

DECEMBER 15 - DECEMBER 21, 2023

PROMOTABLE ORGANIC BROCCOLI



GOOD NEWS! December brings an abundance of East Coast **Organic Broccoli** from the southeast with speed to market and lower freight cost for buyers in the Northeast.

California's output in the growing region to the south has begun to increase, ensuring a strong supply volume and competitive prices during the holiday season.

Organic Broccoli Crowns are also promotable for the holidays with multiple growing regions in steady harvest.



OG LADY MOON VEG

GOOD NEWS! In Punta Gorda, Florida, Lady Moon's **Organic Zucchini, Eggplants, and Green Peppers** are still in production.

As the holidays draw near, **Organic Green Bell Peppers** and **Eggplant** will be priced aggressively due to their plentiful supply, while **Organic Zucchini** will continue to be available in regular quantities.

GOOD NEWS! Peak season is here for Lady Moon Farms' **Organic Greens** in Punta Gorda, Florida! There is an abundance of supply and competitive pricing.

Organic Kale, Collards, and other **Greens** plus **Organic Cabbage** should be emphasized and promoted during the holidays and into January when it's diet season! Every single item has been of exceptional quality.



OG APPLES

GOOD NEWS! New crop **Cosmic Crisp Apples** are now plentiful, with market prices expected to ease over the next couple of weeks.

GOOD NEWS! **Organic Envy Apples** are in excellent supply, setting the stage for a January display contest.

Large premium **Organic Gala Apples** are firming this week as we transition from regular storage to controlled atmosphere storage. Expect a slight market strengthening as we move into the new year.

New crop **Braeburn Apples** from British Columbia will join the organic mix during Christmas week, offering a great variety.

NOTE: Washington **Organic Opal Apples** are peaking on very small and blemished fruit. We are prioritizing large premium fruit, but sporadic out-of-stocks may occur during the season.



OG BERRIES

Organic Blueberries remain available from Peru, with nice quality and steady supplies. Light new crop Chilean arrivals are expected via air in the coming weeks.

NOTE: **Organic Blackberries** remain available from Mexico, but lingering El Nino weather has presented quality and pest challenges, causing tight availability. Expect higher pricing and limited supplies in the coming weeks.

NOTE: **Organic Strawberries** continue to experience strong pricing and limited availability ahead of the holidays. Mexico and Florida are seeing very light supplies, and Baja also has limited availability.

ALERT! **Organic Raspberries** will continue to be extremely limited from Mexico, with weather patterns and pests affecting harvests. Expect higher pricing and limited availability.



OG BEANS

Organic Green Beans in bulk 25 lb boxes are arriving from Florida and primarily in the 15 lb row pack box from Covilli Fair Trade from Mexico. Expect steady volume into and through Christmas, with outstanding quality.

Organic French Beans in 10/11lb bags are in-house, with Christmas volume booked and ap-



OG PEAS

Organic Snap Peas and **Organic Snow Peas** are finally available in a 10 lb box starting from 12/21 and beyond, after weather challenges delayed maturity.



OG ASPARAGUS

ALERT! **Organic Asparagus** is in tight supply, with very little volume from Mexico. We are supplementing with supplies from Ecuador to cover customer needs. Market pressure is anticipated to continue until the end of January.

Prices have jumped up sharply with this sudden decline in harvest volume.



OG CAULIFLOWER

Prices increased in early December due to a scarcity of **Organic Cauliflower** from the winter farming regions of Yuma and El Centro during the transition. As the holidays approach and more supply from these growing regions becomes available, price will begin to decline.

Expectations for the holidays should involve moderate costs and steady availability. Nonetheless, there might be opportunities for promotions after the holidays.



OG PEPPERS

ALERT! **Organic Colored Bell Peppers** are extremely limited, with Canada finishing its crop. Very little supplies are coming from Mexico. Israel growers have some product but flights are impacted by war, causing delays.

Tight supply and high prices are anticipated until mid-January.



OG CELERY

NOTE: December sees a rise in the cost of Californian **Organic Celery** as supply becomes scarce for some shippers. While the quality remains unchanged, promotional opportunities should not be expected.

As January gets underway after the holidays, the market will start to correct itself and return to normal heading towards February.



OG SPECIALTY FRUIT

Limited supplies of **Organic Kiwano Melons**, **Organic Passion Fruit**, and **Organic Feijoa** from California are expected to be available through the holidays.

Organic Yuca Root will be limited from Florida at the end of December.



OG BRUSSELS SPROUTS

Due to a lack of overall market availability in December, **Organic Brussels Sprouts** production costs have remained high, even though supplies are becoming more easily accessible from California.



OG ONIONS

The active conventional market is starting to exert upward price pressure on the **Organic Onions**. Higher pricing is anticipated in January, particularly for **Organic White Onions**.



OG SPECIALTY CITRUS

Spice up your fruit sets with our current supply of diverse **Organic Specialty Citrus** from Buck Brand out of Porterville, CA including:

- OG Buddha Hands
- OG African Pummelos
- OG Satsumas
- OG Chandler Pummelos
- OG Meyer Lemons (Bulk/Bagged)
- OG Red Globe Pummelos
- OG Limequats
- OG T'Oranges
- OG Meyer Lemons
- OG Algerian Clementines
- OG Pink Lemons
- OG Tangerines
- OG Sweet Palest Limes



OG TOMATOES

ALERT! **Organic Snacking Tomatoes**, especially **Organic Grape Tomatoes** are extremely tight on all varieties through December. Expect limited availability and high prices.

ALERT! **Organic Roma Tomatoes** are extremely tight, with prices rising rapidly. The pricing is expected to stay high until the middle or end of January.



OG GRAPES

Organic Grapes from Peru are showing nice quality, albeit at higher market prices with California finished.

The "Autumn Crisp" (**Green Grape**) and "Allisons" (**Red Grape**) varieties are robust, but supply is limited.



OG CITRUS

GOOD NEWS! The supply of **Organic Mandarins**, including **Clementines** and **Satsumas**, has improved, making it a great time for promotion. The main **Organic Clementine** at Four Seasons will be 2 lb **Organic "Cuties"**.

GOOD NEWS! **Organic Navels** show strong quality, with larger fruit being more promotable. Prices are dropping unevenly for all sizes, presenting an opportune time for promotion. **Organic Cara Cara Oranges** arrive 12/20.

California's **Organic Lemons** continue to demonstrate high quality, with markets slowly decreasing.



OG AVOCADOS

GOOD NEWS! **Organic Hass Avocado** supplies are ample, providing an opportunity for end-of-year promotions and a strong start to 2024.



OG LETTUCE

GOOD NEWS! **Organic Leaf and Romaine Lettuces** are in plentiful supply, produced from both the East and West Coasts!

Organic Red Leaf started off a little slowly, but as of mid-December, volumes begin to rise quickly.

Organic Leaf and Romaine Lettuce will be produced in substantial quantities by Lady Moon Farms in Florida. Look forward to a productive rest of the month filled with promotional opportunities as the new year approaches!

Californian production has moved south to the winter growing areas of Yuma and El Centro, and the output and quality are excellent!

These southern West Coast regions provide steady supplies of **Organic Romaine Hearts** and **Iceberg Lettuce**. Pricing and volume should stay consistent throughout December.

OTHER STORIES

Steady supplies of **Organic Pineapples** are expected for the holidays.

Organic Pomegranates from California are winding down, with limited quantities available for Christmas. Smaller sizing will be more prevalent as the 2023 season concludes.

Organic Papaya from Mexico will remain steady, with good overall fruit quality, making it a suitable choice for holiday promotions.

The season for **Organic Fuyu** and **Hachiya Persimmons** is finishing up, with limited quantities available for the end of December.

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

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
- Raisins
- Dates
- Medjool Dates
- Chestnuts
- Dried Figs
- String Figs
- Nut trays
- Pistachio 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.

CONVENTIONAL MARKET NEWS

DECEMBER 15 - DECEMBER 21, 2023

SPECIALTY CITRUS SEASON BEGINS



GOOD NEWS! More **Specialty Citrus** is finally coming into season from California for the late December holiday sales, and to kick off January Diet Season.

Stem and Leaf Satsumas in bulk and 3 lb clamshells are in peak season flavor and availability for the rest of December.

“Vintage Sweet” Heirloom Navel Oranges in high graphic 3 lb bags arrive to the East Coast on 12/15. These Sweet Oranges from old-line orchards are a great seller.

Pink flesh **Cara Cara Oranges** are now in season from California in bulk and bag options! **Blood Oranges** are running late this season and will start closer to January.

The now famous Dekopons brand as **Sumo Citrus** are expected to arrive around New Years. Large sizing is anticipated, with 25 sz being the smallest for 18 lb bulk cartons.

Meyer Lemons and “Wonderful” brand **Seedless Lemons** are now in peak season.



CV BERRIES

NOTE: Strawberry supplies out of Florida tightened quickly, with pricing bouncing back. Rain and a major storm expected in the state are keeping fruit tight. Limited production from California and Mexico is expected, with supplies remaining tight.

NOTE: Blackberries continue to be tight overall out of Mexico, with El Nino weather presenting growing challenges, including rain, humidity, and cooler than normal temperatures. Expect pricing to be higher with limited availability as we transition into 2024.

Blueberry supplies will tighten as Peru's season slows down. Arrivals are still on the water, with light Chilean supplies. Expect delays in the Ports during the holidays, leading to potential shortages. Mexico is delayed, with production not expected until the new year. Pricing should hold or increase depending on supply.

NOTE: Raspberries are also experiencing weather challenges, with poor conditions affecting quality and leading to limited availability. Pricing remains strong or higher.



CV CITRUS

GOOD NEWS! Halos “Clementine” **Mandarins** from California exhibit exceptional quality, and peak availability. Imported **Mandarins** face tight availability due to delays in Morocco with 5 lb Gift Boxes finally arriving 12/22.

GOOD NEWS! California **Navel Orange** pricing is dropping as more shippers and growers are entering the market with strong fruit. It's a great time to push/promote with **Oranges!** Ask about opportunities on **Jumbo Navels** in cartons and display bins.

Grapefruit from Texas continues to catch up to demand, while Florida is in good supply.

Lemon pricing is slowly decreasing as supply strengthens, with outstanding quality from California.

Limes remain promotable for the short term, but Mexican markets are expected to strengthen. Deals on small fruit from Columbia are still available.



CV APPLES & PEARS

The Washington **Hunnyz Apple**, with its Honeycrisp parentage and sweet taste, is back for mid-December, offering an **Apple** for snacking desserts and baking for the holidays.

New crop **Cosmic Crisp** and **Envy Apples** are flowing freely, providing a great selection for the holidays.

GOOD NEWS! Eastern (PA and NY) and Washington **Apples** are plentiful, with a wide variety available for eating, snacking, baking, and cooking.

NOTE: Washington **LucyRose Apples** will finish for the season by the end of December.

GOOD NEWS! **Pears** are abundant during National Pear Month, with all the great varieties available for sampling to drive holiday sales.



CV NATURESWEET TOMATOES

ALERT! NatureSweet's **Tomato** line, especially the medley varieties for the **Constellation** pack, are facing supply challenges for December.

Twilights and **Comets** are also experiencing shortages due to slower maturation caused by colder temperatures in growing regions.

This trend is expected to persist into the middle of January. Heavy prorates and occasional out of stocks are likely according to NatureSweet.



CV TOMATOES

ALERT! **Snacking Tomatoes** are very tight on all varieties through December, primarily on **Grape Tomatoes**. Expect limited availability and high prices.

ALERT! **Roma Tomatoes** are very tight, with prices rising rapidly. This pricing is expected to stay high until the middle or end of January.

NOTE: **Round/Vine Ripe Tomatoes** are limited, with Mexico fields in transition and Florida experiencing heavy rain. Sub-par quality and delays are causing a gap in availability, with significant price increases for premium fruit. Expect this pricing to change in the middle to end of January.



CV GRAPES

Green Grapes will remain promotable through December, with stronger supply on the East Coast.

Red Grapes for December will remain firm due to heavy demand, with limited fruit available.

Drought in the Panama Canal is causing about 25% of slot reductions as boats need to lighten up to navigate the shallows, potentially impacting **Grape** arrivals in the near future.



CV ARTICHOKES

GOOD NEWS! Californian **Jumbo Artichokes** maintain their excellent supply and quality trend. Anticipate these circumstances to endure with competitive pricing throughout the holiday season. To increase sales, broaden your product offerings and run promotions.



CV AVOCADOS

GOOD NEWS! **Hass Avocado** supplies from Mexico are ample as we finish 2023, with great deals for the end of the year. Steady supply is expected for 48 and 60ct fruit, as well as 32ct sizing, in both pre-conditioned and hard green fruit options for December.



CV ONIONS

NOTE: The **Onion** market has surged in the past few weeks, particularly for **White Onions**. Adverse weather conditions in Mexico have led to higher demand for domestic **Onions**, causing growers to face a short supply situation. This trend is expected to continue across all packs and sizes into January.



CV KIWI

SunGold Kiwi from Zespri's Italian program is available for the rest of December.

Green Kiwi continues to be in great supply from Greece, Italy, and California, available in volume-filled and several clamshell options.



CV PINEAPPLE

PinkGlow Pineapples from Del Monte will be available in mid-December.

Pineapple supplies are beginning to tighten slightly as the holidays approach, with pricing expected to rise a bit through the end of the year.



CV CAULIFLOWER

The supply of **Cauliflower** from the West Coast's southern growing regions remains steady, but as the holidays draw near, prices began to increase. The quality has been excellent, and for the remainder of the year, availability will be consistent.



CV STONE FRUIT

Red Cherries from Chile are in steady supply, with nice quality and size. The transition from air shipments to vessel fruit around the first week of January is expected to ease pricing, but supplies could become slightly firm during the transition.

Chilean **Peaches** are in good supply and are expected to be joined by **Apricots**, **Nectarines**, and **Plums** as we move into early to mid-January.



CV MANGOS

NOTE: **Mango** pricing has spiked as expected, with Brazil finishing up on the East Coast. Ecuador will be the primary source for **Mangos** through the end of the year.

Peru will also have some fruit for the beginning of 2024, with **Ataulfo Mangos** from Ecuador expected in very limited volumes.



CV ASPARAGUS

ALERT! **Asparagus** will remain extremely tight, with increasing prices into Christmas. The transition from Peru to Mexico is underway, but extreme heat in Peru is affecting volume, and there are flight cancellations or delays. The perfect storm of conditions is expected to persist until mid to end of January.



CV LETTUCES

GOOD NEWS! After moving southward to winter growing regions on the West Coast, December brings exceptional availability, affordability, and quality for the **Lettuce** category. For the rest of the year, highlight every kind of **Lettuce!**

In December, **Romaine Hearts** and **Iceberg Hearts** are both widely accessible, with Iceberg costs continuing to be competitive!

Leaf Lettuce is consistently available and has a competitive price. While a little less readily available and a few dollars more expensive, **Romaine Lettuce** is nonetheless easily accessible.

Black Mission Fig supplies dipped unexpectedly due to weather events in Mexico, resulting in slightly more sporadic supply and slightly higher pricing.

Italian Chestnuts are in season and in good supply, with bulk and 20/1lb mesh bag options available.

California's production of **Celery** has remained constant in December. Although there has been consistent availability, costs have risen higher as the holidays draw near. For the rest of the year, anticipate that pricing will stay essentially unchanged.



CV BRUSSELS SPROUTS

GOOD NEWS! December offers good availability of California **Brussels Sprouts**. The exceptional output and quality translate into volume deals and promotional opportunities. Add **Brussels Sprouts** in a mesh bag for additional sales as a great grab-and-go item.



CV BROCCOLI

GOOD NEWS! The supply of **Broccoli Crowns** is readily available from both the East and West Coast, so the market conditions are still excellent.

Strong production, competitive prices, and excellent quality make for ideal promotional chances during the Christmas season!

OTHER STORIES

French Beans in 10/1lb bags are in-house, with all Christmas volume booked and approved.

Green Beans in bulk 25 lb boxes are available and in-house, with outstanding quality.

GOOD NEWS! **Green Bell Peppers** are very promotable, with ample product from Mexico and Florida and fantastic quality.

ALERT! **Color Bell Peppers** remain extremely tight until Mexico starts with more volume. Prices are expected to stay high into Christmas, easing only in mid-January.

Local **Hard Squash** sources continue to bring **Acorn**, **Butternut**, and **Spaghetti** to the market with advantageous pricing and strong quality.



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 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



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

www.fsproduce.com





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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