

DECEMBER 20, 2024 - JANUARY 2, 2025

## ORGANIC SPECIALTY CITRUS



It is a great time to push **Organic Specialty Citrus** from California and enhance **Citrus** sets while growing this category. Available for late December are items like:

- **Organic Pummelos**
- **Organic Murcott Mandarins**
- **Organic Satsuma Mandarins**
- **Organic Heirloom Navels**
- **Organic Daisy Tangerines**

“Buck Brand” **Organic Citrus** items arriving for the end of December will include:

- **Organic Buddha Hands**
- **Organic Meyer Lemons**
- **Organic Pink Variegated Lemons**
- **Organic Mandarinquats**
- **Organic Limequats**
- **Organic Lee Nova Mandarins**
- **Organic Cara Cara Oranges**
- **Organic Minneola Tangelos**
- **Organic African Shaddock Pummelos**
- **Organic Chandler Pummelos**
- **Organic Red Globe Pummelos**



### OG NAVELS & MANDARINS

**GOOD NEWS!** It is a great time to promote **Organic Mandarin Oranges** from California. There is excellent supply, great flavor, and strong quality headed into January.

Organic Cuties brand 1 1/2 lb **Organic Mandarins** will be on promo for a January display contest at Four Seasons this January. **Organic Halos** brand will also be available, plus there will be occasional spot buy deals on 2 lb **Organic Mandarins** from California on other shipper brands.

**Organic Navel Orange** demand has supply on large fruit playing catch-up once again. Smaller fruit and bagged fruit is promotable at this time, while large fruit (like 56 ct) remains tight from most shippers.



### OG LADY MOON FLORIDA VEG

**GOOD NEWS!** **Organic Romaine** and **Leaf Lettuce** from Florida, grown by Lady Moon Farms, are thriving in late December. Outstanding quality, steady supply, and promotional opportunities will be available through January!

For late December **Organic Grape**, **Cherry**, and **Rainbow Cherry Tomatoes** from Lady Moon Farms in Florida are starting to produce fruit after delays by having to replant after hurricanes. Production will continue to improve for January.

Lady Moon Farms will start Florida **Organic Green Cabbage** during end of December, with **Organic Red Cabbage** arriving later in January.

Lady Moon Farms has started with Florida **Organic Jalapeños**, **Shishito Bags**, **Green Peppers**, and will begin **Organic Eggplant** at the end of December. Quality has been excellent and will continue to improve.

East Coast **Organic Bok Choy**, **Baby Bok Choy**, **Fennel**, **Collards**, **Kales**, and **Parsleys** from Lady Moon Farms in Florida are showing excellent quality.



### OG BERRIES

**GOOD NEWS!** **Organic Blueberries** remain promotable, featuring Driscoll's Peruvian fruit with excellent pricing and quality. Promote with confidence.

**Organic Blackberries** are promotable from Mexico, with nice quality and aggressive pricing on shipper brands. **NOTE:** Driscoll's **Organic Blackberries** are priced higher.

**ALERT!** **Organic Strawberries** remain very limited as well, with demand exceeding supply nationwide. California production has ended, while Florida and Mexico production remain light. Expect high pricing and limits through the New Year.

**ALERT!** **Organic Raspberries** will be very limited through the start of the New Year due to flat harvests and increased demand. Expect possible pro-rates and high pricing.





### OG AVOCADOS

**Organic Hass Avocado** supplies are ramping up, with prices on 48s easing slightly. Prices are still elevated but supply should be sufficient headed into January.

**NOTE:** Equal Exchange Fair Trade **Organic Hass Avocados** will be very limited in 48 ct and 60 ct sizes at the start of December, with a complete gap by the end of the month.



### OG BRUSSELS SPROUTS

**ALERT!** **Organic Brussels Sprouts** will gap in late December and early January. Increased volume from Mexico is expected to start in early to mid-January. During this period, expect limited to no availability until new crop begins.



### OG COLOR BELL PEPPERS

**NOTE:** **Organic Color Bell Peppers** from Israel are starting to yield consistent production with high quality in December. Although prices are slightly elevated with the supply chain refilling, the product quality remains excellent.

Increased Mexican production in January will help ease costs and improve availability on retail packs.



### OG GRAPES

Import **Organic Grape** supply is in good shape, though markets are high. **Organic Red Seedless** (Sweet Celebrations) and **Green Seedless** (Sweet Globes) from Peru are available.



### OG CUCUMBERS

**GOOD NEWS!** **Organic Euro Seedless Cucumbers** are becoming increasingly promotable in late December, making them an excellent item to highlight for the remainder of the month. Strong volume and quality are expected to continue into January.

**Organic Mini Cucumbers** are steadily available but slightly elevated in cost, with strong quality.

**Organic Cucumbers** from field production in Mexico are fairly steady though not promotable.



### OG CELERY

**ALERT!** **Organic Celery** remains limited in December, with high costs reflecting availability challenges.

**ALERT!** The situation is likely to worsen before improving in early January as production picks up. Expect subpar quality during this time and expensive price points on **Organic Celery** and **Celery Hearts**.



### CA/AZ OG LETTUCE

**GOOD NEWS!** **Organic Iceberg Lettuce** and **Romaine Hearts** from California are in excellent condition, with increasing production. Pricing is expected to improve as we approach the New Year.



### OG CAULIFLOWER

**ALERT!** **Organic Cauliflower** volume remains restricted with high pricing; however, production improvements are anticipated in late December and early January. As volume improves, pricing is expected to steadily decline.

**ALERT!** Earthbound **Organic Cauliflower Florets** and **Riced Cauliflower** are experiencing heavy pro-rates and out-of-stock in December due to lack of input product or poor quality. Fill-rates will improve during January.



### OG KIWI

**Organic Green Kiwi** from Italy is available in volume-filled options. Homegrown Organics' **Organic Mammoth Kiwi** 20/1 lb clamshells will offer an **Organic Green Kiwi** option from California.

**Organic Sungold Kiwi** from Zespri's Italian crop is now available for end-of-December sales in an 8/1 lb clamshell option.





### OG PEARS

**Organic Red Anjou Pears** remain in good supply.

**Organic Anjou** and **Organic Bosc Pears** are in firm supply with elevated pricing.

**NOTE:** **Organic Bartlett Pears** are wrapping up early January before a gap until imports arrive in February.



### OG CHARD GREENS

**NOTE:** California **Organic Chards** are expected to stabilize after a rocky market in much of December and are now harvesting better headed into January.



### OG COCONUT CHUNKS

Four Seasons is now offering **Organic Vanilla-Flavored Fresh Coconut Chunks** from Genuine Coconuts, a popular item that complements post-holiday eating habits. Promote these for the New Year!

This item is a line extension to add to the already strong-selling original **Organic Fresh Coconut Chunks** line from Genuine Coconut.



### OG APPLES

The **Organic Envy Apple** Promo and Display Contest is ready to boost sales in January. Build large displays for increased sales with this on-trend, delicious apple, and for a chance to win prizes.

**Organic Apples** are in excellent supply to close out 2024. Stock varieties like **Ambrosia**, **Cosmic Crisp**, **Fuji**, **Gala**, **Kanzi**, **Lady Alice**, **Opal**, **Pink Lady**, **Rockit**, **SugarBee**, and **Sweetango**.

**ALERT!** **Organic Granny Smith** and **Honeycrisp Apples** remain extremely limited with strong, rising pricing.



### OG BROCCOLI

**GOOD NEWS!** **Organic Broccoli** is expected to improve in late December following a challenging transition from Salinas Valley to Southern California and Yuma, AZ. Anticipate better pricing and strong quality to close the year, with promotional opportunities available in early January!

**GOOD NEWS!** **Organic Sweet Baby Broccoli** and **Broccoli Rabe** are experiencing strong volume and favorable pricing. Great quality and promotional volumes should continue into the New Year.



### OG GREENHOUSE TOMATOES

**Organic Beefsteak** and **Cluster Tomatoes** are consistent in late December, with solid production and excellent quality expected into early January.

**Organic Heirloom Tomatoes** remain limited.

## OTHER STORIES

**GOOD NEWS!** **Organic Mangos** from Peru are available, though 12 ct are very limited. Focus on the more plentiful and promotable 9 ct and 10 ct sizes.

**GOOD NEWS!** **Organic Royal Star Papayas** are in good supply through December. Quality has been strong.

**Organic Fuyu Persimmons** are available through the end of December, with potential carryover into early January.

Check out **Organic Passion Fruit** (limited), **Kiwano Melons**, and **Feijoa**, now available in limited supplies from California.

**NOTE:** There are industry wide short supplies on **Organic Thyme** and **Sage** in mid-to-late December causing issues with fill-rates on retail packs and poultry blend packs for the holidays.

**NOTE:** **Organic Asparagus** for late December is on the expensive side with erratic volumes causing hiccups in the supply pipeline.

**Organic Green Beans** are now in season from Mexico with nice volumes on good quality arriving from Covilli brand Fair Trade.



# CONVENTIONAL MARKET NEWS

NOVEMBER 22 - DECEMBER 5, 2024

NEXT EDITION  
WILL BE FRIDAY  
1/3

## SUMO CITRUS BEGINS!



**GOOD NEWS! SUMO Citrus** is back in season from California!

**SUMO Citrus** are known as **Dekopons** in Japan, a cross of mandarin and orange varieties known for its sweetness, deep flavor, large size, and easiness to peel since the flesh separates from rind without difficulty. **SUMO Citrus** is challenging to grow so pricing is higher than regular oranges, but citrus lovers have become very loyal to this reliably delicious and convenience fruit.

The 2024-2025 crop is looking good. Available at Four Seasons Produce for late December and early January will be 18lb trays of 25ct and high-graphic 12/2lb bags of **SUMO Citrus**. Peak season promotions and a display contest are planned for February with the season lasting into April.

Speaking of **Specialty Citrus**...

**Vintage Sweet Heirloom Navel Oranges** are back into season from California with 10/3lb high graphic bags. These **Navel Oranges** are from old-line orchards and tree stock, often the original varieties like "Washington" that were first planted in California over 100 years ago, and allowed to tree-ripen for excellent sugar levels. **Vintage Sweet Heirloom Navel Oranges** will be on promo with a display contest for Four Seasons Produce customers in January.

Pink-flesh, low-acid **Cara Cara** and red-flesh **Blood Oranges** are beginning peak season in California. The supply pipeline is filling up on bulk 56/72ct **Cara Caras** full boxes and 88/113sz 44ct half boxes in late December, plus 12/3lb **Cara Cara** bags and 18/2lb **Blood Orange** bags. Peak season will be January through March.

Florida **Autumn Honey Tangerines** are in peak season from Florida and will be followed later in January by Noble's highly prized **Juicy Crunch Tangerine**. California **Stem & Leaf Satsuma Mandarins** will continue to be at their best through New Year's in 22lb bulk and 6/3lb clamshells.



### CV TOMATOES

**Grape Tomato** volume from Florida has increased in Late December. Expect improved volume and lower costs for New Year's Eve.

**Roma Tomato** production remains steady from Florida and Mexico in Mid-to-Late December.

**NOTE: Round Tomatoes** are becoming steady in late December, but costs will remain elevated. Florida product has begun after a delayed start in December due to impacts from hurricane season, and Mexican product will begin in early to mid-January.

**NOTE: Beefsteak and Cluster Tomato** prices are rising for late December. Limited production is driving quick increases in markets after promotable volumes were available throughout the past month. Expect these conditions to worsen as the month continues and January begins.

**Campari Tomatoes** remain in steady volume, though costs have begun to increase as December continues. Expect this trend to continue into the New Year.



### CV BROCCOLI & CAULIFLOWER

**GOOD NEWS! Broccoli Crowns and Bunches** from Georgia remains readily available at a reasonable price. Mexican and West Coast production continue to offer excellent secondary options. Continue to promote **Broccoli** to drive additional sales in early January.

**Sweet Baby Broccoli** and **Broccoli Rabe** are now back to experiencing steady volume. High quality and improved volume should continue into the New Year.

**ALERT! Cauliflower** supply remains limited in late December with high prices; however, some improvements have been made. Expect costs to remain elevated until supply volume increases.

**Cauliflower** can be a volatile commodity, so shifts in production improvements may occur if favorable growing conditions prevail.



### CV BERRIES

**GOOD NEWS! Raspberries** will continue to be promotable from Driscoll's. Pricing is aggressive, and quality is outstanding. Continue to promote with confidence.

**GOOD NEWS! Blackberries** will continue to be promotable out of Mexico. Harvests have increased, and quality has been very nice. Pricing will be aggressive through the end of the month on pints and 18 oz.

**GOOD NEWS! Blueberries** remain promotable! Peruvian fruit remains available with good quality. New crop Chilean fruit is starting to arrive, and Mexico fruit is also beginning to increase. Mexico fruit will command a premium price, but all prices will be promotable. Quality has been excellent.

**NOTE: Strawberry** supplies out of Florida are tight overall. Pricing will remain high. Quality has been excellent. Mexico continues to harvest light volumes as well. California production will stay primarily on the West Coast.





### CV KIWIFRUIT

**Green Kiwi** from Italy and Greece are now in season. 1lb and 2lb clamshells, as well as a bulk option on the European fruit, are stocked.

Zespri's Italian **SunGold Kiwi** has started. Supplies will be steady, and we will offer an 8/1lb clamshell option.



### CV COLOR SWEET PEPPERS

**NOTE:** Greenhouse 11 lb **Color Bell Peppers** remain limited in late December, creating elevated costs. Though costs remain high, they have stopped increasing and are staying relatively consistent. These conditions are expected to hold true until Mid-January, when Mexican production is expected to increase, driving improved costs.

15 lb Fancy XL **Red Sweet Peppers** from Mexico field production are back in stock with nice quality.



### CV LETTUCE

**GOOD NEWS!** **Lettuce** is promotable once again! The transition to southern Winter growing regions has resulted in outstanding production. **Iceberg and Romaine Hearts** are increasingly promotable in December as increased production has driven advantageous costs.

**Leaf and Romaine Lettuce** costs have followed, with increased volume creating promotional opportunities. Highlight the **Lettuce** category as the New Year approaches!



### CV CELERY

**NOTE:** **Celery** supply has slowed as December has progressed, and with less production, prices have increased. Quality remains strong, but supply volume will remain restricted, and costs elevated into January.

**ALERT!** Additionally, **Celery Hearts** remain very limited.



### CV ONIONS

**NOTE:** **White Onions** have jumped up in price through December with more limited availability.

**Red, Yellow,** and all bagged **Onions** remain steady through December, and are expected to continue that way at least into the New Year.



### CV GRAPES

**NOTE:** **Import Grape** prices are exceedingly high as all colors remain limited.

Supply is expected to ramp up in the middle of January, bringing the market back to normalcy.



### CV MELONS

**Mini-Seedless Watermelon** production is improving, making this the more promotable of the melon category.

**ALERT!** Import **Honeydew** are very limited in volume with expensive pricing due to short supplies. 5ct are tight, 6ct are virtually non-existent headed into the new year.

**NOTE:** Import **Cantaloupe** are pricy with light supplies arriving to the US for late December and early January.



### CV MANGOS

**GOOD NEWS!** **Mangos** remain in good supply, with Ecuador and Peru continuing to be the main players. All sizes will be available.

**NOTE:** The **Ataulfo Mango** volume will be essentially nonexistent. With a smaller Peru crop and suspect quality, growers are opting not to ship from Peru. There is a chance we will be out of the variety until Mexico starts sometime in Late January.



### CV CUCUMBERS

**Greenhouse Euro and Mini Cucumbers** have seen slight price increases, though volume and quality remain strong. While the overall market is trending upward, deals are still available to help drive additional volume. Continue to promote to drive further sales.

Field-grown super select **Cucumbers** are in better supply from Mexico with some volume from Florida too.





### CV CITRUS

**GOOD NEWS!** California **Navel Oranges** have excellent quality and supply. This is a great time to push for flavor and price. There will be good buys popping up on 3 lb bags as well as jumbo 36/40 ct from time to time.

**GOOD NEWS!** There is exceptional quality from California on "Halos" **Mandarin Oranges** with nice supply. Import **Mandarins** from Chile and Morocco is very promotable at this time when compared to California markets.



### CV PEAS

**NOTE:** Container arrival difficulties in Miami have made **Snow** and **Snap Peas** difficult to source from Guatemala via Florida. These container issues are also impacting **French Beans** and **Shelled English Peas**.



### CV ARTICHOKE

Larger-sized 12 ct and 18 ct **Artichokes** are becoming increasingly available in late December. Stronger production has brought improved pricing as the month continues. Enlarge displays and begin to promote for early January!



### CV APPLES

**GOOD NEWS!** It's time to promote **Envy Apples** with high-graph POS and bins, as well as promotional markets. There will be a big January Envy promo and display contest to support the selling.

Most Western **Apples** are in excellent supply for the end of the year, including **Cosmic Crisp, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Hunnyz, Lucy Rose, Pazazz, Red Delicious, Rockit, SugarBee,** and **Sweetango**.

**NOTE:** **Honeycrisp Apples** are tight this year with prices rising.

Most eastern **Apples** (NY, PA) are in excellent supply for the end of the year, including **Ambrosia, Cortland, Crimson Crisp, Empire, Evercrisp, Fuji, Gala, Gold Delicious, Granny Smith, Lady, McIntosh, Pink Lady, Red Delicious, Rome, Ruby Frost, Snap Dragon,** and **Stayman**.



### CV STONE FRUIT

**GOOD NEWS!** Import **Cherries** are promotable, with aggressive pricing, and further drops are expected as we move into January, when the fruit supply peaks.

Import **Apricots** from Chile have arrived in limited supply, along with good supplies of **Peaches,** and **Nectarines**.



### CV HERBS

**Bunch Parsley** and **Cilantro** have been more difficult to source in New Jersey due to declining temperatures, raising prices. However, the new Texas crop looks strong!



### CV SPECIALTY BERRIES

Driscoll's high-flavor "**Sweetest Batch**" line offers retailers the opportunity to offer some of the best tasting **Berries** along side Driscoll's regular premium berries.

Driscoll's **Sweetest Batch Blueberries** 8/11oz are showing nice size and great texture to go with flavor our of Mexico and Peru. Rich-tasting Driscoll's **Sweetest Batch Strawberries** are just beginning in Florida in 8/14oz packs. Extra tasty Driscoll's **Sweetest Batch Blackberries** will return in early January with 12/10oz packs.

Shipper-brand 12/9.8oz **Jumbo Blueberries** continue in season from Peru.



### CV BRUSSELS SPROUTS

**NOTE:** **Brussels Sprout** volume remains limited in December. As supply tightens, price increases have ensued. Expect these conditions to persist throughout the remainder of December and into early January.



### CV PINEAPPLE

Some **HoneyGlow** and **PinkGlow Pineapples** are available for Christmas and New Year's!

**Pineapple** supplies are tightening quickly, especially on 6ct sizing. Expect pricing to escalate leading up to January.





# MERRY CHRISTMAS & HAPPY HOLIDAYS!



FROM YOUR FRIENDS AT  
*FOUR SEASONS PRODUCE*





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

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



## CHRISTMAS AND NEW YEAR'S OFFICE & DELIVERY SCHEDULE 2024

### MONDAY 12/23:

Normal office and delivery schedule.

### TUESDAY 12/24:

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

### WEDNESDAY 12/25:

Merry Christmas!! Office closed and no deliveries.

### THURSDAY 12/26 - MONDAY 12/30:

Normal office and delivery schedule.

### TUESDAY 12/31:

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

### WEDNESDAY 1/1/25:

Happy New Year!! Office closed and no deliveries.

### THURSDAY 1/2/25:

Normal office and delivery schedule.

*Please contact your sales representative with any questions.*





sumo  
CITRUS®



**ENORMOUSLY  
DELICIOUS®**

**THERE'S ONLY ONE SUMO CITRUS. HERE'S WHY:**



**SUPER-SWEET**



**ENORMOUS**



**EASY-TO-  
PEEL**



**NO MESS**



**SEEDLESS**

Bursting with juicy sweetness, Sumo Citrus is one of the world's largest and sweetest mandarins. Distinguished for its Top Knot and uneven skin, this rare seedless hybrid variety delivers the ultimate citrus experience: incredibly sweet and easy-to-peel, without the mess! Born in Japan and raised in California, Sumo Citrus is grown with care by our passionate, expert growers. Each Sumo Citrus tree is pruned and harvested by hand, which means we hold this notoriously difficult-to-grow fruit to high standards so only the best are called Sumo Citrus.

CODE	DESCRIPTION	PK/SZ
227060	CV Oranges Sumo Citrus 25ct	18lb
234095	CV Oranges Sumo Citrus	12/2lb
223548	POS Display Bin	1 ea



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# ORGANIC CUTIES AND CV VINTAGE SWEETS NAVEL DISPLAY CONTEST

DECEMBER 23, 2024 - JANUARY 12, 2025



## ATTENTION ALL CITRUS ENTHUSIASTS!

Four Seasons Produce has partnered with Sun Pacific Fruit to offer you a chance to be creative, sell some awesome fruit, and win some AMAZING prizes. OG Cuties Mandarins and CV Vintage Sweets Navels are two high volume driving SKU's in the citrus category and perfect for promotion in December and early January. Four Seasons Produce will have high graphic display bins and boxes to help you make a statement with your displays. This is a perfect opportunity to build an eye catching and seasonal display with two incredibly popular pieces of fruit.

## DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of Organic Cuties Mandarins or CV Vintage Sweets Navels in your department. All fruit **MUST** be purchased from **Four Seasons Produce**.
- Must purchase **at least 10 cases** of fruit during the contest period.
- Displays **must highlight the Cuties or Vintage Sweets Navel branding** in your displays, using the high graphic display bins or boxes. See POS code information below.
- All displays must remain up for a **minimum of one week**.
- Send all display contest pictures to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Thursday, January 16, 2025**



## DISPLAY CONTEST CODES:



- 12169—CV 10/3lb Vintage Sweets Navel
- 12165—POS Vintage Sweets Display Bins
- 234480—POS Vintage Sweets Display Box
- 223189—OG 15/2lb Cuties Mandarin
- 238249—POS Cuties Display Bin
- 238251—POS Cuties Display Box
- 238250—POS Cuties Mandarin Cutout



## DISPLAY CONTEST PRIZES:

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

THREE winners in each of the categories below will have the opportunity to choose their prizes!

### Prizes:

- Apple or Galaxy Smartwatch
- New Golf Driver (Titleist or Callaway)
- YETI Cooler
- Blackstone grill
- 55" TV
- Mountain Bike



### Categories:

- Best Organic Cuties Display
  - Best Vintage Sweets Navel Display
  - Best Small Store Display (3 registers or less)
- 3 honorable mention winners in each category will receive a \$100 Amazon Gift Card!

For more information on Sun Pacific, please visit [www.sunpacific.com](http://www.sunpacific.com)

So let's gear up, get our construction hats on, and have some fun building some sweet displays and selling some amazing citrus together. For more information or tips on building an awesome contest display, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





# INSPIRATION CORNER





JAN 6 TO FEB 2 DISPLAY CONTEST & PROMO  
DETAILS COMING SOON!

envy™ 



THE ULTIMATE APPLE EXPERIENCE

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## BITE & BELIEVE

Envy™ was born using natural plant-breeding methods, crossing between Braeburn with Royal Gala apples, we have taken full advantage of the best nature has to offer. The result is pure bliss, heightened enjoyment like no other.

## ENVY IS THE ULTIMATE APPLE EXPERIENCE

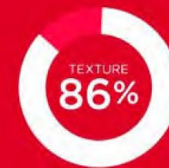
There are people who simply accept what life offers up and then there are those who seek more.

Envy™ shows that you choose to make each moment supremely delightful and that you know the difference between ordinary and extraordinary

Envy™ is an invitation to enjoy a small moment to savour and raise your expectations of what an apple can be.

Whatever you are doing right now, Envy™ apple makes the experience so much more memorable and remarkable for you and the ones you love.

## THE ULTIMATE APPLE



Envy™ emerged as the most preferred apple, favored for its **taste, texture and appearance.**\*

\*Source: Forward research April 2019



envyapple.com





# New Year, New You

## ***Is "Diet Season" still a thing?***

**For the past decade or so, the first few calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season."** After holiday celebrating with food, sweets, and drink, perhaps too much in November and December, many chose a weight-loss goal, special diet, or exercise regimen as part of a New Year's Resolution. In recent decades, this has translated to a boost in consumption of fruits and vegetables in early to mid-January at stores known for fresh produce and organics, driven even further by at-home juicing and smoothie making trend. All of this led to sharply increased demand in produce departments, followed by a drop-off as many people gave up on their strict diets, weight-loss goals, and resolutions by the time January ended.

**The past three Januaries have shown a plateauing, if not slight decline, of this demand spike for resolution diets. Why? Perhaps this:** The consumer mindset, influenced by social media and culture, seems to be shifting away from resolution diets based on societal expectations, guilt from overindulgence, and comparison. Those diets and goals are often unrealistic or unsustainable. Instead, there is a noticeable shift towards wellness, self-grace, positive behaviors, mindful eating, clean eating, functional foods, and sustainable changes to start the New Year.

January is still a chance for a fresh start, though retailers may consider replacing Diet in their merchandising and marketing efforts with terms like **"New Year, New You."**

Promotion focus can center on **wellness** (foods that impact your mood), **function** (foods that help you with something), and **better for you or free-from** (foods like organic, clean ingredient). The good news is that fresh fruits and vegetables and other produce department items are still the star of January.



***"Fresh fruits and vegetables and other produce department items are still the star of January."***





Here are some things to prepare for and things to promote in early-to-mid January's *New Year, New You* theme:

Expect more demand for:

- Salads and Salad Kits
- Berries and Apples
- Mandarins and Oranges
- Avocados and Bananas
- Lettuces and Romaine Hearts
- Broccoli and Cauliflower
- Tomatoes and Cucumbers
- Kales and Greens
- Carrots and Celery
- Organics in general



New Year, New You sentiments will impact shopper demand at your produce department and grab-and-go drink sets.

Be ready with Functional Beverages and Fresh Beverages:

- Fresh Orange Juice and Citrus Juices
- Protein Shakes
- Wellness Shots and Immunity Shots
- Produce-based Smoothies
- Cold-Pressed Juices
- Kombuchas



How about those kitchen gadgets that your shoppers got for Christmas or Hanukkah? Yes, there will still be plenty of brand-new Air Fryers, Juicers, and Blenders getting new use. And yes, fresh produce should be purchased to use in each one of those.

**TIPS:** Use suggestive signage by displays with call-outs like "great for juicing" or "perfect for the air fryer".