

PROMOTABLE ORGANIC EGGPLANT & ZUCCHINI



GOOD NEWS! During the rest of December, **Organic Eggplant** and **Green Squash (Zucchini)** will be promotable as growers and shippers are moving a harvest flush of volume from Mexico. This will be a good opportunity for natural foods retailers to highlight both of these warm cooking veg items around the holidays while prices are affordable with good supply. Costs will not get much lower than this. Quality has improved greatly on the **Organic Eggplant** with new fields.

Organic Yellow Squash, an item known for its big fluctuations in price, quality, and availability will also be more promotable than usual for the remainder of 2024.

JANUARY OUTLOOK:

Organic Eggplant, **Green Squash**, and **Yellow Squash**, will level out in January as the harvest flush volume cleans up. Expect more normal winter pricing then. Lady Moon Farms will come into season with their Florida post-hurricane replantings in January to open up some East Coast **Organic Eggplant** and **Zucchini** supply.



OG SPECIALTY CITRUS

The rest of December and January is an excellent time to promote **Organic Specialty Citrus** and expand your citrus category. In season from California growers now:

- **Organic Stem & Leaf Mandarins**
- **Organic Pummelos**
- **Organic Murcotts**
- **Organic Satsumas**

“Buck Brand” **Organic Citrus** available in late December will include:

- **Organic Buddha Hands**
- **Organic Satsumas**
- **Organic Meyer Lemons**
- **Organic Pink Variegated Lemons**
- **Organic Sweet Limes**
- **Organic Mandarinquats**
- **Organic Limequats**
- **Organic African Shaddock Pummelos**
- **Organic Chandler Pummelos**
- **Organic Thai Sweet Pummelos**



OG BERRIES

GOOD NEWS! **Organic Blueberries** continue to be promotable out of Peru, as supplies are plentiful. Quality has been excellent.

Organic Blackberries will be fairly promotable out of Central Mexico. Growers are starting to hit peak volume, and quality has been excellent. **NOTE:** Driscoll's brand supplies, however, remain limited as production remains light.

ALERT! **Organic Raspberries** out of Mexico continue to be tight as volume remains limited. Harvests are extremely light, and pricing will remain high. Expect shortages and pro-rates to continue through early December.

ALERT! **Organic Strawberries** will be extremely tight in early December. All regions are struggling to harvest any significant volume. California supplies are winding down, while Mexico and Florida struggle to increase harvests. Expect limited fruit and high pricing.



OG APPLES

GOOD NEWS! Washington **Organic Envy Apples** are in excellent promotional supply now through January!

GOOD NEWS! **Organic Pink Lady Apples** are an excellent apple to promote this season, featuring large fruit with outstanding pink color.

GOOD NEWS! It's time to promote Washington **Organic Cosmic Crisp Apples**. This is the right fruit at the right price, and with **Organic Honeycrisp** supplies as tight as they are, this is a great apple to fill the space on the shelf.

NOTE: **Organic Honeycrisp Apples** will have limited supply and high pricing. It's time to encourage your customers to try other more plentiful varieties.

NOTE: **Organic Granny Smith Apples** are in very tight supply with strong markets, and the crop is expected to end much earlier than anticipated.

Organic McIntosh Apples are expected to finish for the season near the end of December.

NOTE: **Organic Opal Apples** are experiencing exterior challenges, with increased stem bowl russeting, larger than normal lenticels, and varying color. These are expected to finish for the season in February, a couple of months earlier than initially expected. **Organic SugarBee Apples** are also facing more exterior defects this season, but the flesh and eating quality remains excellent.



OG KIWIFRUIT

Organic Green Kiwifruit is transitioning to supplies from California and Italy.

1lb clamshells of **Organic Jumbo Kiwifruit** are available from Homegrown Organics in the "Mammoth" brand.

Organic SunGold Kiwifruit from Zespri's Italian crop is not in season in an 8/1lb clamshell option.



OG PEPPERS

Following very spotty supplies earlier this month, **Organic Red, Yellow, and Orange Bell Pepper** volume is improving from greenhouses in the Mediterranean region. Mexico production will ramp up in January, along with more **Organic Mini-Sweet Peppers**.

ALERT! **Organic Green Bell Peppers** continue to be very short in supply out of Florida and Mexico. Pricing is very high for December and there have been supply gaps. New plantings in both winter growing regions will ramp back up in January bringing much needed relief this item.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli prices are easing down as more volume comes on in Southern California winter growing regions.

NOTE: **Organic Cauliflower** is expensive and in short supply for mid-December due to slow growth from cool nights in the winter growing regions of CA and AZ. Some relief is coming in late-December with an outlook for slightly better harvest volume.



OG HARD SQUASH

Organic Spaghetti, Delicata, and Kabocha Squashes will make the switch to new crop Mexican product through December. Meanwhile, **Organic Acorn and Butternut Squashes** remain in abundant supply out of Pennsylvania.

NOTE: **Organic Kabocha Squash** is tight in supply in mid-December due to limited availability as we transition into the new crop from Mexico.



OG HASS AVOCADOS

NOTE: Generally, **Organic Hass Avocados** remain expensive. After last week's price increase from shippers in Mexico on **Organic Hass Avocados**, things seem to have leveled off.

Continue to promote 60 ct fruit, as it remains more readily available compared to 48 ct **Organic Hass Avocados**.

NOTE: Equal Exchange brand **Fair Trade Organic Avocados** will be light in production with their grower base this winter.



OG FALL FRUIT

There should be enough supply of **Organic Cranberries** to meet holiday demand in December.

Organic Fuyu Persimmons will be available through mid-December before concluding by the end of the month.

NOTE: **Organic Pomegranates** from California are now done for the season.



OG GRAPES

ALERT! Import **Organic Green Grapes** are in limited supply with extremely high pricing.

Organic Red Grapes are expected to arrive in late December.



OG SWEET POTATOES

GOOD NEWS! Premium California **Organic Sweet Potatoes** are in promotable supply through mid-December as we approach the Christmas holiday. All varieties are readily available, with pricing locked in through the remainder of the year.



OG GREEN BEANS

Bulk **Organic Green Beans** are back in season for the holidays, with wonderful quality coming out of Mexico on Covilli's Fair Trade product.



OG RADDICCHIO

ALERT! Organic Raddichio is struggling out of California. Expect out-of-stock and light availability until later in January.



OG PEARS

NOTE: The 2024 USA Organic Bartlett Pear supply will wind down faster than usual. Supplies are expected to dwindle in January.



OG CELERY

ALERT! Organic Celery prices are spiking up as growers face an impending stretch of low yields with less supply than demand. Expect iffy fill rates and higher prices now through January.



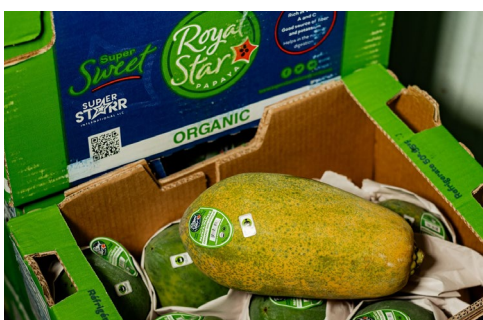
OG CITRUS

GOOD NEWS! Excellent supply and quality of Organic Mandarins are coming from California. Promote Organic Satsuma and Murcott/Clementines in bags or bulk.

GOOD NEWS! Organic Navel Oranges supply is strengthening, with outstanding quality and flavor. Smaller Organic Navels are especially promotable in mid-December, with occasional spot buys in Jumbo 36/40ct too.

Organic Cara Cara Oranges harvest is slow but will ramp up as we get further into December. Organic Blood Oranges will ramp up in January.

Organic Grapefruit is currently coming from both California and Mexico. Quality from both regions has been outstanding, and pricing is starting to mirror each other.



OG TROPICALS

Organic Royal Star Papayas are in good supply by mid-December from Mexico, with good quality.

Organic Mangos from Ecuador are now available and should remain steady. Peru fruit has also begun to arrive. Sizes 10 ct and 12 ct will be available.

Organic Dragon Fruit from Mexico will be available in limited supplies, but a gap is expected for late December.

Be sure to check out Organic Passion Fruit, Feijoa, and Kiwano Melons, available from California in limited supplies during December.



OG TOMATOES

Quality is excellent on Quebec greenhouse-grown Organic Cluster, Beefsteak, and Cherry On-the-vine Tomatoes and supplies are steady headed into January.

NOTE: Organic Grape, Cherry, and Rainbow Cherry Tomatoes remain on the pricier side with light volumes from Florida and Mexico for December. This segment will improve around New Years with better availability from both regions in January, including the return of Lady Moon Farms Florida product.

ALERT! Organic Roma Tomatoes are in very short supply for the remainder of December. Higher prices and some supply gaps are expected.



OG CUT VEG

ALERT! Earthbound Farms Organic Cauliflower Florets and Rice packs will be out-of-stock in mid-December and remain in spotty supply for the rest of the month due to low yields and slow-growth in their winter growing regions. Their Organic Broccoli Floret fill-rates are improving as the month progresses.

NOTE: Earthbound Farms cleaned-snipped Organic Green Bean packs have seen major out-of-stocks and supply gaps in December due to poor harvest quality that cannot be packed. Fill-rates are expected to gradually improve in late-December.

OTHER STORIES

- Organic Bunch Beets from California are beautiful, and LOCAL bulk 25lb Organic Beets are in great supply.

- Organic Burdock and Celeriac are available for the season and ready to add a healthy boost to your soups.

- **GOOD NEWS!** Organic Pineapples are in good supply for December. Look to build interest with some display opportunities!



CONVENTIONAL MARKET NEWS

DECEMBER 13 - DECEMBER 20, 2024

DECEMBER GREENHOUSE TOMATO SPOT BUYS



GOOD NEWS! Ontario greenhouse growers are finishing their season with a bang with lots of volume and spot-buy deals on **Beefsteak** and **Cluster Tomatoes** for December. **Campari Cocktail Tomatoes** are also quite promotable! Consider using these items as your main volume and value play for the Tomato category headed into the holidays.

Then in January, supplies will shift to primarily new crop Mexico greenhouse **Beefsteak** and **Cluster Tomato** supply. With that shift, prices are expected to move up off the floor to more normal levels.

Snacking Tomatoes have been pricier and limited in volume in December due to low production in both Florida and Mexico. New plantings will coming on in those regions at the end of the year and should bring better supply and affordability on **Grape** and **Cherry Tomatoes** in January.

ALERT! Field-grown **Vine Ripe Tomatoes**, both 25lb and 2-layer packs, are very expensive and hard to source for December. Re-plantings in Florida following hurricanes and other weather impacts out of Mexico have kept production low. Expect poor fill-rates and expensiveness to continue until mid-January when new fields in both winter growing regions come into season.

NOTE: **Roma Tomatoes** have been elevated in cost and not abundant for December, though not in as bad a shape as the **Vine Ripe** and **Round Tomatoes**.



CV CITRUS

GOOD NEWS! California **Mandarins** are showing top-notch quality with varieties such as **Clementines**, **Murcotts** in the “Halos” brand, and **Satsumas**. Import **Mandarins** from Chile and Morocco are very promotable at this time at value pricing on 10/3lb and 15/2lb.

GOOD NEWS! California **Navel Oranges** of all sizes seem to be in better supply now, with prices coming off and creating more promotable opportunities, especially for smaller fruit and bags.

Cara Cara and **Blood Orange** harvests are slow to get going but will ramp up as we get further into December. Expect spotty fill rates until January when they will be promotable.

Specialty Citrus currently available includes **Pummelos**, **Stem & Leaf Mandarins**, **Heirloom Navels**, **FL Tangerines**, and **FL Autumn Honey Tangerines**.



CV BERRIES

GOOD NEWS! **Blueberries** continue to be promotable out of Peru. Quality has been good, and supplies remain strong. Chilean fruit is expected to begin arriving in mid-December, and Mexico production will also begin increasing during this time.

GOOD NEWS! Driscoll's high-flavor, large-size spec “**Sweetest Batch**” **Blueberries** are in great supply for December!

Raspberries supplies from Driscoll's remain promotable in mid-December out of Central Mexico. Pricing is aggressive, and quality has been exceptional as growers continue to flush. Other growers will have light to steady supplies.

Blackberries remain steady out of Mexico. Production is expected to increase gradually, pricing is steady, and quality has been excellent.

NOTE: **Strawberries** continue to be limited from all regions. Harvests are light across the board, which is typical for this time of year. Mexico's numbers are light but beginning to improve. Florida harvests are also starting to increase, but most growers are still producing pallet volumes. Quality out of Florida has been excellent on the early crops. Pricing remains strong.



CV APPLES

The Hudson River **New York Apple** display contest is in full swing. With a huge selection of great varieties and promotional pricing, it's time to take your chance at thousands of dollars in prizes. Be sure to enter before the end of December.

GOOD NEWS! Washington **Cosmic Crisp** and **Envy Apples** are in excellent promotional supply. This is a great apple to fill the space of other tighter varieties.

NOTE: Washington **Honeycrisp Apples** are in extremely limited supply with very strong markets. It's time to shrink your display, move it to the back of the department, and raise prices. The industry needs to slow down sales of Honeycrisp or risk small gaps between pack-outs and/or a large gap between seasons.

Washington **SugarBee Apples** are starting to show more occasional shoulder russetting, lower color, and random skin defects for the remainder of the season. The good news is that the fruit is still eating fantastic! Unlike previous seasons, this trend is affecting the entire crop. Markets should adjust for the lower grade.



CV KIWIFRUIT

The **SunGold Kiwifruit** crop from Italy has started with 12/11lb Zespri clamshell option by now available.

Green Kiwifruit from Italy and Greece are now arriving, with Zespri's New Zealand season finished. 11lb and 2 lb clamshells as well as a bulk option on the European fruit will be offered.



CV STONE FRUIT

In mid-December, shippers expect to transition from Chilean air-shipped Jumbo **Cherries** to vessel-shipped Jumbo **Cherries** in boxes. Prices are expected to drop by about 20% when these arrive for the holidays and January! It's time to promote!

Chilean **Peaches** and **Nectarines** are in stock now. There is good supply available, but small gaps between arrivals may occur.



CV PEARS

PA **LOCAL Asian Pears** have transitioned to brown varieties, which are eating fantastic.

Decent supplies of **Anjou Pears** are already available and will continue through the spring.

Bartlett Pears are expected to run out for the season in early January. **Comice**, **Seckel**, and **Forelle Pears** are expected to finish for the early in January as well.



CV GRAPES

ALERT! Tight supplies persist on both **Red Grapes** and **Green Grapes** during this Import Season. Expect limited supply and elevated prices until we enter January.

The normal value option on **Large-size Grapes** are very light, so most availability will be on higher priced XL and Jumbo fruit for the rest of December.



CV FALL FRUIT

Fresh **Cranberries** should remain in steady supply for the holidays this year.

POM Wonderful **Pomegranates** are steady for December. The program includes whole **Pomegranates** in bins and cartons, as well as 4 oz and 8 oz POM POM **Pomegranates Aril Cups**.

Black Mission Figs from Mexico will be available in a 12/8 oz option.



CV MELONS

ALERT! Supplies are tight on import **Cantaloupes** and **Honeydew Melons**. Expect increased prices and next to no supply on **Honeydew Melons** through December.

NOTE: Full-size **Watermelon** supply is very sparse with elevated prices.

Mini Seedless Watermelons in slightly better volume.



CV PINEAPPLES

There will be a limited amount of **HoneyGlow Pineapples** from Del Monte available during late December, plus **Pinkglow Pineapples**.

GOOD NEWS! **Pineapple** supplies are ample, with a wide range in pricing in the marketplace, including good spot buys.



CV MANGOS

GOOD NEWS! **Mangos** remain in good supply, with Ecuador just past its peak shipping and now Peru fruit already making its way into the States.

With last year's El Niño shortages behind us, the market is poised for a solid December and January, with fruit peaking in 9, 10, and 12 ct sizing.



CV GREENS & HERBS

Texas **Kales**, **Collards**, **Chards**, **Parsleys**, and other **bunch veg**, and **Herbs** are looking lovely with our top-quality "Little Bear" brand product from South Texas.



CV DRAGON FRUIT

White flesh **Dragon Fruit** will be in good supply for the rest of December.



CV HASS AVOCADOS

Pricing leveled off somewhat on **Hass Avocados** after early December's price increases across most sizes. Availability is ok. 60ct are more affordable than 48ct. Bags are reasonably priced.



CV BEANS

Green Beans and **French Beans** are in okay availability for the holidays.



CV LETTUCE

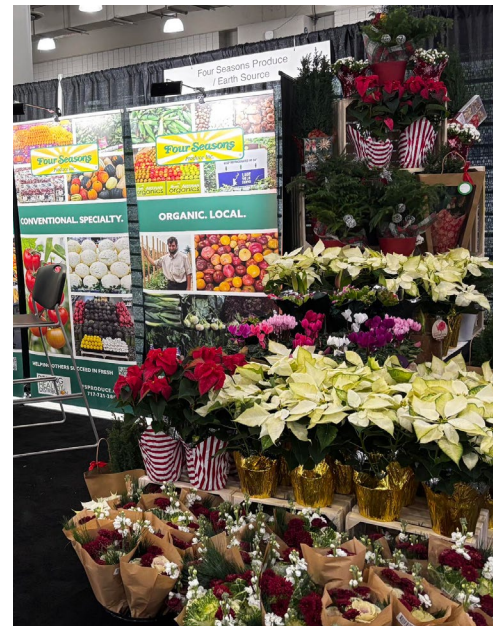
GOOD NEWS! Iceberg Lettuce prices are falling with better harvest supply coming from winter growing regions in Arizona.

Green Leaf, Red Leaf, Romaine and **Romaine Hearts** will also be more reasonably priced for the rest of December.



CV BROCCOLI

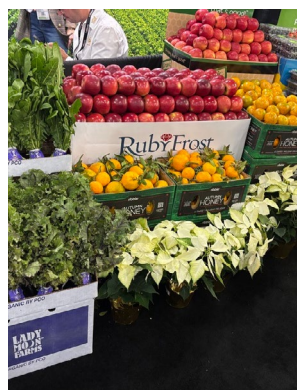
Broccoli Crowns will be in good enough supply from Georgia and the Southwest to fill holiday demand the remainder of December.



THANK YOU
to all of our customer and supplier partners who connected with us at the New York Produce Show!



Photo by the Produce News





CHECK OUT THE LATEST EDITION OF THE FOUR SEASONAL FOR Q1 2025!

Click the [link](#) or scan
the QR code



CHRISTMAS AND NEW YEAR'S OFFICE & DELIVERY SCHEDULE 2024

MONDAY 12/23:

Normal office and delivery schedule.

TUESDAY 12/24:

Sales office open 7am - 1pm, processing orders for approved Thursday 12/26 deliveries.
Normal delivery schedule.

WEDNESDAY 12/25:

Merry Christmas!! Office closed and no deliveries.

THURSDAY 12/26 - MONDAY 12/30:

Normal office and delivery schedule.

TUESDAY 12/31:

Sales office open 7am - 1pm, processing orders for approved Thursday 1/2/25 deliveries.
Normal delivery schedule.

WEDNESDAY 1/1/25:

Happy New Year!! Office closed and no deliveries.

THURSDAY 1/2/25:

Normal office and delivery schedule.

Please contact your sales representative with any questions.



DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2024 BEGINS: WEDNESDAY, DEC 25, 2024 AT SUNDOWN

CHRISTMAS DAY 2024: WEDNESDAY, DECEMBER 25 **NEW YEAR'S DAY 2025:** WEDNESDAY, 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

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*

HARD GOODS

- Garlic
- Parsnips
- Rutabagas
- Onions - Pearl, Cipollini, & Shallot
- Onions - Sweet & Yellow
- Potatoes - Russet, White, Red, & Gold
- Sweet Potatoes (Yams)

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
- Medjool Dates
- String Figs
- Raisins
- Chestnuts
- Nut trays
- Dates
- Dried Figs
- 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**. 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. POPULAR SIDE DISHES

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 2024 is December 25 (begins at sundown) - January 2.

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 16th - 20th 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 2024

S	M	T	W	T	F	S
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

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 12/21 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.



PRODUCE



WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

DEC 2 - DEC 22, 2024

It's the Most Wonderful Time of the Year, and Halos are taking center stage!

Four Seasons Produce and Wonderful Citrus are teaming up for a display contest to close out the 2024 contest year strong. HALOS are a kid-favorite, a shopping list staple, and a huge sales driver for produce departments. Utilize the high-graphic bins and boxes to create eye-catching displays that boost sales and profits. With a BIG prize pack-age on the line, let's get creative, have fun, and keep it fresh this holiday season!

DISPLAY CONTEST CRITERIA:

- Build a display with Halos Mandarins. **ALL fruit MUST be purchased from Four Seasons Produce.**
- **Must purchase a minimum of 8 cases** of Halos during the contest period time.
- **Must use the HALO point of sale bins OR boxes** in your displays.
- All contest displays must remain up for a **minimum of one week.**
- Please send all display contest photos to contests@fsproduce.com by December 30, 2024.



DISPLAY CONTEST PRIZES:



SMALL STORE
(3 registers or less)

LARGE STORE
(4 or more registers)

\$500 Gift Card

Grand prizes will be awarded on having all display contest criteria met, display creativity, and overall eye appeal.

LARGEST DISPLAY

1ST PLACE: **\$350**
 2ND PLACE: **\$250**
 3RD PLACE: **\$150**

BEST ALL ORGANIC DISPLAY

(ALL fruit must be Organic)

1ST PLACE: **\$350**
 2ND PLACE: **\$250**
 3RD PLACE: **\$150**

BEST HOLIDAY THEMED DISPLAY

1ST PLACE: **\$350**
 2ND PLACE: **\$250**
 3RD PLACE: **\$150**

BEST SMALL STORE DISPLAY

(3 registers or less)

1ST PLACE: **\$350**
 2ND PLACE: **\$250**
 3RD PLACE: **\$150**

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

See page 2 for Point of Sale codes.

Please check with your Four Seasons Produce Sales Rep of Merchandiser for full availability.



PHONE: 800.422.8384

www.fsproduce.com



NEW YORK APPLE DISPLAY CONTEST

DECEMBER 2 - DECEMBER 29, 2024



READY TO TAKE A BITE OF THE BIG APPLE?

Four Seasons Produce has partnered with Hudson River Fruit Distributors to bring you a display contest full of awesome flavor, monster crunch, and BIG APPLE sales opportunities with the first ever New York Apple Display Contest. Some of the finest Apples in the nation are grown right here in New York, and the quality of this years crop has been nothing short of amazing. This is the PERFECT time of year to promote Apples. With great fruit, sharp pricing, and a large variety available from Hudson River Fruit Distributors, it's great math for a successful contest promotion. There are some great point of sale options available for display bins and boxes to help make your displays shine.

DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of New York grown Apples from Hudson River Fruit Distributors. **ALL fruit MUST be purchased** from Four Seasons Produce.
- Must include **at least five (5)** SKUs of NY grown apples from Hudson River Fruit Distributors. See codes on page 2.
- Displays **MUST highlight** NY Apples or Hudson River Fruit Distributors with display boxes, bins, or signage.
- All displays must remain up for a **minimum of one week**.
- Send all display contest photos to contests@fsproduce.com by **Thursday, January 2, 2025**.



DISPLAY CONTEST PRIZES:

(displays will be judged on creativity and overall eye appeal)

1ST PLACE - Mountain Bike

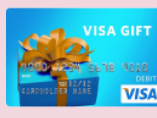
2ND PLACE - Smart Watch (Apple or Samsung)

3RD PLACE - Laptop

4TH PLACE - Breville Juicer

5TH PLACE - Apple Air Pods 2

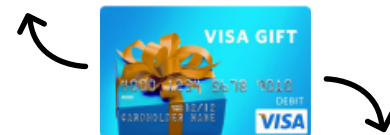
2 HONORABLE MENTIONS - \$50 Gift Card



BEST SNAPDRAGON DISPLAY
(Displays must include bulk and pouch bags)

1ST PLACE - \$200 Gift Card

2ND PLACE - \$100 Gift Card



Everyone is a winner! Each qualified entry will receive a \$20 Starbucks Gift Card just for entering.

BEST RUBY FROST DISPLAY:
(Displays must include bulk and pouch bags)

1ST PLACE - \$200 Gift Card

2ND PLACE - \$100 Gift Card

For more information on Hudson River Fruit Distributors, please visit: <https://www.hudsonriverfruit.com/>

For more contest information or for merchandising and display tips and ideas, please reach out to your Four Seasons Sales Rep or Merchandiser.

THANK YOU for your continued trust and support of Four Seasons Produce.



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