



2021

PRODUCE MERCHANDISING

CALENDAR



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JANUARY 2021

DISPLAY PROMOS

- HASS AVOCADOS
- SWEET POTATOES

FEATURE ITEMS

- SALADS
- JUICING & COOKING GREENS
- NAVEL ORANGES
- HASS AVOCADOS
- BLUEBERRIES

BEST OF SEASON

- SUMO CITRUS (START)
- HEIRLOOM NAVEL ORANGES
- CARA CARA ORANGES
- BLOOD ORANGES
- MINNEOLA TANGELOS
- GRAPEFRUIT
- MEYER LEMONS
- PUMMELOS
- ANJOU PEARS

SPECIALTY APPLES

- COSMIC CRISP
- JUICI
- JAZZ
- ENVY
- OPAL
- RUBY FROST (EASTERN)
- KIKU (EASTERN)



JANUARY 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1	DIET SEASON / HEALTHY EVERYTHING / NEW YEAR'S RESOLUTIONS						
						1 New Year's Day	2
WEEK 2	DIET SEASON / HEALTHY EVERYTHING / NEW YEAR'S RESOLUTIONS						
	3	4	5	6	7	8	9
WEEK 3	DIET SEASON / HEALTHY EVERYTHING / NEW YEAR'S RESOLUTIONS						
	10	11	12	13	14	15	16
WEEK 4	DIET SEASON / CITRUS SEASON						
	17	18 Martin Luther King Jr. Day	19	20	21	22	23
WEEK 5 / 6	CITRUS SEASON / BIG GAME						
	24 31	25	26	27	28	29	30

AVAILABLE ON THE FOUR SEASONS PORTAL:

- JUICING VS BLENDING INFOGRAPHIC
- TOP WINTER PRODUCE ITEMS POSTER



FOR MORE CONSUMER CONTENT: PRODUCEGEEK.COM



FEBRUARY 2021

DISPLAY PROMOS

- BLUEBERRIES
- VINTAGE SWEET HEIRLOOM NAVELS
- SPECIALTY APPLES
- ARTICHOKE
- IDAHO POTATO LOVER'S

AD FEATURES

- BLUEBERRIES
- HASS AVOCADOS
- STRAWBERRIES
- IDAHO POTATOES
- CALIFORNIA MANDARINS
- NAVEL ORANGES
- CHILEAN GRAPES
- ASPARAGUS

BEST OF SEASON

- SUMO CITRUS
- HEIRLOOM NAVEL ORANGES
- CARA CARA ORANGES
- BLOOD ORANGES
- CALIFORNIA MANDARINS
- MINNEOLA TANGELOS
- KUMQUATS
- BRUSSELS SPROUTS
- SWEET BABY BROCCOLI
- BROCCOLI RABE
- RED & YELLOW SWEET PEPPERS

SPECIALTY APPLES

- JUICI
- JAZZ
- ENVY
- OPAL
- RUBY FROST (EASTERN)
- KIKU (EASTERN)



FEBRUARY 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	"BIG GAME" / CITRUS SEASON						
WEEK 6		1	2	3	4	5	6
	VALENTINE'S DAY / SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH						
WEEK 7	7 "Big Game" Sunday	8	9	10	11	12	13
	SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH						
WEEK 8	14 Valentine's Day	15 Presidents' Day	16 Mardi Gras / Fat Tuesday	17 Ash Wednesday	18	19	20
	SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH / HEALTHY COMFORT FOOD						
WEEK 9	21	22	23	24	25	26	27
	SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD						
WEEK 10	28						

AVAILABLE ON THE FOUR SEASONS PORTAL:

- CITRUS SEASON POSTER
- TOP WINTER PRODUCE ITEMS POSTER



FOR MORE CONSUMER CONTENT: PRODUCEGEEK.COM

MARCH 2021

DISPLAY PROMOS

- SUNKIST CITRUS
- ORGANIC ASPARAGUS

AD FEATURES

- STRAWBERRIES
- CALIFORNIA MANDARINS
- ASPARAGUS
- NAVEL ORANGES

BEST OF SEASON

- BLACKBERRIES
- RASPBERRIES
- HONEY/ATAULFO MANGOS
- MURCOTT MANDARINS
- GOLDEN NUGGET MANDARINS
- SUMO CITRUS
- CARA CARA ORANGES
- BLOOD ORANGES
- MINNEOLA TANGELOS
- HEIRLOOM NAVEL ORANGES
- GRAPEFRUIT
- ASPARAGUS
- ARTICHOKEs
- BRUSSELS SPROUTS
- BROCCOLI RABE
- RAINBOW CARROTS
- CAMPARI TOMATOES
- NEW COLORED POTATOES - FL



MARCH 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD						
WEEK 10		1	2	3	4	5	6
	ST. PATRICK'S DAY THEMED DISPLAYS / SPECIALTY CITRUS SEASON						
WEEK 11	7	8	9	10	11	12	13
	ST. PATRICK'S DAY THEMED DISPLAY / SPECIALTY CITRUS SEASON						
WEEK 12	14 Daylight Saving Time Starts	15	16	17 St. Patrick's Day	18	19	20 First Day of Spring
	PASSOVER MEALS / THINK SPRING!						
WEEK 13	21	22	23	24	25	26	27 Passover Begins
	EASTER MEALS / PASSOVER MEALS / THINK SPRING!						
WEEK 14	28 Palm Sunday	29	30	31			

AVAILABLE ON THE FOUR SEASONS PORTAL:

- EASTER & PASSOVER MERCHANDISING TIPS
- HOW TO COOK AN ARTICHOKE RECIPE CARD



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APRIL 2021

DISPLAY PROMOS

- GREENHOUSE PRODUCE
- HONEY/ATAULFO MANGOS

AD FEATURES

- STRAWBERRIES
- ASPARAGUS
- CLUSTER TOMATOES

BEST OF SEASON

- HONEY/ATAULFO MANGOS
- HAITIAN MANGOS
- BLACKBERRIES
- STRAWBERRIES (CALIFORNIA)
- ARTICHOKE
- GREEN BEANS
- GRAPEFRUIT
- HEIRLOOM NAVEL ORANGES
- CARA CARA NAVEL ORANGES
- GOLD NUGGET MANDARINS
- RHUBARB
- WATERMELONS (BEGIN IN FL & MEX)
- SWEET CORN (BEGIN IN FL)

GREENHOUSE PRODUCE

- CAMPARI TOMATOES
- BEEFSTEAK TOMATOES
- CLUSTER TOMATOES
- RAINBOW SNACKING TOMATOES
- COLORED BELL PEPPERS
- MINI SEEDLESS CUCUMBERS
- SEEDLESS CUCUMBERS



APRIL 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 14	EASTER MEALS / PASSOVER MEALS / THINK SPRING!						
					1	2 Good Friday	3
WEEK 15	NEW CROP GREENHOUSE PRODUCE / THINK SPRING!						
	4 Easter	5	6	7	8	9	10
WEEK 16	NEW CROP GREENHOUSE PRODUCE / EARTH DAY & ORGANICS						
	11	12 Ramadan Begins	13	14	15 Tax Day	16	17
WEEK 17	NEW CROP GREENHOUSE PRODUCE / EARTH DAY & ORGANICS						
	18	19	20	21	22 Earth Day	23	24
WEEK 18	NEW CROP GREENHOUSE PRODUCE / FLORIDA SWEET CORN / FLORIDA WATERMELON SEASON						
	25	26	27	28	29	30	

AVAILABLE ON THE FOUR SEASONS PORTAL:

- TOP SPRING PRODUCE ITEMS POSTER



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MAY 2021

DISPLAY PROMOS

- DRISCOLL'S BERRIES
- VIDALIA ONIONS
- SWEET CORN

AD FEATURES

- WATERMELONS
- FLORIDA SWEET CORN
- VIDALIA SWEET ONIONS
- STRAWBERRIES
- BLACKBERRIES
- RASPBERRIES
- BLUEBERRIES
- CALIFORNIA CHERRIES
- HASS AVOCADOS

BEST OF SEASON

- CALIFORNIA APRICOTS
- MANGOS
- HONEY/ATAULFO MANGOS
- HAITIAN MANGOS
- ARTICHOKEs
- GRAPES (BEGIN FROM MEXICO)
- RAINBOW SNACKING TOMATOES

LOCAL (MID-ATLANTIC)

- ASPARAGUS
- LETTUCES
- HERBS
- RHUBARB
- LEEKS
- RADISHES
- KALES & COLLARDS
- CHARDS & DANDELION



MAY 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 18	NEW CROP GREENHOUSE PRODUCE / FLORIDA SWEET CORN / FLORIDA WATERMELON SEASON						
							1
WEEK 19	CINCO DE MAYO / MOTHER'S DAY / BERRY SEASON						
	2	3	4	5 Cinco de Mayo	6	7	8
WEEK 20	GRILLING & COLLEGE GRADUATIONS / BERRY SEASON						
	9 Mother's Day	10	11	12	13	14	15 Armed Forces Day
WEEK 21	GRILLING & COLLEGE GRADUATIONS / BERRY SEASON						
	16	17	18	19	20	21	22
WEEK 22 / 23	MEMORIAL DAY / GRILLING & OUTDOOR PARTIES / BERRY SEASON						
	23	24	25	26	27	28	29
	30	31 Memorial Day					

AVAILABLE ON THE FOUR SEASONS PORTAL:

- MEMORIAL DAY MERCHANDISING TIPS
- SEASON'S BEST BERRIES POSTER
- GRILLING PRODUCE GUIDE



FOR MORE CONSUMER CONTENT: PRODUCEGEEK.COM

JUNE 2021

DISPLAY PROMOS

- GRAPES
- HAITIAN MANGOS

AD FEATURES

- STRAWBERRIES
- BLACKBERRIES
- RASPBERRIES
- BLUEBERRIES
- CHERRIES
- WATERMELONS
- VIDALIA SWEET ONIONS
- SWEET CORN
- PEACHES

BEST OF SEASON

- GRAPES
- COTTON CANDY GRAPES (START)
- APRICOTS
- "VELVET" APRICOTS & APRIUMS
- MANGOS
- HONEY/ATAULFO MANGOS
- HAITIAN MANGOS
- PORTABELLA MUSHROOMS
- PEACHES (EARLY VARIETIES)
- NECTARINES (EARLY VARIETIES)
- ATHENA-STYLE CANTALOUPE

LOCAL (MID-ATLANTIC)

- LETTUCES
- HERBS
- LEEKS & SCALLIONS
- RADISHES
- KALES & COLLARDS
- CHARDS & DANDELION
- CABBAGES
- BLUEBERRIES (BEGIN FROM NJ)
- SWEET CORN (BEGIN)
- GRAPE TOMATOES (BEGIN)



JUNE 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	GRILLING & OUTDOOR PARTIES / LOCAL VEGGIES / BERRY SEASON						
WEEK 23			1	2	3	4	5
	GRADUATIONS / GRILLING & OUTDOOR PARTIES / LOCAL VEGGIES / BERRY SEASON						
WEEK 24	6	7	8	9	10	11	12
	FATHER'S DAY / GRADUATIONS / GRILLING & OUTDOOR PARTIES / LOCAL VEGGIES / BERRY SEASON						
WEEK 25	13	14 Flag Day	15	16	17	18	19 Juneteenth
	CHERRY & GRAPE SEASON / LOCAL VEGGIES / BERRY SEASON						
WEEK 26	20 Father's Day First Day of Summer	21	22	23	24	25	26
	4TH OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL VEGGIES / BERRY SEASON						
WEEK 27	27	28	29	30			

AVAILABLE ON THE FOUR SEASONS PORTAL:

- 4TH OF JULY MERCHANDISING TIPS
- POS MATERIALS FOR FAIR TRADE HAITIAN MANGOS
- SEASON'S BEST BERRIES POSTER



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JULY 2021

DISPLAY PROMOS

- STEMILT CHERRIES
- HOMEGROWN ORGANIC STONE FRUIT
- MANGOS FROM MEXICO

AD FEATURES

- CHERRIES
- GRAPES
- WATERMELON
- BLUEBERRIES
- SWEET CORN
- PEACHES & NECTARINES
- STRAWBERRIES & RASPBERRIES

BEST OF SEASON

- DARK SWEET CHERRIES
- RAINIER CHERRIES
- YELLOW & WHITE PEACHES
- YELLOW & WHITE NECTARINES
- DONUT/FLAT PEACHES
- "PEACH PIE" PEACHES (BEGIN)
- "NECTAPIE" NECTARINES (BEGIN)
- "VELVET" APRICOTS & APRICOTS
- PLUOTS/PLUMCOTS
- TUSCAN CANTALOUPE
- SUGAR KISS MELONS
- SUNGOLD KIWIFRUIT
- COTTON CANDY GRAPES
- SWEET SAPPHIRE GRAPES
- PORTABELLA MUSHROOMS

LOCAL (MID-ATLANTIC)

- BLUEBERRIES
- ZUCCHINI, YELLOW, GOLD BAR SQUASH
- GRAPE TOMATOES
- VINE RIPE & HEIRLOOM TOMATOES
- CUCUMBERS
- ATHENA-STYLE CANTALOUPE
- SWEET CORN
- PEACHES
- PEPPERS
- EGGPLANT (BEGIN)



JULY 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 27	4TH OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL VEGGIES / BERRY SEASON						
					1	2	3
WEEK 28	BLUEBERRY FEST / CHERRY & GRAPE SEASON / LOCAL PRODUCE						
	4 Independence Day	5	6	7	8	9	10
WEEK 29	CORN FEST / CHERRY & GRAPE SEASON / LOCAL PRODUCE						
	11	12	13	14	15	16	17
WEEK 30	CORN FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	18	19	20	21	22	23	24
WEEK 31	CORN FEST / PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	25	26	27	28	29	30	31

AVAILABLE ON THE FOUR SEASONS PORTAL:

- LOCAL PRODUCE POSTERS
- TOP 16 SUMMER PRODUCE ITEMS POSTER



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AUGUST 2021

DISPLAY PROMOS

- ZESPRI KIWIFRUIT
- MELONS

AD FEATURES

- CALIFORNIA GRAPES
- PEACHES & NECTARINES
- CANTALOUPE
- WATERMELONS
- SWEET CORN

BEST OF SEASON

- YELLOW & WHITE PEACHES
- YELLOW & WHITE NECTARINES
- "PEACH PIE" PEACHES
- "NECTAPIE" NECTARINES
- PLUOTS/PLUMCOTS
- PLUMS
- VERRY CHERRY PLUMS
- FIGS
- THOMCORD GRAPES
- CHAMPAGNE GRAPES
- HONEYDEW
- TUSCAN-STYLE CANTALOUPE
- SPECIALTY MELONS
- GREEN & SUNGOLD KIWIFRUIT
- BARTLETT PEARS
- RAVE APPLES
- DRAGON FRUIT

LOCAL (MID-ATLANTIC)

- VINE RIPE & HEIRLOOM TOMATOES
- GRAPE TOMATOES
- RAINBOW CHERRY TOMATOES
- ROMA TOMATOES
- SWEET CORN
- PEACHES & NECTARINES
- GREEN PEPPERS
- CHILI PEPPERS
- WATERMELONS
- EGGPLANT & SPECIALTY EGGPLANT
- PA SIMPLY SWEET ONIONS
- WHITE POTATOES (NJ/DE)



AUGUST 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 32	PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	1	2	3	4	5	6	7
WEEK 33	TOMATO FEST / PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	8	9	10	11	12	13	14
WEEK 34	TOMATO FEST / MELON SEASON / LOCAL PRODUCE						
	15	16	17	18	19	20	21
WEEK 35	TOMATO FEST / MELON SEASON / LOCAL PRODUCE						
	22	23	24	25	26	27	28
WEEK 36	LABOR DAY / BACK TO SCHOOL / GRAPE SEASON / MELON SEASON						
	29	30	31				

AVAILABLE ON THE FOUR SEASONS PORTAL:

- EGGPLANT & SPECIALTY MELON VARIETIES INFOGRAPHIC
- FAMILY TREE FARMS SPECIALTY STONE FRUIT INFO



FOR MORE CONSUMER CONTENT: PRODUCEGEEK.COM



SEPTEMBER 2021

DISPLAY PROMOS

- AIR CHIEF ORGANIC GRAPES
- PA MUSHROOMS

AD FEATURES

- CALIFORNIA GRAPES
- NEW CROP APPLES
- BARTLETT PEARS

BEST OF SEASON

- CONCORD & THOMCORD GRAPES
- COTTON CANDY GRAPES
- GUM DROPS GRAPES
- SWEET SAPPHIRE GRAPES
- HONEYCRISP APPLES
- SWEETANGO APPLES
- GALA APPLES
- MCINTOSH APPLES
- GINGER GOLD APPLES
- APPLE CIDER
- ASIAN PEARS
- STARKRIMSON (RED) PEARS
- BARTLETT PEARS
- SECKEL PEARS
- KIWI BERRIES
- DRAGON FRUIT
- DELICATA SQUASH
- ACORN & SPAGHETTI SQUASH
- BUTTERNUT & HONEYNUT SQUASH
- CAULIFLOWER (ALL COLORS)
- HONEYDEW & CANTALOUPE
- WHITE MUSHROOMS
- BABY BELLA MUSHROOMS
- SHIITAKE MUSHROOMS

LOCAL (MID-ATLANTIC)

- PUMPKINS & FALL ORNAMENTALS
- HARD SQUASHES
- APPLES
- TOMATOES
- POTATOES & ONIONS
- EGGPLANT
- CHILI PEPPERS



SEPTEMBER 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	LABOR DAY / BACK TO SCHOOL / GRAPE SEASON / MELON SEASON						
WEEK 36				1	2	3	4
	BACK TO SCHOOL / FRESH CROP APPLES / FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 37	5	6 Labor Day Rosh Hashanah Begins	7	8	9	10	11
	FRESH CROP APPLES / FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 38	12	13	14	15 Yom Kippur Begins	16	17	18
	FRESH CROP APPLES / FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 39	19	20	21	22 First Day of Fall	23	24	25
	FRESH CROP APPLES / FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 40	26	27	28	29	30		

AVAILABLE ON THE FOUR SEASONS PORTAL:

- GUIDE TO HARD SQUASH
- FALL PUMPKINS & ORNAMENTALS LIST



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OCTOBER 2021

DISPLAY PROMOS

- STEMILT ORGANIC APPLES

AD FEATURES

- EASTERN/LOCAL APPLES
- ORGANIC APPLES
- PEARS
- BROCCOLI
- POTATOES
- PUMPKINS & FALL ORNAMENTALS

BEST OF SEASON

- CALIFORNIA GRAPES
- HONEYCRISP APPLES
- GALA APPLES
- MCINTOSH APPLES
- APPLE CIDER
- ORGANIC HEIRLOOM APPLES
- ASIAN PEARS
- BOSCH PEARS
- CONCORDE PEARS
- CRANBERRIES
- COLORED POTATOES
- BABY & FINGERLING POTATOES
- POMEGRANATES
- PERSIMMONS
- STEM BROCCOLI (LOCAL)
- CAULIFLOWER (ALL COLORS)
- ROMANESCO
- FENNEL
- BROCCOLI RABE
- BRUSSELS SPROUTS
- HARD SQUASHES

SPECIALTY APPLES

- SWEETANGO
- SUGARBEE
- SNAP DRAGON
- OPAL



OCTOBER 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 40	FRESH CROP APPLES / FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
						1	2
WEEK 41	ITALIAN FOOD THEMES / APPLE & CIDER FEST / FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
	3	4	5	6	7	8	9
WEEK 42	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON						
	10	11 Columbus Day	12	13	14	15	16
WEEK 43	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON						
	17	18	19	20	21	22	23
WEEK 44 / 45	HALLOWEEN / APPLE & CIDER FEST / FALL COOKING						
	24 31 Halloween	25	26	27	28	29	30

AVAILABLE ON THE FOUR SEASONS PORTAL:

- EDIBLE VS DECORATIVE PUMPKIN VARIETIES INFOGRAPHIC
- PEAR SEASON POSTER



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NOVEMBER 2021

DISPLAY PROMOS

- NORTHWEST PEARS
- SUGARBEE APPLES

AD FEATURES

- GREEN BEANS
- SWEET POTATOES
- POTATOES (ALL COLORS & RUSSET)
- CLEMENTINE MANDARINS (BEGIN)
- NORTHWEST APPLES & PEARS

BEST OF SEASON

- PERSIMMONS
- POMEGRANATES & ARILS
- CRANBERRIES
- SATSUMA MANDARINS (BEGIN)
- CLEMENTINE MANDARINS (BEGIN)
- MEDJOO DATES
- CHESTNUTS
- NUTS FOR SNACKING & BAKING
- HONEYCRISP APPLES
- FUJI & PINK LADY APPLES
- GRANNY SMITH APPLES
- APPLE CIDER
- ANJOU PEARS (RED & GREEN)
- COMICE PEARS
- SWEET POTATOES
- STOKES PURPLE SWEET POTATOES
- BRUSSELS SPROUTS & STALKS
- CAULIFLOWER
- RUTABAGAS, PARSNIPS, TURNIPS
- FENNEL
- WHITE MUSHROOMS
- RUSSET & WHITE POTATOES
- BABY & FINGERLING POTATOES
- BLUEBERRIES (PERU & MEXICO)

SPECIALTY APPLES

- SUGAR BEE
- OPAL
- LADY ALICE
- SNAP DRAGON
- JAZZ
- ENVY
- LUCY ROSE



NOVEMBER 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON						
WEEK 45		1	2 Election Day	3	4	5	6
	FALL FRUIT (POMEGRANATES, PERSIMMONS, NUTS) / PEAR SEASON						
WEEK 46	7 Daylight Saving Time Ends	8	9	10	11 Veterans Day	12	13
	THANKSGIVING						
WEEK 47	14	15	16	17	18	19	20
	THANKSGIVING						
WEEK 48	21	22	23	24	25 Thanksgiving Day	26 Black Friday	27 Small Business Saturday
	HANUKKAH / HOLIDAY BAKING / MANDARIN SEASON						
WEEK 49	28	29 Hanukkah Begins	30				

AVAILABLE ON THE FOUR SEASONS PORTAL:

- HOW TO CUT A POMEGRANATE INFOGRAPHIC
- SWEET POTATO VARIETIES INFOGRAPHIC
- THANKSGIVING MERCHANDISING TIPS



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DECEMBER 2021

DISPLAY PROMOS

- WONDERFUL BRANDS (HALOS, POMEGRANATES, PISTACHIOS)
- SPECIALTY APPLES

AD FEATURES

- CLEMENTINE MANDARINS
- APPLES
- NAVEL ORANGES
- HASS AVOCADOS
- POTATOES

BEST OF SEASON

- SATSUMA MANDARINS
- CLEMENTINE MANDARINS
- NAVEL ORANGES
- GRAPEFRUIT
- PUMMELOS
- POMEGRANATES & ARILS
- COMICE & BOSCH PEARLS
- ANJOU PEARS (RED & GREEN)
- FUJI & PINK LADY APPLES
- POTATOES (RED & GOLD)
- BABY & FINGERLING POTATOES
- RAINBOW CARROTS
- RUTABAGAS, PARSNIPS, TURNIPS
- BRUSSELS SPROUTS & STALKS
- NUTS FOR SNACKING & BAKING
- BLUEBERRIES (PERU & MEXICO)
- BLACKBERRIES

SPECIALTY APPLES

- COSMIC CRISP
- SUGARBEE
- OPAL
- LADY ALICE
- SNAP DRAGON
- ENVY
- JAZZ
- LUCY ROSE



DECEMBER 2021

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	HANUKKAH / HOLIDAY BAKING / MANDARIN SEASON						
WEEK 49				1	2	3	4
	HOLIDAY BAKING / MANDARIN SEASON						
WEEK 50	5	6	7	8	9	10	11
	HOLIDAY BAKING / MANDARIN SEASON						
WEEK 51	12	13	14	15	16	17	18
	CHRISTMAS PARTIES / MANDARIN SEASON						
WEEK 52	19	20	21 First Day of Winter	22	23	24 Christmas Eve	25 Christmas Day
	HOLIDAY PARTIES						
WEEK 1 (2022)	26	27	28	29	30	31 New Year's Eve	

AVAILABLE ON THE FOUR SEASONS PORTAL:

- BUCK BRAND ORGANIC SPECIALTY CITRUS POS MATERIALS
- PRODUCE MERCHANDISING TIPS FOR THE HOLIDAYS



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2021 PRODUCE MERCHANDISING CALENDAR



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