profile, so there is a pear for everyone.
- Rotate pears based on ripeness, as this is one of the fruits that do not follow the FIFO (first in, first out) rule.
- Cut and offer samples of different kinds of pears to your customers. This is the best way to get new varieties of pears into your customers carts.
- Be sure to have variety signs and/or a chart on your displays telling customers about the variety and flavor profile of each pear.
- Offer out some pear recipes at point of sale, showing the many different uses for fresh pears.

Pear Facts:

- There are over 3,000 types of pears in the world.
- Pears are low in calories, have a high a very high nutritional value and have more fiber than bananas, oranges and strawberries.
- Pears can be baked, roasted, grilled, poached, fried and make awesome smoothies.
- The Comice pear is also referred to as the Christmas Pear.
- The United States is one of the largest pear producing countries in the world.

For more awesome info on fresh pears and the pear industry, please visit usapears.org

Talk with your Four Seasons Sales Rep or Merchandiser about promoting fresh pears in the month of December. Get creative, educate your consumers on the many different varieties of pears, and as always, keep it fun and keep it fresh!



PHONE: 1.800.422.8384

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SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

DECEMBER 4, 2023 - JANUARY 7, 2024

Want to put some serious “sting” in your apple sales and watch category growth “Rockit”? SugarBee Apple season is here, and we are celebrating this customer favorite with a display contest filled with great prizes, great sales potential, and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a “buzz” in your store and a “blastoff” in your sales and profits. This year, we are once again including a super cool, super crisp Rockit Apple into the mix and you, nor your customers will be disappointed with this small apple with monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your “hive” for more!

DISPLAY CONTEST CRITERIA:

- Build a BUZZworthy, awesome display of SugarBee and Rockit apples in your produce department. All fruit MUST be purchased from Four Seasons Produce
- You must purchase a minimum of 10 cases of SugarBee Apples and 3 cases of Rockit Apples over the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- Utilize the high graphic display boxes and bins in your displays highlighting the SugarBee and Rockit branding.
- All displays must remain up for a minimum of one week.
- Send all contest photos to contests@fsproduce.com by Thursday January 11th 2024.

THE QUEEN BEE - GRAND PRIZE:

2 stores will receive an all expense paid trip out to Washington State to witness the Fall apple/pear harvest in late September 2024. You will tour orchards, visit packing sheds and storage facilities, and learn and see more on how product gets from tree to box to your display counters. An AMAZING opportunity.



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Your displays will be judged based on creativity, overall eye appeal, and a percentage increase YOY in sales through your registers. We will need scan data from the contest period in order to judge.

CONVENTIONAL:

Code 222529
CV SugarBee 72/88ct

Code 229274
CV Rockit 6/3lb Clamshell

Code 237758
CV SugarBee 12/2lb Pouch Bag

ORGANIC:

Code 222328
OG SugarBee 80/88ct

Code 226404
OG SugarBee 12/2lb Pouch Bag

Code 226761
OG Rockit 6/3lb



Code: 226771
Rockit Pop Up Bin



Code: 223135
SugarBee Pop Up Bin

Code: 222612
OG SugarBee Display Box Code

Code 237756
CV SugarBee Empty Box



Code: 237757
OG Rockit Display Box

Code: 233648
CV Rockit Display Box

CONTEST PRIZES:

“THE BEE HIVE”

Largest Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:

\$50

“THE POLLINATOR”

Best Organic Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:

\$50

“THE HONEY COMB”

Most Creative Display:

1ST: \$300

2ND: 200

3RD: \$100

HONORABLE MENTION:

\$50



Every entry will receive an awesome SugarBee hat just for entering



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