

NEXT EDITION
WILL BE FRIDAY
12/6



ORGANIC MARKET NEWS



NOVEMBER 22 - DECEMBER 5, 2024

CALIFORNIA ORGANIC CITRUS IS HERE!



GOOD NEWS! New crop **Organic Mandarins** are abundant, with **Organic Satsuma** and **Murcott/Clementine** varieties currently available from California.

“Cuties” brand **Organic Mandarins** 1 5/2 lb bags are in stock and ready for holiday display builds and promos. Ask your rep about pop-up display bins in code 238249 - **FREE** with product purchase.

GOOD NEWS! **Organic Navel Oranges** are in good supply, with consistent pricing and excellent early-season quality from California. 48 ct, 56 ct, 72 ct, and 88 ct fancy loose are in stock, plus 10 1/4 lb bags.

Organic Pummelos are in peak season!

Organic Grapefruit shows tight supplies on larger fruit, while smaller sizes are more readily available. Quality and color remain excellent.



OG APPLES

The first new crop of **Organic Washington Cosmic Crisp Apples** are expected to arrive by December. This variety offers good quality, flavor, and promotional opportunities—a great promo replacement for **Organic Honeycrisp Apples** which will be expensive and tight all season.

Following the first significant frost in Washington, the **Organic Pink Lady Apple** harvest is complete, with excellent size and quality reported. **Organic Pink Lady Apples** should remain promotable into the new year.

Organic Washington Envy Apples will be plentiful for the holidays, with promotions likely in late December and January.

A small amount of 100/113 ct **Organic McIntosh Apples** have arrived, but it's expected to be the last of the season—grab them while they're available!



OG LADY MOON FLORIDA VEG

GOOD NEWS!

Lady Moon Farms is coming into peak season on their new crop Florida production of **Organic Red Leaf, Green Leaf, and Romaine Lettuces** for the rest of November and December! **Organic Red Butter and Green Butter Lettuce** will be available too. Good quality and excellent East Coast freshness is expected.

Fresh crop (post-hurricane re-plantings) East Coast **Organic Greens** are coming into seasons at Lady Moon Farms' Florida farm. **Organic Green Kale, Red Kale, Lacinato Kale, Collards, Red Dandelion, and Green Dandelion** will start refilling our supply with top quality and freshness around Thanksgiving and into December.

High quality Lady Moon Farms **Organic Bok Choy** and **Organic Baby Bok Choy** are now in season from Florida with excellent quality!

Lady Moon Farms did have some of their plants make it through earlier stores and they are shipping **Organic Eggplant** for late November.



OG BERRIES

GOOD NEWS! **Organic Blueberries** are highly promotable through early December, with aggressive pricing, ample supplies, and excellent quality from Peru.

Organic Blackberries from Central Mexico are readily available, with quality improving steadily and prices easing. **NOTE:** California fruit (Driscoll's) remains limited, with higher prices expected due to heavy rains impacting the region.

NOTE: **Organic Raspberries** are limited due to reduced production in Mexico, down 50% from projections. Cooler weather and adverse growing conditions are causing shortages, which are expected to persist for the foreseeable future.

ALERT! **Organic Strawberries** are facing rising prices due to extremely limited supplies. Both California and Mexico volumes are minimal, and heavy rains in California will exacerbate the shortage through November and into December. Florida production is not expected to start until late December or early January.



OG AVOCADOS

48 ct and larger **Organic Avocados** are tightening in supply by the end of November. However, 60ct fruit will still be more readily available, so focus sales efforts there.

NOTE: Equal Exchange Fair Trade **Organic Hass Avocados** will be very limited in both 48 ct and 60 ct sizes through November and into December.

NOTE: **Organic Green Skin Avocados** from Florida will become limited through the end of November before concluding altogether.



OG CARROTS

Organic Carrots from California have returned to steady supply for late November. This follows a larger Grimmway Organics Carrot recall involving product shipped in late August through October.

Consider adding vibrant **LOCAL** New Jersey **Organic Rainbow Carrots** to your displays. They are now available in 12 ct bunches and make a stunning presentation.



OG COLOR BELL & MINI PEPPERS

ALERT! The price of **Organic Color Bell Peppers** and **Organic Mini Sweet Peppers** are rising, and supply is limited. Despite the higher costs and tighter availability, the quality remains exceptional. These conditions are expected to persist through November and into early December.



OG GRAPES

NOTE: **Organic Grapes** from California have finished for the season. **THANK YOU** for the support! This was a successful 2024 California Organic Grape sales season!

OUTLOOK: **Organic Grapes** will gap in early December. Then, Imports of **Organic Green Grapes** will begin in mid-December, with **Organic Red Grapes** following in late December. Expect higher prices during the import season.



OG SPECIALTY CITRUS

The following **Organic Specialty Citrus** is available from Buck Brand from California in modest supplies during late November and early December:

- Organic Buddha Hand**
- Organic Pink-Variigated Lemons**
- Organic Meyer Lemons**
- Organic Sweet Palestinian Limes**
- Organic Satsuma Mandarins**



OG CELERY

GOOD NEWS! For Thanksgiving, **Organic Celery** is widely accessible and of exceptional quality. Pricing is still conducive to promotions.

NOTE: To take advantage of these circumstances, enlarge displays in November. **OUTLOOK:** It is crucial to note that things will change significantly during December, with significant price increases anticipated closer to Christmas. Unfavorable conditions are expected throughout December.



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** from Mexico is in abundant supply for late November, offering good quality, this premium **Organic Asparagus** is a must-have addition to your produce selection through the holiday season.



OG CAULIFLOWER

In November, California **Organic Cauliflower** is consistently available and reasonably priced, though prices may go back up for early December.

Organic Romanesco is in season from California.



OG SALADS

ALERT! Some **Organic Salad** tender leaf items continue to be in tight supply during growing region transition impacting fill-rates or quality.

Organicgirl brand **Organic Butter Leaf, Whole Leaf, and Romaine Heart** SKUs are experiencing heavy pro-rates and out-of-stocks for late November.



OG BRUSSELS SPROUTS

GOOD NEWS! In November and early December, **Organic Brussels Sprouts** are incredibly abundant.

There are also plenty of **Organic Bagged Brussels Sprouts** available, making them a fantastic “grab-and-go” choice for the holiday.



OG PINEAPPLES

GOOD NEWS! **Organic Pineapples** are in excellent supply to finish November. Use display opportunities to build interest.



OG LETTUCE

ALERT! **Organic Iceberg and Romaine Hearts**, sourced exclusively from the West Coast, have seen costs rise due to the transition to southern growing regions. Expect higher prices for these items for the rest of November, with improvements likely in early December.



OG FALL FRUIT

Organic Fuyu and **Hachiya Persimmons** are nearing the end of their season but will be available through November.

Organic Pomegranates from California are quickly winding down, with Thanksgiving pulls expected to deplete many growers. There will be limited 24/28 ct sizing for late November, so focus on 30/36 ct where possible.

Organic Pomegranate Arils continue in good supply.



OG BROCCOLI

NOTE: California **Organic Broccoli** is becoming increasingly scarce. As the West Coast transition season approaches, anticipate higher prices and fewer options.

East Coast **Broccoli** from the Carolinas was meant to help offset the high price, but supply volume has drastically dropped due to weather conditions. East Coast **Broccoli** should recover somewhat and offer some respite as Thanksgiving week gets underway.

NOTE: Compared to **Bunched, Organic Broccoli Crowns** are even more scarce and very expensive.



OG TOMATOES

Organic Beefsteak and Cluster Tomatoes remain available but at elevated prices. Quality is outstanding, and no availability issues are reported. Conditions are expected to improve in December.

Organic Roma Tomatoes are in decent supply with nice quality.

ALERT! In late November, prices for **Organic Grape Tomatoes** are spiking due to growing shortages. Pro-rates are likely, and availability is expected to be very limited. While improvements are anticipated in early December, it may take time for normal volumes to return.

OG TROPICALS

Be sure to check out **Organic Passion Fruit** and **Kiwano Melons**, now in stock from California.

Organic Mangos from Ecuador are now available and should remain steady into December. Promote 10 ct and 12 ct .

ALERT! **Organic Aloe Vera Leaves** are gapping until further notice from Mexico.

Organic Dragon Fruit from Mexico will be available in late November.

Organic Feijoa will begin arriving in early December.

Organic Royal Star Papayas are in good supply in November, with consistent quality.



CONVENTIONAL MARKET NEWS

NOVEMBER 22 - DECEMBER 5, 2024

NEXT EDITION
WILL BE FRIDAY
12/6

PEAK SEASON PERUVIAN BLUEBERRIES



GOOD NEWS! Blueberries remain promotable through Thanksgiving and early December, with aggressive pricing and outstanding quality from Peru. From Mexico, light supplies are expected to grow through December. **Jumbo Blueberries** and 18 oz packs are readily available.

Driscoll's Sweetest Batch Blueberries with good size and sugars are in season and promotable from premium product departments.

GOOD NEWS! Raspberries from Mexico are highly promotable as new fields peak in production. Pricing is aggressive, quality is strong, and flavor is excellent. Take advantage while this deal lasts during late November!

Blackberry volume from Mexico is increasing, with steady pricing and good quality.

NOTE: Strawberry supplies remain tight as harvests in all regions struggle. California is expecting heavy rainfall, which could halt production for several days. Mexico and Florida are experiencing light volumes due to cold weather, with improvements expected by mid-to-late December.



CV BROCCOLI

Broccoli Crown supply from Georgia and the Carolinas remains steady, providing a favorable alternative to more expensive West Coast product. East Coast pricing may see a slight uptick, reflecting the West Coast market, but it remains advantageous. High-quality and reasonably priced **Broccoli** will support Thanksgiving promotions.



CV TOMATOES

GOOD NEWS! Cluster Tomatoes and **Cocktail Campari Tomatoes** continue to show excellent quality and favorable pricing. As November transitions into December, costs are expected to rise due to reduced supply.

GOOD NEWS! NatureSweet Constellation Tomatoes (Mixed Medley Snacking) are promotable!

Beefsteak Tomatoes are steadily available, though pricing is not currently promotable. While affordable and high in quality, conditions are expected to tighten in December, similar to **Cluster Tomatoes**.

Grape Tomatoes maintain steady availability, but costs are increasing throughout November. Despite higher prices, quality remains strong, though not at promotable levels.



CV APPLES

NEW! Washington **Aura Apples** are excellent in both appearance and flavor. This variety with Honeycrisp parentage, known for its slow browning and bright yellow skin, is expected to sell out by mid-to-late December.

The new **Cosmic Crisp Apple** crop will arrive in early December, offering ample promotion opportunities. As **Honeycrisp Apple** supplies tighten and prices strengthen, the **Cosmic Crisp Apple** is an excellent substitute with outstanding quality and promotable pricing.

Washington **Envy Apples** are in great supply and will feature prominently in holiday promotions through Christmas and January.

Washington **Hunnyz** and **Pazazz Apples** are in season!



CV KIWI

Sungold Kiwi from New Zealand will remain available through late November and into early December.

Green Kiwi from Zespri's New Zealand crop is nearing the end of its season. Supplies will transition to European-grown or California fruit as November shifts into December.



CV PEPPERS

ALERT! **Color Bell Peppers** are limited as multiple growing regions face supply shortages. Elevated costs are expected to persist into December but may begin to stabilize as the month progresses.

NOTE: **Green Peppers** are on the pricey side to start December. **Mini Mix Sweet Peppers** are also more expensive with light supply.



CV LETTUCE

ALERT! The **Lettuce** market is undergoing rapid changes. As the Salinas, California season ended, prices rose high, and availability tightened. Some growers are shifting to Huron temporarily before transitioning to Southern California and Arizona desert regions.

NOTE: The prices may have peaked ahead of Thanksgiving and will ease down in December.



CV CELERY

GOOD NEWS! Demand for **Celery** is increasing as Thanksgiving nears. Despite the rising demand, production levels will support promotional opportunities, with steady availability and exceptional quality. Increasing displays and emphasizing promotions can help boost holiday sales.



CV FIGS

Black Mission Figs from Mexico will return for late November and remain in steady supply into December.



CV GRAPES

NOTE: California **Grapes** continued to deliver exceptional quality, size, and flavor. But that season is ending.

Red Grapes are abundant, while **Green** and **Black Grapes** face supply challenges from some growers. Prices are expected to gradually increase through November as the California season ends and supply transitions to imports.



CV AVOCADOS

NOTE: **Hass Avocado** pricing has tightened across all sizes, including 36, 48, and 60 ct fruit. Larger sizes are particularly scarce, putting pressure on the 60 ct supply.



CV MANGOS

GOOD NEWS! **Mangos** will remain promotable through November. While 10 and 12ct fruit supplies are steady, larger sizes are not as abundant as anticipated.

NOTE: **Ataulfo Honey Mangos** from Ecuador are tight, with limited availability expected at the end of November.



CV PINEAPPLES

Pineapple availability is improving, with steady supplies for November. Premium 6 ct **Pineapples** will be especially promotable for the holiday season.

NOTE: **HoneyGlow Pineapples** from Del Monte will be very limited into December, while Dole's "Golden Selections" **Pineapple** brand will also be restricted or unavailable.



CV CITRUS

New **Citrus** varieties are coming into season from California in late November. Pink-flesh **Cara Cara Oranges** will arrive by Thanksgiving in 12/3lb bags and 56ct Fancy loose. **Heirloom Navel Oranges** in 12/3lb bags will be in stock by December 1.

California **Navel Orange** season is rolling along with improving color. There is more volume on the smaller sizes.

Wonderful brand **Seedless Lemons** are in season, and peak season has arrived for California **Meyer Lemons** and jumbo **Pummelos**.

Florida and Texas **Grapefruit** are in season with better sizing out of Texas, though small Grapefruit prevails.

Seeded but juicy and flavorful Florida **Tangerines** and Hamlin **Juicing Oranges** are in season headed into December.



CV CHERRIES

Import **Cherry** supplies are improving, with larger fruit sizes becoming available. Prices are expected to decrease weekly through December, with a peak in January before markets rise again toward February.



CV ARTICHOKE

California **Artichokes** remain limited for November.



CV FALL FRUIT

POM Wonderful **Pomegranates** are steady in November. The program includes whole pomegranates in bins, cartons, and 4 oz and 8 oz **POM POM Aril Cups**.

Fuyu and **Hachiya Persimmons** remain steady from California, with supplies expected to last through Thanksgiving and well into December.



CV PEARS

LOCAL Pennsylvania **Yellow Asian Pears** will soon give way to the **Brown "EliSan"** variety. The new variety offers an even richer flavor profile, perfect for the season.



CV GREENS

LOCAL New Jersey's **Parsley** is excellent quality and perfect for holiday meals.

Kale, Collards, and Beets from New Jersey and Texas are looking fantastic.



CV MANDARINS

GOOD NEWS!

Halos brand **California Mandarins** are in peak season! 10/3lb and 15/2lb bags, plus 4/5lb gift boxes are in stock. Ask your rep about FREE display bins.

Late November through December is the best time of year for easy-to-peel **Satsuma Mandarins**. **Stem & Leaf Satsumas** are available in bulk 22lb cases and 6/3lb Clamshells.

Moroccan new crop **Clementine Mandarins** are available for the holidays in wood 5lb gift boxes. Late season Chile and new crop Morocco bagged Import **Mandarins** are priced at a value.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** are in peak season and continue to show outstanding quality and availability. Consider emphasizing **Brussels Sprouts** in promotions to leverage their holiday popularity.



CV GREEN BEANS

Green Beans are slightly below ideal supply levels but arriving with decent quality.

HOLIDAY GREENS CARE INSTRUCTIONS



WHAT TO DO:

- Unpack product and space accordingly
- Product should then be watered as it has traveled a long way to your location.
- Water mixed greens containers 2x weekly after the initial delivery.
- Keep product out of direct sunlight
- Keep product out of windy areas

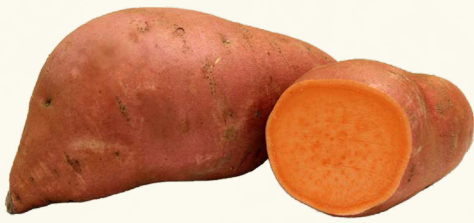
****CHRISTMAS GREENS DRY OUT WHEN THEY ARE NOT HYDRATED, MISTING WILL PROLONG THEIR LIFE****

Poinsettia Care

- 1 Poinsettias should be unpacked immediately upon arrival.** If this is not possible the boxes must be opened or the tops cut off to allow the ethylene gas to escape. If this not done, the ethylene gases that poinsettias release will suffocate the plants causing them to droop and become limp. This process is not reversible.
- 2 Poinsettias must be stored and displayed out of coolers and refrigerated areas.** This will cause irreversible chill damage.
- 3 Displays should be located out of drafty areas.**
- 4 The top half of the soil should be allowed to dry** before watering poinsettias.
- 5 Older, damaged poinsettias should be removed from the display,** as they will detract from the rest of the display.
- 6 Poinsettias cannot sit in water.** They need 'dry feet'. This will drown the plant, causing the leaves to drop and become yellow. Once this process starts, it will continue to work its way up to the top of the plant.

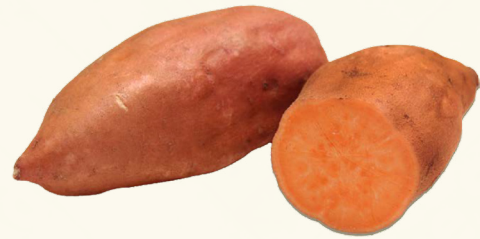


GUIDE TO SWEET POTATOES



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



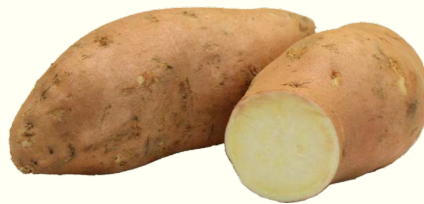
COVINGTON/BEAUREGARD

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



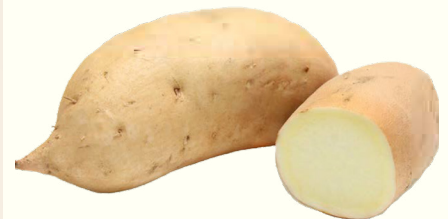
JAPANESE SWEET

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.





WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

DEC 2 - DEC 22, 2024

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

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

DISPLAY CONTEST CRITERIA:

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



DISPLAY CONTEST PRIZES:



SMALL STORE
(3 registers or less)

LARGE STORE
(4 or more registers)

\$500 Gift Card

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

LARGEST DISPLAY

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

BEST ALL ORGANIC DISPLAY

(ALL fruit must be Organic)

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

BEST HOLIDAY THEMED DISPLAY

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

BEST SMALL STORE DISPLAY

(3 registers or less)

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

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

See page 2 for Point of Sale codes.

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



PHONE: 800.422.8384

www.fsproduce.com



IT'S THE MOST Wonderful TIME OF THE YEAR!

PRODUCT CODES:

- 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
- 238604 - OG Mandarins Halo 15/2 lb



CODE: 14042



CODE: 13947



CODE: 222670



CODE: 222670

POS CODES:

- 232889 - POS Display Bin Halos 1 ea
- 232887 - POS Display Truck Halos 1 ea
- 232888 - POS Display Wrap Halos 1 ea

LIMITED POS MATERIALS - WHILE SUPPLIES LAST!

- 232887 POS Display Truck Halos 1 ea
- 229570 POS Display Bin 1 ct Halos Good Choice Kid
- 238638 POS Basketball Wrap Halos 1 ea
- 238639 POS Basketball Hoop Halos 1 ea



CODE: 232887



CODE: 232889



Wraps
around 3
Halos
bin bases

CODE: 232888



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.



HELPING OTHERS SUCCEED IN FRESH



THANK YOU
to our Customer &
Supplier Partners!



**THE NEW YORK
PRODUCE
SHOW AND CONFERENCE**

**YOU ARE INVITED TO VISIT US AT BOOTH 324 AT THE
NY PRODUCE SHOW ON WEDNESDAY, DECEMBER 11, 2024!**

Complimentary or Discount Access may be available for Retailers:

<https://www.nyproduceshow.com/pricing/>