



ORGANIC MARKET NEWS



NOVEMBER 15 - NOVEMBER 21, 2024

PEAK SEASON FOR ORGANIC APPLES & PEARS



GOOD NEWS! Organic Pears are in steady supply through the holidays with a full complement of varieties including **Organic Green Anjou**, **Red Anjou** (starting), **Green Bartlett**, **Red Bartlett** (ending), and **Bosc Pears**. All varieties are being stocked with US#1 top-grade bulk product.

Fancy grade that show occasional wind scar or limb rub are also being offered on the **Organic Green Bartlett Pears** for retailers seeking a lower price point. 12/2lb pouch bags of **Organic Bartlett Pears** are selling well.

This year's **Organic Asian Pear** crop will wind down soon. 1-layer large fruit is already finished, and smaller sized in 2-layer boxes are all that remain for November. Offer these while you can.

GOOD NEWS! Organic Apples from Washington will be available through the holiday season in good supply. New crop **Envy**, **Gala**, **Fuji**, **Opal**, and **Pink Lady Apples** are promotable. **Organic Honeycrisp** and **Granny Smith Apples** are in season but less promotable than others. **Organic Ambrosia**, **Lady Alice**, **Kanzi**, **Rockit**, and **Sweetango Apples** are in stock for extra variety on display in November and December. Another arrival of **Organic McIntosh Apples** from Canada is expected ahead of Thanksgiving.

One of the best eating varieties, **Organic SugarBee Apples**, are in peak season. This consistently sweet, flavorful, and crispy-crunchy apple commands a higher price, but wins repeat sales with apple lovers!

NEW: Red-flesh, red-blush **Organic Lucy Rose Apples** will be available for a limited time during November in 12/2 lb pouch bags. Supplies will sell out quickly! More volume is expected in future seasons.



OG FALL FRUIT

GOOD NEWS! Organic Pomegranates are in good supply, with both large and smaller options available for the domestic season.

Organic Fuyu and **Hachiya Persimmon** supplies should meet holiday demand, and both varieties are available. Some growers are slightly more limited as some growers are finishing their harvests.

Organic Cranberries are expected to tighten as Thanksgiving approaches. **NOTE:** Although our partners are providing steady supplies, there is little surplus, so plan ahead to secure quantities. Quality remains excellent.

OG LETTUCE

NOTE: Organic Iceberg and Romaine Hearts are sourced from the West Coast, where prices are elevated due to the shift to southern growing regions. Expect higher costs through the end of November.

Organic Romaine and **Leaf Lettuce** remain available as the local season winds down and Florida production ramps up. A slight cost increase is anticipated with this transition, but pricing should remain promotable.

OG BERRIES

GOOD NEWS! Organic Blueberries from Peru continue to be highly promotable with excellent quality and aggressive pricing that makes them ideal for holiday promotions.

Organic Blackberry supplies from Mexico are improving weekly, with peak volume expected from early to mid-December. Quality has been consistently good, making them a solid addition for the holiday season.

NOTE: Organic Raspberries are tight for mid-November. While harvests are improving gradually, demand is outpacing supply, leading to limits and pro-rates on orders.

NOTE: Organic Strawberries are limited from California, with higher prices due to reduced harvests. Mexican supplies are also tight, spot buys may arise if these higher prices from growers slow demand too much.

Greenhouse-grown Organic Strawberries from Ohio are available as a quality alternative through winter and spring.



OG AVOCADOS

Organic Hass Avocados maintain a steady supply, with promotable 60 ct fruit. 48s, 60s, and 15/4 ct bags have solid availability.

NOTE: Equal Exchange Fair Trade Hass Avocados will be limited in 48 ct and 60 ct sizes for the rest of the year.

Organic Green Skin Avocados from Florida are becoming scarce and will finish soon.



OG GRAPES

NOTE: Organic Grape prices are increasing as supply decreases for both **Organic Red** and **Green Grape** varieties.

NOTE: Organic Black Grapes are finished for the season.



OG CITRUS

GOOD NEWS! New crop California **Organic Navel Oranges** are gaining supply strength just in time for Thanksgiving. Time to fill your counters with fresh USA **Organic Citrus!**

Organic Mandarins, including **Organic Satsumas** and **Murcotts**, are plentiful to kick off the season. Expect prices to ease as we head into December, a prime time to promote bagged or bulk fruit.



OG PEPPERS

NOTE: Organic Color Bell Peppers face limited availability and elevated costs in November, but quality remains high. These conditions are expected to persist throughout the month of November.

NOTE: Organic Green Bell Peppers are also in short supply for November with high pricing.



OG GREEN BEANS

ALERT! **Organic Green Beans** will be in sporadic supply the rest of November in bulk and Earthbound retail bags due to little to no volume in Florida plus a late and slow start in Mexico.



OG CELERY

GOOD NEWS! **Organic Celery** is in strong supply for Thanksgiving. While prices are higher than previous years, they remain favorable for promotions. Boost displays in mid-November to take advantage of these conditions.



OG SALADS

NOTE: Organic Salads will have occasionally unsteady fill-rates on most brands 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 CAULIFLOWER

GOOD NEWS! **Organic Cauliflower** from California is widely promotable in November, with outstanding quality. Consider expanded displays and promotional strategies to capitalize on demand during the holidays.



OG BROCCOLI

NOTE: Organic Broccoli from California remains limited as Thanksgiving approaches. High costs and restricted availability are expected as the West Coast transitions production regions.

NOTE: Occasional pro-rates are expected the rest of November on Earthbound **Organic Broccoli Florets** due to quality and lighter import volumes.



OG BRUSSELS SPROUTS

GOOD NEWS! Organic Brussels Sprouts have strong availability in November, just in time for Thanksgiving. This popular holiday item is ideal for promotions, with **Organic Bagged Brussels Sprouts** also available for a convenient “grab-and-go” option.



OG PINEAPPLES

GOOD NEWS! Organic Pineapples are plentiful for mid-November, providing great display opportunities through Thanksgiving.



OG KIWI

Organic Jumbo Green Kiwifruit from California in Homegrown’s “Mammoth” brand 20/1 lb 4 ct packs are now in season!

New Zealand Zespri **Organic Green Kiwi** will remain in good supply through November, with the season expected to wind down in early December. Then supplies will transition to California and Italian new crop **Organic Green Kiwi**.

NOTE: Organic Sungold Kiwi from New Zealand is done for the season.



OG POTATOES

GOOD NEWS! The main varieties of premium California #1 grade/size **Organic Sweet Potatoes** are in peak quality, supply, and promotability for Thanksgiving in the Natural Beauty brand from AV Thomas!

NOTE: Organic Ben Yagi Purple Sweet Potatoes (AV Thomas) are winding down sooner this year due to decreased plantings and lower yields.

Organic Potatoes are fully stocked and available for the holiday rush.



OG ONIONS

Premium **Red, Yellow, and White Organic Onions** from Peri & Sons in Nevada will have attractive holiday pricing through year-end.

Organic Yellow Onion prices have decreased slightly, while **Red and White Onions** have dropped significantly.

Lancaster County, PA **LOCAL Organic Sweet Onions** from Christ King are finished, with a smooth transition expected to Peri & Sons’ Nevada-grown **Organic Sweet Onions** by the end of November.



OG TOMATOES

Quebec greenhouse **Organic Beefsteak and Cluster Tomatoes** continue to be available at an elevated cost, with outstanding quality and steady supply. Improvements in availability and pricing are anticipated in December.

NOTE: **Organic Grape Tomatoes** are slightly limited with rising prices, though no significant availability disruptions are expected. Higher costs are likely through mid- to late-November.

OTHER STORIES

ALERT! **Organic Aloe Vera Leaves** are expected to be unavailable around mid-November from our grower in Mexico.

ALERT! **Organic Asparagus** continues to be in sporadic supply due to quality.

Organic Chestnuts are now available and will be through Thanksgiving, sold in 10lb bulk cases.

Organic Dragon Fruit from Mexico will be available by late November, with limited supplies from Ecuador also expected.

GOOD NEWS! **Organic Mangos** from Ecuador are now available, with steady supply anticipated through the month. Promote 10 and 12ct sizes for November.

GOOD NEWS! **Organic Royal Star Papayas** have good availability throughout November, with excellent quality.

Organic Passion Fruit and **Kiwano Melons** from California are in stock through the fall, with **Organic Feijoa** starting in late November.

CONVENTIONAL MARKET NEWS

NOVEMBER 15 - NOVEMBER 21, 2024

NEW CROP MANDARIN AND NAVEL ORANGE SEASON



GOOD NEWS! California's **Clementine Mandarin** harvest has started strong. 10/3lb, 15/2lb, and 4/5lb gift box California "Halos" brand **Mandarins** are in stock and prices will ease closer to Thanksgiving. There are significant savings available on more generic brands of 10/3lb and 15/2lb Import **Mandarins** as supplies become abundant on late crop Chile and new crop Morocco fruit. More 5lb wood gift boxes of Morocco **Clementine Mandarins** are expected to arrive around 11/19.

GOOD NEWS! **Stem-and-Leaf Satsuma Mandarins** from California will be in peak season in 22 lb bulk and 6/3 lb clamshells now through Christmas. The **Stem-and-Leaf** packs add a pop of color and a special appeal to your displays.

NEW: There is a new program to offer your shoppers this season: East Coast grown easy-peel **Satsuma Mandarins** from Florida and Georgia will be available in both bulk and 12/2lb bagged options for the rest of November and into December.



GOOD NEWS! Fancy California **Navel Oranges** are ramping up as the season begins to roll. Big fruit is on the tighter side from most growers with occasional spot buys from others on 56ct. Choice and combo grade 12/3lb and 10/4lb **Navel Orange** Bags are now in good supply to fill your counters.

Lemons are in okay supply from California. **Meyer Lemons** and Wonderful brand Seedless **Lemons** are now back in season in high graphic retail bags too.

Pummelos from California and Florida are in peak season, providing a unique addition to displays with the biggest of all citrus fruits. Fall-Glo **Tangerines** from Florida are in season, available in both bagged and bulk options. Florida **Juicing Oranges** are steady with the Hamlin variety. New crop Texas **Grapefruit** supply has strengthened across all sizes of Rio Reds/Rio Stars, while Florida is peaking on 40ct and bagging fruit for now.



CV TOMATOES

GOOD NEWS! **Greenhouse Cluster Tomatoes** have excellent availability and outstanding quality. Promotional opportunities are available for mid-November, making them ideal for expanded displays and promotions.

Beefsteak Tomatoes are in steady supply as of mid-November. Though not promotable, they are reasonably priced, and quality remains high.

Grape Tomatoes are readily available, though prices have increased in mid-November. Quality remains strong, with pricing still affordable, though less promotable.



CV LETTUCE

ALERT! **Lettuce** prices are rising significantly as California transitions to new growing regions in the south of the state as well as to Yuma, Arizona. Watch your pricing this month!

ALERT! **Iceberg and Romaine Hearts** are particularly affected, with limited availability and sky-rocketing costs expected through November.

New Jersey **LOCAL Leaf Lettuce** is also finishing up, leaving fewer alternatives.



CV BERRIES

GOOD NEWS! **Blueberries** are promotable leading into Thanksgiving, with prices easing, making them an excellent choice for holiday promotions. Quality remains top-notch, including premium varieties like Driscoll's **Sweetest Batch Blueberries**, which offer something special for holiday shoppers.

Blackberry supplies are steadily improving with nice quality overall. Pricing remains steady, with occasional "spot deals" available.

Raspberries are priced higher than usual, but supplies are improving from Mexico. Prices may ease toward the end of November as new crops come in. There may even be some "spot deals". Quality has been good and improving.

Strawberries remain lighter in supply heading into Thanksgiving. More limited availability means prices are set through the holiday period, though quality has been excellent. New crop Florida production is expected to begin in mid-December with light volumes.



CV KIWI

Sungold Kiwi from New Zealand should last through Thanksgiving. Promote while you can.

Green Kiwi from Zespri's New Zealand crop is winding down and may finish before Thanksgiving. New crop European and California fruit may become available as an alternative.



CV PEPPERS

NOTE: Color Bell Peppers continue to face limited availability, with restricted supplies from multiple growing regions. Elevated prices are expected to persist into December.



CV BROCCOLI

East Coast **Broccoli Crowns** remains strong in November with aggressive pricing, excellent availability, and great quality—perfect for Thanksgiving displays and promotions.

Supplies will be supplemented out of Mexico and AZ/CA.



CV CELERY

GOOD NEWS! Celery, a Thanksgiving staple, is in good supply and favorable pricing as mid-November holiday pulls begin. Quality is outstanding, making it a good item to expand displays and feature in promotions.



CV CRANBERRIES

Cranberries will be available for Thanksgiving from Ocean Spray, though **NOTE: LOCAL** supplies may be a bit short due to New Jersey crops finishing early from drought.



CV GRAPES

California **Grapes** are still strong for **Red** varieties, though **Green Grapes** are tighter.

New crop Import **Green Grapes** are arriving with comparable pricing to California. Large sizes will switch to imports first.

Cotton Candy Grapes have transitioned to South America.



CV AVOCADOS

GOOD NEWS! Hass Avocados, particularly popular 48 and 60-count sizes, are in good supply as of early November.

Larger sizes like 36-count are limited and priced higher.



CV POTATOES

10/5 lb **Red** and **Gold Potatoes** from Maine are in good supply. The **Gold Potatoes** are labeled "Harvest Gold" while **Reds** are in "Dole" bags, with steady prices expected through November.

LOCAL 10/5 lb bags of **White Potatoes** from New Jersey are wrapping up, with Lancaster County, PA peak season set to begin supplies near the end of November.

Premium Green Giant **Gold, Red, and White** 10/5 lb **Potatoes** will be in steady supply for the holiday too.



CV PINEAPPLES

GOOD NEWS! Pineapples are in good supply for mid-November. Promote 6 ct and 7 ct.

Specialty varieties like **HoneyGlow** and **Golden Selection Pineapples** are available but not abundant.



CV CUCUMBERS

GOOD NEWS! Greenhouse Euro Cucumbers from Canada remain plentiful with deal pricing available!

Mini Seedless Cucumbers are starting to rise in cost, on the other hand, quality remains high across both types.



CV GREEN BEANS

NOTE: Green Beans are expected to be on the tighter side for Thanksgiving due to lighter production in the South with some supplement from Mexico.

If retailers pulled back their ads then pricing could ease a little.



CV FALL FRUIT

POM Wonderful Pomegranates are in peak season for November. They are available in 22 ct and 30 ct whole fruit and 4oz or 8oz POM POM Aril cups, making them a versatile addition to holiday displays.

Fuyu and Hachiya Persimmons are steady from California for the fall. Fuyu can be eaten firm, while Hachiya must be soft; consider adding signage to clarify this for customers.



CV STONE FRUIT

Import Cherry season has started slower than expected causing many delays to the initial arrivals but a record crop with steady jumbo fruit supplies still anticipated through the New Year.



CV APPLES & PEARS

Apples are widely available for Thanksgiving, including varieties like Ambrosia, Cosmic Crisp, Fuji, Gala, Honeycrisp, and more. Stock shelves with a full variety for maximum holiday sales.

Despite a smaller overall crop volume, steady supplies of Pears, including Anjou, Bartlett, Bosc, and others, are expected for the holiday season. US #1 grade and fancy grade (scarring) are both available.



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts are in peak supply for Thanksgiving, with excellent quality and promotable prices. Expanding displays and promotions can capitalize on strong conditions for holiday demand.



CV ARTICHOKE

California Artichokes are in better supply as of mid-November, with improved availability and easing pricing.



CV CAULIFLOWER

Cauliflower from California is widely available and reasonably priced as of mid-November. Though not highly promotable for Thanksgiving, it will still be affordable with good supply.



CV MANGOS

GOOD NEWS! Mangos from Ecuador remain promotable in November, with moderate supplies. Peruvian Mangos will start soon.

NOTE: Ataulfo Honey Mangos are winding down, with supplies dwindling through the month.

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

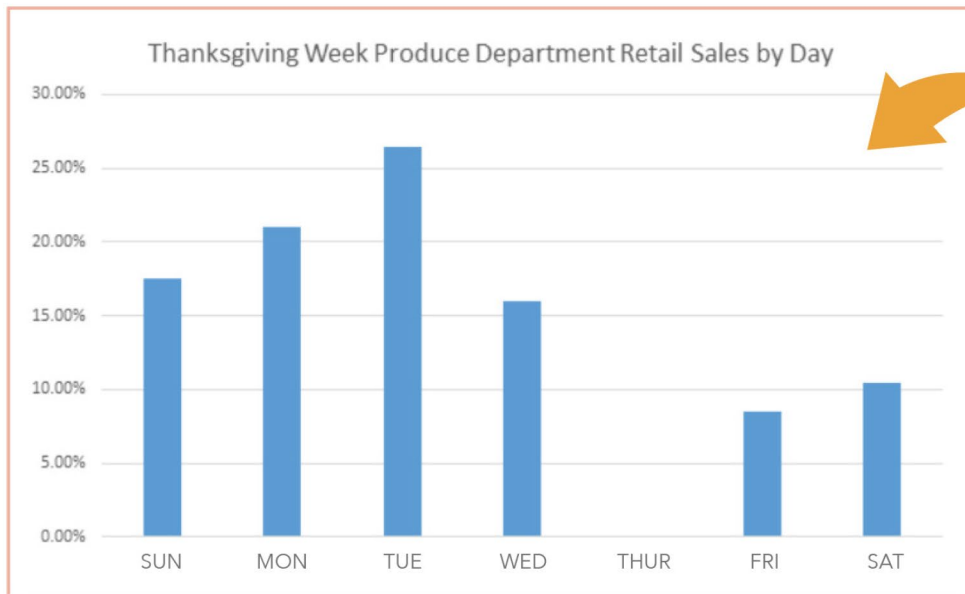
TIP #1: Being a last minute orderer can burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you cannot sell what you don't have in your store. If you have a scheduled delivery for WED 11/27, that should be for last minute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

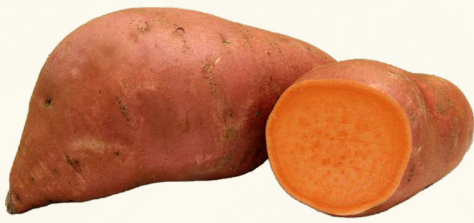
WEDNESDAY 11/27 - Normal office schedule, extra deliveries in some areas. Taking orders for Friday delivery.

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

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

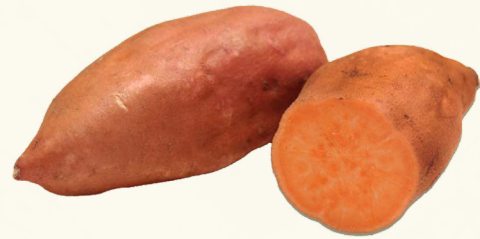


GUIDE TO SWEET POTATOES



RED/GARNET

SKIN: Reddish-purple
FLESH: Vivid orange, moist texture, sweet flavor
USES: All purpose, ever-popular variety



ORANGE/JEWEL

SKIN: Orange-red
FLESH: Deep orange, moist
USES: Ideal for boiling, whipping, roasting, casseroles, fries & baking



PURPLE STOKES

SKIN/FLESH: Purple skin, deep purple flesh that's slightly more waxy and drier than orange flesh varieties
CHARACTERISTICS: Rich with antioxidants and phyto-nutrients
FLAVOR: A rich balance of sweet flavor and yam-like earthiness, a longer baking time is required to bring out the best flavor



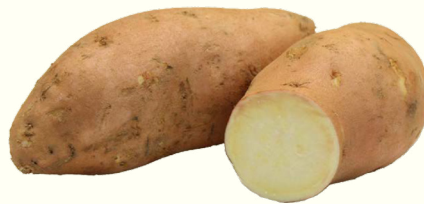
COVINGTON/BEAUREGARD

Primarily grown in NC, LA, and MS
SKIN: Red-tan
FLESH: Orange, moist
USES: All-purpose



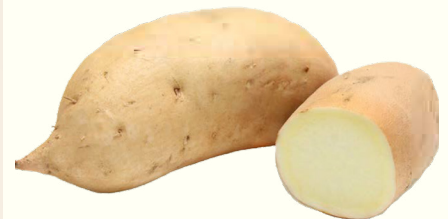
JAPANESE SWEET

SKIN/FLESH: Purple skin, white flesh, firm, dry texture
CHARACTERISTICS: Holds shape after cooked, ideal for baking & roasting
FLAVOR: Very sweet



WHITE HAMON

Primarily grown in NJ
SKIN: Cream-tan
FLESH: Off-white
FLAVOR: Moist and sweet



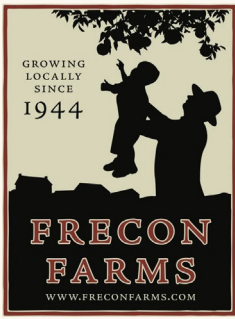
HANNAH

Primarily grown in CA
SKIN: Light yellow to tan
FLESH: White
FLAVOR: Mild flavor and excellent sweetness

SWEET POTATO TIPS:

- **Orange-flesh Sweet Potatoes** are ideal for boiling, whipping, roasting, casseroles, fries, and baking.
- **White-flesh Sweet Potatoes** have a drier texture and are excellent for baking, roasting, or pan frying.
- At home, **DO NOT** store Sweet Potatoes in the fridge. Simply keep them in a cool, dry place, like at the bottom of your pantry.
- **DO NOT** seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.
- What we often call "Yams" in the United States are actually Sweet Potato varieties.





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

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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