



# ORGANIC MARKET NEWS



NOVEMBER 8 - NOVEMBER 14, 2024

## ORGANIC THANKSGIVING VEG OUTLOOK



**GOOD NEWS!** **Organic Celery** remains in favorable supply through Thanksgiving, though holiday demand will lead to a slight price increase. To leverage holiday interest, prioritize **Organic Celery** in promotions and displays.

**GOOD NEWS!** **Organic Brussels Sprouts**, a holiday favorite, will be widely available in November. The combination of competitive pricing and solid availability makes them ideal for Thanksgiving promotions, including prepackaged 1-pound bags for convenient holiday shopping.

Though West Coast prices are increasing, **Organic Broccoli** remains generally accessible in November. North Carolina's East Coast production will be a primary source for Thanksgiving, with strong quality and volume expected for promotional opportunities, not cheap, but not super expensive either.

In early November, **Organic Cauliflower** were widely available and reasonably priced in California. Prices are likely to rise closer to Thanksgiving as growing regions shift to the desert. Plan to promote **Organic Cauliflower** earlier in November for better pricing, **NOTE:** but be more careful for Thanksgiving.

**NOTE:** After recent quality challenges, **Organic Asparagus** is an item to be cautious on and sell through quickly as supplies are expected to recover in time for the holidays, but the outlook is not reliable.

**ALERT!** **Organic Green Beans** are unavailable from the Southeast and Mexico has not ramped up production yet. For early to mid-November **Organic Green Beans** will be out-of-stock on bulk and limited on trimmed-washed retail bags. Some arrivals from Mexico are expected closer to Thanksgiving but it is recommended that ads and promos be avoided due to unreliable supply expectations and higher pricing. Demand also exceeds supply on import **Organic French Beans** for November.



### GOOD OG CITRUS SEASON EXPECTED

Get ready to refill your **Organic Citrus** displays with California fruit poised to ramp up across the rest of November with peak season supplies in December through April.

The new crop **Organic Navel Orange** season has finally started in California, though slowly. The first pack-outs expected to arrive to the East starting around 11/12 on 56ct, 72ct, and 88ct **Fancy** bulk, along with 10/4lb bags. An excellent season is anticipated.

**Organic Satsuma Mandarins** and early **Murcott Mandarins** are first to ripen for the California season. Starting with 11/14 arrivals there will be limited supply initially, but more volume expected as the season progresses across late November. December should be an excellent month to promote bulk and bagged **Organic Satsuma** and **Murcott** or **Clementine Mandarins**.

At Four Seasons Produce, both **Organic Cuties** and **Organic Halos** brands will be offered 15/2lb bags, along with other retail-ready packs that offer unique value or quality. 25lb bulk **Organic Mandarins** will also be steadily stocked for retailers that want to promote fruit without added packaging.

**Organic Pummelos** are now in season from California with the first product arriving East by 11/11. Sizing will range from 12-18 during the peak from late November through mid-winter.

**Organic Lemons** from California are available for November though with smaller sizes prevailing and large fruit in limited supply and higher priced.

### OG BERRIES

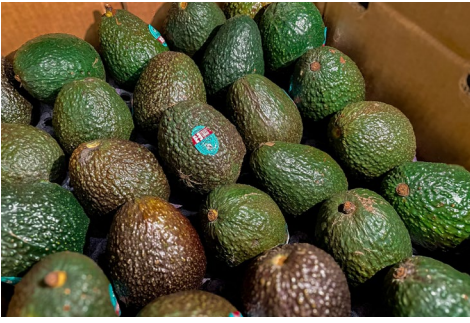
**GOOD NEWS!** **Organic Blueberries** will be very promotable through November as we continue in the peak Peruvian season. Ample supply and excellent quality are expected, making them a great option for promotions through Thanksgiving.

**Organic Blackberries** remain steady overall. Driscoll fruit is limited due to their transition from California to Mexico, though other shippers/brands have steady supply out of Mexico to fill in the gaps. Quality has improved and arrivals have been very nice.

**NOTE:** **Organic Raspberry** supplies are decreasing from Mexico, where crop cycles and weather patterns have reduced yields. Quality remains good on arrival, but pricing will likely increase due to limited availability.

**ALERT!** **Organic Strawberry** pricing is set to rise significantly in mid-November as California harvests slow. While quality has been good, yields are way down and expected to decline further over the month of November.

Limited volumes are available from Mexico, **Greenhouse-grown Organic Strawberries** from Ohio will continue through winter and spring, with excellent quality as a supplement to field production.



### OG AVOCADOS

**Organic Hass Avocado** supplies are stable overall, with promotable quantities of 60ct fruit. There will be good availability of 48s, 60s, and 15/4 ct bags.

**NOTE: Equal Exchange Fair Trade Organic Hass Avocados** will be limited in 48 ct and 60 ct sizing through the rest of the month.



### OG GRAPES

**Organic Grape** supplies are tightening as the season winds down. California fruit will remain available through Thanksgiving.



### OG PEPPERS

**ALERT! Organic Green Pepper** pricing is high due to low volume on the East Coast and Mexico's season yet to start. Some **Organic Peppers** are being diverted to conventional sales, further driving up prices.

**Organic Yellow and Orange Bell Pepper** supply remains steady from Mexico and Israel, **ALERT! Organic Red Peppers**, like their conventional counterparts, will remain tight and expensive through the end of November.



### OG DRAGON FRUIT

**NOTE: Organic Red Flesh Dragon Fruit** from California will be limited or out-of-stock in mid-November due to weather impacts.

Ecuador-grown **Organic Red Skin/White Flesh Dragon Fruit** in 10 lb cartons will be available around 11/20.



### OG APPLES

**Organic Lady Alice Apples** are in good supply. **Organic Opal Apples** are a fan favorite, are peaking on large sizes. **Organic Pink Lady Apples** from Washington are showing improved supply, size, and quality.



### OG MANGOS

**Organic Mangos** from Ecuador are arriving in moderate supply, with decent availability expected through November. However, **NOTE:** occasional supply gaps may occur due to spaced-out container arrivals on the East Coast. The 12ct fruit will be more promotable, while 10ct remains tight.



### OG SALADS

**NOTE: Organic Salads** will have occasionally unsteady fill-rates during November as growers transition from the Salinas Valley of California to Southern California and Yuma, AZ along with heat and wind impacts.

**ALERT! Organicgirl Whole Leaf Organic Salads** will be very short during November. Expect heavy prorates and out-of-stocks.



### OG CILANTRO

**NOTE:** California is facing production issues for **Organic Cilantro**, tightening the market temporarily, but improvements are expected by mid-November.



### OG PAPAYAS

**Organic Royal Star Papayas** are in good supply through November with strong quality.



### OG FIGS

**NOTE:** Organic Brown Turkey Figs from California are finished for the season, random limited quantities may be available around Thanksgiving.



### OG PINEAPPLES

**Organic Pineapple** supplies are good for mid-November. Consider using bigger displays to increase customer interest.



### OG KIWI

New crop “Mammoth” Jumbo Kiwi 20/1 lb (4 ct) are coming into season from California and will be in stock by 11/12.

**Organic Sungold Kiwi** will finish by mid-November, and Four Seasons will explore options for California-grown **Organic Gold Kiwi**.

Zespri **Organic Green Kiwi** remains in good supply through November, with the season winding down by early December.



### OG LETTUCE

**Organic Leaf and Romaine Lettuce** supply was strong in early November, supported by regional production in New Jersey, Pennsylvania, and New York. As the **LOCAL** season winds down in mid-November, the shift to southern East Coast production should go smoothly.

California **Organic Lettuce** will become more needed throughout the month at a higher cost. California remains the sole source for **Organic Romaine Hearts**, which are in excellent shape. Conditions may change toward late November as production moves to the desert-growing regions of Southern California and Arizona for the Winter.



### OG HARD SQUASH

**Organic Hard Squash** is steady, with **Acorn** and **Butternut Squash** coming from Pennsylvania in excellent volume. **Spaghetti Squash** has transitioned to Wisconsin and is tighter but expected to last through Thanksgiving. Expect pricing on **Spaghetti Squash** to rise as Thanksgiving approaches.

Our Maine grower for **Organic Delicata, Kabocha, and Pie Pumpkins** has tightened significantly. **Organic Pie Pumpkins** will finish a week before Thanksgiving, while **Organic Delicata** should continue for November.

**Organic Kabocha** is now transitioning to California, with a slight price increase expected due to the regional shift.



### OG FALL FRUIT

**GOOD NEWS!** **Organic Pomegranates** are in good supply. There will be both large and smaller value options for the duration of the California season.

**Organic Fuyu and Hachiya Persimmons** from California are steady for the Fall.

**Organic Cranberries** are in peak season and ready for holiday promotion.



# CONVENTIONAL MARKET NEWS

NOVEMBER 8 - NOVEMBER 14, 2024

## PEAK SEASON FOR ALL APPLES



**LOCAL** Eastern **Apples** from PA and NY are at their best availability and promotability for November. All varieties are in season including **Eastern Ambrosia, Cortland, Empire, EverCrisp, Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Macoun, McIntosh, Pink Lady, Red Delicious, Rome, and Stayman.**

For November, Four Seasons will be partnering with Frecon Farms in Boyertown, PA on totes and bulk Eastern **LOCAL Apples**. Ask your rep for more details.

**LOCAL NY Ruby Frost Apples** from the East have arrived, and **LOCAL NY Snap Dragon Apples** are available in good supply in various packaging. Ask your rep about high-graphic display shippers and point-of-sale materials.

New crop Washington **Apples**, including the **Hunnyz** variety, are now in stock.

Washington **Aura Apples** from Stemilt are limited this season, with a sweet-tart flavor similar to Honeycrisp.



### CV CITRUS

**GOOD NEWS!** Stem-and-Leaf Satsuma Mandarins from California are now in season in 22 lb bulk and 6/3 lb clamshells. East Coast Satsuma Mandarins from Florida and Georgia will be available in both bulk and bagged options starting 11/11.

**GOOD NEWS!** California's Clementine Mandarin harvest has started, with fruit expected to arrive on the East Coast by November 11 on the "Halos" brand. Import Mandarin supply continues to strengthen, allowing for easing prices.

**GOOD NEWS!** The Mexican Lime market has seen a significant price drop as supply remains heavy and quality is strong across all sizes.

Pummelos from California and Florida are also in peak season, providing a unique addition to displays.

Fall-Glo Tangerines from Florida are in stock, available in both bagged and bulk options.

Texas Grapefruit supply has strengthened across all sizes of Rio Reds/Rio Stars, while Florida's Red Grapefruit crop is still sizing smaller.



### CV LETTUCE & GREENS

**NOTE:** The Lettuce market is changing quickly. As the Salinas season ends, prices are rising across all Leaf, Iceberg, and Romaine Heart Lettuce products, with lower availability. Production will transition to southern California and Arizona as November progresses, with higher costs expected.

**LOCAL** Leaf and Romaine Lettuce production in New Jersey should conclude by mid- to late-November, though it remains strong in early November as a supplemental source to the West.

**LOCAL** Collards, Kales, and Dandelion Greens continue to thrive from New Jersey, though sourcing will shift to Texas and Florida during November.



### CV BERRIES

**GOOD NEWS!** Blueberries from Peru remain highly promotable, with peak season providing excellent supply and quality. Pricing is set to encourage strong sales. 18 oz big packs, Jumbo Blueberries, and Driscoll's Sweetest Batch will be good to promote in the addition to the affordable 12/1 pt primary line.

Blackberries will be steady to start mid-November with the Driscoll's brand being less available than other shipper brands. Supplies are expected to slow down leading up to Thanksgiving due to crop cycles and weather patterns. Quality has been nice overall.

**NOTE:** Raspberries will see rising prices as supplies decrease from Mexico. Yields are low, so expect tight supplies and strong pricing over the month of November. Fruit quality has been so-so, with a slight softness noted.

**NOTE:** Strawberry prices will increase again as demand rises and supplies out of California remain limited. Mexico production is also light. Quality is good, with large, juicy berries.



### CV KIWI

New Zealand **Sungold Kiwi** should be available through Thanksgiving. Gold Varietals will be procured from Europe or California.

New Zealand **Green Kiwi** supplies from Zespri are beginning to decline and supply may run out before Thanksgiving. Sourcing will shift to Italy and California.



### CV PEPPERS

**ALERT!** Green Peppers are experiencing a rapid price increase due to low volume on the East Coast and minimal production from Mexico. The market remains tight as demand surpasses supply.

**Color Bell Peppers**, including **Yellow and Orange**, are available though limited heading into Thanksgiving. **ALERT!** Red Pepper supplies are very limited, and prices are rising.



### CV BROCCOLI

**Broccoli Crowns** from the Carolinas and Georgia, with additional volume from Mexico. Prices will remain reasonable for Thanksgiving, with good quality and availability.



### CV CELERY

**GOOD NEWS!** Celery demand is increasing as Thanksgiving nears, but production and quality remain favorable, allowing for promotions. Emphasize **Celery** products on promotions to drive holiday sales.



### CV CRANBERRIES

**GOOD NEWS!** Cranberries continue to be available with no expected changes to supply or orders through Thanksgiving, and quality has been nice.

Ask your rep about FREE display bins in code 236727 with the purchase of Fresh Ocean Spray **Cranberries** from FSP.



### CV GRAPES

California continues to ship excellent quality **Grapes**. **Green Grapes** will remain limited from California, while **Red and Black Grapes** are in good supply and expected to stay plentiful into December.

**Cotton Candy Grapes** will transition to South American imports.



### CV ASPARAGUS

Current quality on **Asparagus** from Peru has been great. As Mexico's **Asparagus** season progresses, additional volume will help ease pricing and enhance availability. This seasonal overlap between Peru and Mexico could provide a unique opportunity to meet high demand with consistent, high-quality **Asparagus**.



### CV HARD SQUASH

Pennsylvania **Acorn** and **Butternut Squash** remain plentiful with good quality, expected to last through Thanksgiving.

**Spaghetti Squash** is winding down, and tighter supplies have driven prices up.



### CV GREEN BEANS

**ALERT!** Green Beans will see higher prices as Thanksgiving approaches due to high demand and limited production, affected by recent hurricane damage in Florida. Avoid ads and promos.



### CV TOMATOES

**GOOD NEWS!** Tomatoes, including **Beefsteak** and **Cluster** varieties, have seen fast-falling prices as demand slowed. Expect stable pricing with some promotions through the end of the month.

**NOTE:** Field grown **Vine-Ripe Round** and **Roma Tomatoes** will remain premium-priced due to low volume and demand for quality.



### CV GREEN SQUASH

**GOOD NEWS!** **Green Squash** from Georgia and Mexico will be highly promotable through the end of November. With abundant supplies and competitive pricing, **Green Squash** is ideal for seasonal in-store specials and ads.

It's versatile and suitable for a variety of holiday dishes, offering a fresh option as temperatures cool.



### CV POMEGRANATES

POM Wonderful **Pomegranates** are in peak season, with whole fruits and **POM POM Pomegranate Arils** available in various packaging options for the Thanksgiving holiday.



### CV STONE FRUIT

Import **Cherry** supplies are currently delayed, despite an expected record crop this season. Arrivals have been sporadic, and supplies have been limited so far. This is anticipated to improve in time for December promotions.

Import **Peaches** and **Apricots** are expected to arrive around December, providing additional **Stone Fruit** options for customers.



### CV PEARS

Washington **Happi Pears** are also in excellent supply for mid-November, presenting an opportunity for customers to try a new **Pear** variety. This new addition complements the selection of traditional pears and offers a slightly different texture and flavor profile. **Happi Pears** can be eaten firm or soft.

Another recent arrival is the **Seckel Pear**, which is known for its small size and intense sweetness, making it popular for snacking and holiday appetizers.



### CV BRUSSELS SPROUTS

**GOOD NEWS!** **Brussels Sprouts** continue to be readily available in November, with exceptional quality. Modest cost increases are expected as Thanksgiving nears, though production remains strong. Highlight **Brussels Sprouts** as a holiday side dish staple.



### CV ARTICHOKE

California **Artichokes** have improved in mid-November, with more supplies expected as Thanksgiving approaches. Quality has been exceptional, and better costs will accompany the increased volume later in November.



### CV CAULIFLOWER

**Cauliflower** supplies from California have been erratic in November, but production has picked up with more aggressive pricing in early November. As Thanksgiving and other transitions approach, however, expect conditions to worsen later in the month, with prices rising.



### CV CHESTNUTS

**Italian Chestnuts** are now in stock for the holiday season, available in both bulk and mesh bag options. **Chestnuts** are a beloved seasonal item, popular for roasting and as a rich, nutty addition to holiday recipes. Their historical and traditional significance during winter holidays makes them a must-have for seasonal displays, especially when paired with other classic holiday produce.

# THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 28, 2024

## TRADITIONAL "MUST-HAVES" CHECKLIST

### VEGETABLES

- Asparagus
- Artichokes
- Beans - Green & French
- Beets
- Broccoli
- Sweet Baby Broccoli
- Brussels Sprouts & Stalk Brussels Sprouts
- Cabbage - Green, Red, & Savoy
- Carrots - Baby/Whole
- Cauliflower
- Celery & Celery Hearts
- Collard Greens
- Fennel/Anise
- Mushrooms - White
- Fresh Herbs
  - Poultry Mix
  - Sage
  - Rosemary
  - Thyme
  - Chives
  - Curly Parsley Bunches
  - Flat Parsley Bunches

### FRUIT

- Apples - Granny Smith & Honeycrisp
- Apples - McIntosh, Cortland, & Rome
- Berries
- Cranberries
- Grapes
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Persimmons - Fuyu & Hachiya
- Pomegranates - Whole & Arils

### HARD GOODS

- Garlic
- Hard Squashes - especially Butternut
- Pie Pumpkins
- Parsnips
- Rutabagas
- Onions - Pearl, Cipollini, & Shallot
- Onions - Sweet & Yellow
- Potatoes - Russet, White, Red, & Gold
- Sweet Potatoes (Yams)

### BAKING

- Nuts - In-Shell & Shelled
- Chestnuts
- Pistachios
- Raisins & Dried Cranberries
- Dates
- Glacé/Candied Fruit

### DECORATIVE

- Fresh Cut Flowers
  - Floral Mums
- \*\*All items pre-ordered*

### VALUE ADDED

- Cole Slaw & Salad Mixes
- Stuffing Mix (diced onions and celery)
- Cubed Butternut Squash
- Cut Vegetable Florets
- Snipped Green Beans
- Chopped Collards and Kale
- Sparkling Juice
- Apple Ciders

## HELPFUL INFO FOR THIS THANKSGIVING

### NUT AND BAKING DISPLAYS

Build during early to mid-November. Nuts and baking products will sell well through New Years.

#### WHAT TO INCLUDE:

- In-shell Mixed Nuts and Walnuts
- Shelled Mixed Nuts and Walnuts
- Fresh Chestnuts
- Roasted/Peeled Chestnuts
- Pistachios
- Almonds
- Raisins
- Dried Cranberries
- Baking Dates
- Medjool Dates
- Dried Figs
- Candied Fruit (for making fruitcake)



*\*\*Re-order early so you can stay ahead as product sells down.*

### CONVENIENCE AND RECIPE-READY PRODUCTS

Save time for busy meal preparers and sell well the week before Thanksgiving by offering ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwavable package.

- **Trimmed & Washed Microwaveable Green Beans** - 2 lb family bags available by preorder
- **Season & Steam Microwaveable Brussels Sprouts**
- **Peeled & Cubed Butternut Squash**
- **Bagged Cut Vegetables & Veg Trays**
- **Fresh Cut Vegetables and Fruits & Trays** - available by preorder to help you stay in stock
- **Stuffing Mix (Diced Onion & Celery with Herbs)** - available by preorder





## BUILD A BIG SWEET POTATO DISPLAY TO CAPTURE BIG SALES!

Promote the full variety of Sweet Potatoes (Yams) with some aggressive pricing too!

**TIP #1:** Post a full case price or make random weight tote bags full of potatoes for grab & go.

**TIP #2:** Add 3lb Bagged Sweet Potatoes for November.

**TIP #3:** Purple is hot! Add Stokes Purple Sweet Potatoes for consumers that want a conversation-sparking side dish.

## POTATOES & ONIONS – THE STAPLES MATTER

This is the time of year to build large displays of bagged and loose Potatoes & Onions, Shallots, and Garlic.

- The best varieties for **MASHING** include: **Yellow/Yukon Gold** and **White Potatoes** (traditional), **Red Skin** (for skin-on recipes) and **Idaho Russets** (for fluffy texture).
- Having some jumbo sized **Russet Potatoes** are nice for shoppers that care for ease of peeling at home.
- **Fingerling Potato** varieties and **Baby Potatoes** are ideal for **ROASTING** and do not need to be peeled.



## CLASSIC THANKSGIVING INGREDIENTS FOR HOLIDAY SIDE DISHES DRIVE SALES.

**TRADITIONAL ITEMS** - Cranberries for sauce and stuffings. Green Beans are a favorite! Broccoli, Asparagus, Brussels Sprouts, and Cauliflower are in peak demand.

**Did you know?** Thanksgiving week sales are often higher than at any other week of the year for:

- |  |  |
|--|--|
| <input type="checkbox"/> White Mushrooms   | <input type="checkbox"/> Fresh Herbs (including poultry blend) |
| <input type="checkbox"/> Fresh Cranberries | <input type="checkbox"/> Leeks                                 |
| <input type="checkbox"/> Brussels Sprouts  | <input type="checkbox"/> Baby Peeled & Whole Carrots           |
| <input type="checkbox"/> Rutabagas         | <input type="checkbox"/> Green Beans                           |
| <input type="checkbox"/> Parsley           | <input type="checkbox"/> White Pearl & Cipollini Onions        |

## BE READY WITH FRESH HERBS!

Pre-book your **FRESH HERBS**. Do not wait - plan ahead so you're in stock.

**Thyme, Rosemary, Sage, Poultry Mix, and Chives** will be the top 5 fastest moving herb packs for Thanksgiving.





## PAY ATTENTION TO STUFFING AND FILLING INGREDIENTS.

Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- Celery or Celery Hearts and Yellow Onions or Sweet Onions are on almost everyone's shopping list. Be ready and fresh!
- Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples, and Cranberries are key stuffing ingredients in many recipes.



## GREENS SELL!

Collards, followed by Kale, Mustard, Turnip Greens, are important for many ethnic and vegetarian holiday dinners.

**TIP #1:** Get pre-books in for Washed & Chopped Collards and Kale bags.

**TIP #2:** Get pre-books in for bunched Collards and Kale at stores where that is an in-demand traditional side dish.

**TIP #3:** Post a case price for Collards where appropriate.

## “WHOOPS, I FORGOT THESE SELL SO WELL FOR THANKSGIVING!”

Some items just move surprisingly well around Thanksgiving. Be ready on:

- Clementines & Satsuma Mandarins
- Navel Oranges
- Pomegranates & Pomegranate Arils
- Fresh Apple Ciders
- Artichokes Fennel (Anise)
- Fennel (Anise)
- Cabbage & Cole Slaw Mixes
- Parsnips
- Rutabagas
- Bananas (stay ahead on color)
- Grapes
- Jarred fruits and Citrus Salad
- Pineapples



# LABOR SCHEDULING AND ORDER PLANNING CAN HAVE A HUGE IMPACT ON YOUR THANKSGIVING SALES.

## ORDERING TIPS

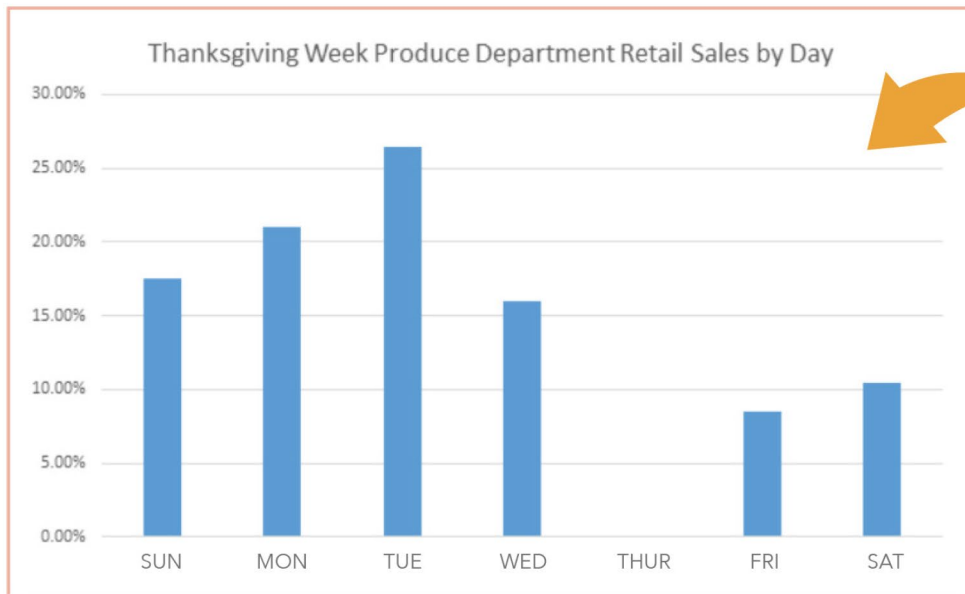
**TIP #1:** Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/27, that should be for last minute fill in and Friday sales.

**TIP #2:** Bring in warm table and hard items in for THURS 11/21 - SAT 11/23 and fresh items in by SAT 23/16 - MON 11/25 BEFORE Thanksgiving so you and your staff are on the sales floor TUES 11/26 and WED 11/27, not in the back room waiting on and unloading trucks.

## LABOR TIPS

**TIP #1:** Your produce department should be set and ready to shop by 9:00 AM MON - WED for your customers' convenience. Do not get behind the '8' ball or you will disappoint your customers. Stay ahead and your holiday business will go smoothly. It's possible to expect a 5% sales bump vs current trends the week before Thanksgiving, and a 15-20% bump the week of Thanksgiving but packed into 6 days. Sales will then likely drop sharply for the week after Thanksgiving.

**TIP #2:** Schedule evening help on SUN - WED. Have your evening associates fill all hard goods like potatoes, onions, and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings – apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.



## PRO TIP:

Plan your ordering with this "sales at retail" curve in mind."

To be in stock for the Sunday, Monday, and Tuesday rushes, you need to have product ordered and delivered 2-3 days ahead of these peak selling days.

**Be Organized! Be Fresh & Full!  
Have a great holiday! THANK  
YOU for being our customer!**

\*Want more advice or tips individualized for your store situation? Contact your Four Seasons Produce Merchandiser or Sales Rep!

## 2024 THANKSGIVING HOLIDAY DELIVERY SCHEDULE

**SUNDAY 11/24 - TUESDAY 11/26** - Normal office and delivery schedule.

**WEDNESDAY 11/27** - Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

**THURSDAY 11/28 - HAPPY THANKSGIVING!** Office closed and no deliveries.

**FRIDAY 11/29 & SATURDAY 11/30** - Normal office and delivery schedule.



# PERSIMMONS GUIDE

PEAK SEASON IS OCTOBER AND NOVEMBER

## FUYU PERSIMMONS

### APPEARANCE:

Short, flat and squat, with light-orange skin

### WHEN'S IT READY?

Sweet when picked, can be enjoyed right away crunchy and when soft

### HOW TO EAT:

Rinse, remove leaf calyx, slice for a sweet fall spice snack or chop to add to a fall fruit salad of apples, pears, pomegranate arils and grapes



**ALWAYS  
READY TO EAT**

## HACHIYA PERSIMMONS

### APPEARANCE:

Cone-shaped with bright-orange skin

### WHEN'S IT READY?

Must ripen at room temperature to a soft, gooey state before eating, baking, or cooking

### HOW TO EAT:

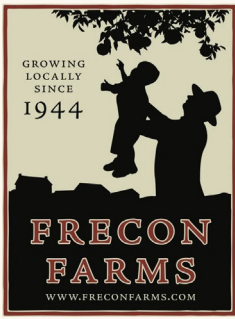
When soft, rinse, slice the top off, spoon out the pudding like flesh for a sweet snack or to use as an ingredient in baking

### HEADS UP!

Hard, unripe Hachiyas, are full of tannins and are so astringent that they'll draw your cheeks and lips to a pucker



**FIRST MUST  
RIPEN TO SOFT**



# FRECON FARMS APPLE NOVEMBER PROMOTIONS

- Fregon Farms has been growing some of Pennsylvania's finest tree fruits since 1944. Their family has proudly farmed in Boyertown, PA for 3 generations. •



- CODE 204834** - CV Apples EverCrisp 40 lb 72/88 ct
- CODE 5491** - CV Apples Fuji East 40 lb 72/88 ct
- CODE 5475** - CV Apples Gala East 40 lb 72/88 ct
- CODE 5173** - CV Apples Gold Delicious East 38 lb 8 ct Tote
- CODE 5594** - CV Apples Gr. Smith East 40 lb 72/88 ct
- CODE 5019** - CV Apples Honeycrisp 2.5" East 12/3 lb Bag
- CODE 5476** - CV Apples Honeycrisp East 40 lb 72/88 ct
- CODE 5167** - CV Apples McIntosh East 38 lb 8 ct Tote
- CODE 5559** - CV Apples Pink Lady East 40 lb 72/88 ct
- CODE 5166** - CV Apples Red Del. East 38 lb 8 ct Tote
- CODE 241805** - Fregon Farms empty boxes (to build displays)



**Locally  
Grown in  
Pennsylvania!**



**ASK YOUR SALES REP FOR PROMO PRICING!**



PHONE: 1.800.422.8384 | fsproduce.com



# BACK IN STOCK



# SEASONAL ORGANIC NOGS



CODE	DESCRIPTION	PK/SZ	UPC
236242	OG Eggnog Reduced Fat	12/32 oz Organic Valley	0-93966-00961-3
229030	OG Eggnog A2	8/32 oz Family Farmstead Dairy	8-60007-13220-9
232591	OG Eggnog	6/32 oz Kalona SuperNatural	8-81245-11032-3
226148	OG Oatnog	12/32 oz Natural By Nature	8-57330-00023-7
241002	OG Organic Nog	6/28 oz Three Trees	8-59918-00431-6

## AVAILABLE NOW!

TALK TO YOUR SALES REP FOR MORE INFORMATION!



PHONE: 1.800.422.8384

www.fsproduce.com



# BACK IN STOCK

## CONVENTIONAL & ORGANIC CHESTNUTS



### CONVENTIONAL AVAILABLE NOW

CODE	DESCRIPTION	PK/SZ	UPC
24251	CV Chestnuts AAAA	25 lb	4927
24255	CV Chestnuts	20/1 lb Mesh Bags	7-56110-80137-1



### ORGANIC AVAILABLE NOW

CODE	DESCRIPTION	PK/SZ	UPC
215872	OG Chestnuts	18/3.5 oz Ready to Eat Bag	756110991102