



ORGANIC MARKET NEWS



FEBRUARY 7 - FEBRUARY 14, 2024

PEAK SEASON ORGANIC CITRUS



GOOD NEWS! Organic Citrus is in peak season in California! There is a nice assortment of varieties to build shopper interest and core items to promote.

Organic Mandarins are showing better quality for February as growers are fully transitioned into the new varieties for late winter, primarily Tango. Organic “Cuties” and “Halos” brand bags are steady with “Poppies” brand **Organic Mandarin** bags being the most promotable on price through early March.

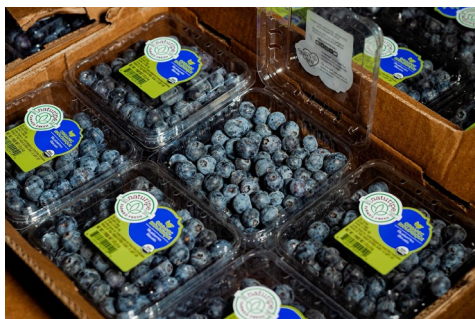


Pink-flesh **Organic Cara Cara Navel** and red-flesh **Organic Blood Oranges** are in nice supply with bulk and bag options. Spot buys will arise from time to time on Jumbo **Organic Cara Cara Oranges**. **Organic Navel** and **Heirloom Navel Oranges** are showing nice quality and flavor. This is the time of the year to increase display size and promote!

High-flavor, bumpy skin **Organic Gold Nugget Mandarins** are coming into peak season, along with juicy and tangy-sweet **Organic Minneola Tangelos**. **Organic Pummelos** are showing excellent quality at the latter half of that season’s harvests.

Organic Grapefruit quality is the best of the season on “Rio Reds” out of California. It’s a great time to promote for flavor and value.

They’re back! **Organic TDE Triple-cross Mandarins** from Buck brand out of Porterville, CA are expected to be in stock around February 11. This flavorful variety has a cult-following among organic citrus enthusiasts. Supplies will be limited so contact your rep to prebook.



OG BERRIES

GOOD NEWS! Organic Blueberries are promotable for the FeBLUEary promotion. Fruit coming out of Chile has been nice with good volume. Promote with confidence on 12/1pt and 8/18oz.

Organic Blackberries remain steady. Quality continues to improve as weather improves out of Central Mexico.

NOTE: Organic Raspberries remain tight with limited supplies, especially on Driscoll’s. Baja production will start helping with light supplies but continue to expect higher prices with light volume. Quality has been nice.

Organic Strawberries are steady out of Baja and Central Mexico. Quality has been very nice, with good firm fruit. Pricing holds as cool temps keep harvests at bay. Then, expect promotable markets in early March.



OG TOMATOES

GOOD NEWS! The volume of **Organic Snacking Tomatoes** from Lady Moon Farms in Florida continues to improve throughout February. Increased production has led to cost reductions, presenting a highly marketable opportunity for the full lineup. Excellent quality, easing prices, and higher volume make these items perfect for an effective promotional push.

Build displays that feature **Organic Sun Gold Cherry Tomatoes, Rainbow Medley Tomatoes, Cherry Tomatoes, and Grape Tomatoes** to highlight premium products from Lady Moon Farms.

GOOD NEWS! Canada is producing a large amount of **Organic Cluster Tomatoes** in February, while Mexican production continues to increase supply and improve costs. **Organic Beefsteak Tomatoes** are readily available again, with prices expected to drop later in February, offering potential promotional opportunities.



OG LETTUCE

GOOD NEWS! In February, **Organic Lettuce** production from Florida remains strong.

Lady Moon Farms Florida **Organic Leaf** and **Romaine Lettuce** products are abundant, and supply costs are expected to stay reliable.

Florida **Organic Romaine Hearts** from Lady Moon Farms are still available in large quantities, with promotions encouraged.

Organic Iceberg and **Romaine Hearts** from West Coast desert regions also remain consistently available.



OG MANGOS

The end of the Peruvian **Organic Mango** season brings promotable opportunities, especially on Jumbo 7ct premium fruit. Now is a great time to promote these! **NOTE:** 10ct and 12ct **Organic Mangos** will be limited until the new crop Mexico season starts later this winter.

Organic Ataulfo Honey Mangos are coming into season from Mexico. 16/18ct and 12/14ct options will be offered for most of the 2025 season. Pricing will start high but expect it to drop as volume increases.



OG HASS AVOCADOS

NOTE: **Organic Hass Avocado** supplies have stabilized after a challenging January with expensive prices. Pricing should trend downward from mid-February on.

NOTE: Equal Exchange **Organic Fair Trade Avocados** will remain limited for the duration of the 2025 Mexican season. 48ct and 60ct will be available in smaller amounts along with an 8/4ct ReadyCycle Tray option.



OG WARM VEG

Premium **Organic Eggplant** from Lady Moon Farms in Florida remains in good supply.

NOTE: New fields have begun harvesting, improving **Organic Green Squash** availability and bringing prices down some.

ALERT! **Organic Yellow Squash** is still experiencing quality issues with scuffing and scarring, but improvements are expected in the second half of February.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! The market conditions for **Organic Cauliflower** and **Organic Broccoli** have been favorable in early February.

Yuma, AZ and El Centro, CA desert regions are producing significant yields, creating a substantial supply volume and driving costs down. Promote!



OG TROPICALS

Organic Royal Star Papayas are in good supply from Mexico to start February, with solid quality.

ALERT! **Organic Pineapple** supplies remain limited. Although all sizes are available, they are in prorated volumes. Pricing will remain elevated.



OG ASPARAGUS

The **Organic Asparagus** market remains stable for now. A rapid shift in the coming weeks is expected to bring on more volume as temperatures rise in Mexico. This will provide excellent opportunities for buyers as supply increases headed towards March.



OG BRUSSELS SPROUTS

GOOD NEWS! Due to regular cost improvements, **Organic Brussels Sprouts** are highly promotable throughout February. Robust Mexican supply has led to aggressive pricing, creating a perfect promotional opportunity with exceptional quality and competitive prices. Mesh bags remain a convenient "grab-and-go" option for customers.



OG BEETS

Organic Badger Flame Bunch Beets are also in season. This variety has striped orange and yellow flesh with good sweetness and less earthiness to the flavor than Red Beets.

Organic Bunch Gold and **Red Beets** coming out of California are in fantastic shape. The quality is outstanding, and supply is plentiful.



OG PEARS

Organic Anjou Pears remain in excellent supply this week.

Import **Organic Bartlett Pears** are expected to arrive by early March, with strong supply anticipated.

NOTE: Washington **Organic Bosc Pears** are expected to run out before the end of February, with no imports for about a month after that.



OG FLORIDA CABBAGE

GOOD NEWS! Lady Moon has an exceptional supply of both **Organic Red** and **Green Cabbage** at the moment from Florida. The quality is top-tier, so take advantage of this opportunity and buy with confidence.



OG APPLES

It's Washington **Cosmic Crisp** and **Envy Apple** promotion time! With most other apple varieties tightening, building big **Cosmic Crisp** displays will help steer your customers to a great apple at promotional pricing.

The Washington **Organic SugarBee Apple** Promo & Display Contest is in full swing for February!

Organic Kanzi, Opal, Piñata, and Pink Lady Apples from Washington are in good supply this week.

NOTE: Washington large-size **Organic Fuji, Gala, and Granny Smith Apples** are in very firm supply with upward price pressure.

ALERT! **Organic Honeycrisp Apples** are in even worse shape due to very limited availability and elevated pricing.

• **ALERT!** The **Organic Rainbow** and **Red Chard** supply is currently experiencing difficulties due to aphid pressure and cooler-than-usual temperatures in the desert region. As a result, supply levels are lower, and prices are rising.



OG CELERY

GOOD NEWS! The **Organic Celery** market is expected to experience more favorable conditions as the month progresses. Increased availability and more competitive pricing will lead to steady supply, high quality, and stable prices through the rest of February.



OG PEPPERS

February is the peak season for **Organic Peppers**, making it a great time to promote for maximum sales.

GOOD NEWS! Lady Moon Farms has excellent quality and great supply of **Organic Green Peppers**.

GOOD NEWS! Lady Moon Farms is coming into good harvests of Florida **Organic Mini Sweet Peppers**. Prices have come down. Contact your rep to plan promos!

Organic Color Bell Pepper production out of Mexico continues to improve throughout February, with more volume translating into better prices. Israeli supply is also strong, offering outstanding quality.

OTHER STORIES

• **ALERT!** **Organic Leeks** are facing difficulties due to aphid pressure and cooler-than-usual temperatures in the desert region, leading to tighter availability and increased prices.

• **Organic Radicchio** will be back in stock for the week of February 10th. Anticipate a steady supply moving forward, ensuring consistent availability for buyers who rely on this unique and flavorful leafy green.



OG GRAPES

Organic Grapes are in steady supply out of Peru and South Africa. Markets will remain elevated through the remainder of the season.



OG POTATOES

Organic Red Potatoes have already transitioned to Washington with recent arrivals showing excellent quality. Expect markets on **Organic Red and Gold Potatoes** to push up due to increased freight costs.

NOTE: **Organic Gold "A-Size" Potatoes** are virtually nonexistent. Supplies are switching to Washington. **Organic Gold Bagged Potatoes** will remain available under code 41691, but Bulk **Gold Potatoes** will switch to the smaller "B-size" under code 205656 once the remaining "A-size" inventory is sold out.

Organic Russet Potatoes will switch to Idaho-grown **Russets** with the first arrivals available for the week of Feb 10. **NOTE: Count Russet** sizing will be tight for the next couple of months, with larger sizes in short supply. The current size profile is trending toward generic "A-size" **Russets**.

• **NOTE:** **Organic Delicata Squash** will see a gap in supply starting later this week, expected to last 4-6 weeks. There may be sporadic availability, but steady supply from the next growing region in Mexico is still about a month away.

CONVENTIONAL MARKET NEWS

FEBRUARY 7 - FEBRUARY 14, 2024

IDAHO POTATO LOVER'S MONTH



The **Idaho Russet Potato** market is expected to remain stable with no major disruptions. Quality is excellent across all Idaho Potato lines.

February is the time to promote Idaho **Potatoes** during our month-long Idaho Potato Lovers Month Display Contest. POS sign kits from the Idaho Potato Commission are available now to help you build large displays and get entered into the contest!

10/5lb Idaho-grown **Gold, Red, and Russets**, plus **Minute Mashers** packs are in stock from "Green Giant." On the value side, 10/5lb "Spuddy Buddy" brand Idaho **Russet Potato** bags are ready for price-promos and display builds.



CV BERRIES

GOOD NEWS! **Blackberry** production has increased, and markets are moving to more promotable levels for the week of 2/10. Pricing will ease off and quality should be excellent.

Blueberries continue to be promotable as Chilean fruit continues to arrive. Quality is good, typical of a Chilean Blueberry. Peruvian fruit is available with light volume and nice quality.

Driscoll's brand **Blueberries** from Central Mexico have the best eating fruit right now and are priced at a premium with light volume.

ALERT! **Raspberries** remain limited. Demand exceeds supplies coming out of Mexico. Expect limits and shortages with high pricing.

Strawberries should be available out of Florida. Florida production is starting to increase at the right time for Valentine's Day pulls. Pricing should remain the same or ease off slightly.

Then, **Strawberry** production is expected to increase through February leading to promotable markets in early March. Quality has been nice.

Driscoll's **Heart Shaped Clamshell Strawberries** and **Raspberries** are available now for Valentine's Day displays. **Long-stem Strawberries** will be available in modest volumes too. Contact your rep to pre-book.



CV APPLES

Eastern **Apples** are in good supply, including **Cortland, Empire, Evercrisp, Fuji, Gala, Granny Smith, Lady, Macoun, McIntosh, Pink Lady, Red Delicious, Rome, Ruby Frost, Snap Dragon, and Wild Twist.**

NOTE: Eastern and Western **Honeycrisp Apple** supplies are limited, with rising markets.

Western **Apples** such as **Cosmic Crisp, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Hunnyz, Jazz, Karma, Lucy Rose, Opal, Pazazz, Pink Lady, Red Delicious, Rockit, Sweetango, and SugarBee** are in steady supply.

The Washington **SugarBee Apples** Display Contest is in full swing! Build a large display to drive sales and enter for a chance to win thousands of dollars in prizes, including exciting rewards for top-performing stores.



CV CITRUS

GOOD NEWS! There is an abundance of California **Navel Oranges** available in all sizes. Now's the time to push and promote **Navels!**

GOOD NEWS! The California **Mandarin** crop is strong, with "Tango" **Mandarins** currently being harvested. Meanwhile, the Moroccan **Mandarin** crop is producing larger-than-normal sizes, with "Nadorcot" as the primary variety.

GOOD NEWS! California **Lemons** are showing excellent quality, with promotable pricing, especially on Choice grade fruit. A great opportunity to move volume!

There's a wide assortment of specialty citrus with plenty of options available, including:

- **SUMO Citrus**
- **Minneolas** (Bulk/Bag)
- **Stem & Leaf Mandarins** (Bulk/Clamshell)
- **Blood Oranges** (Bulk/Bag)
- **Cara Cara Oranges** (Bulk/Bag)
- **Heirloom Navels** (Bulk/Bag)
- **Pummelos**
- **Meyer Lemons**
- **Seedless Lemons**
- **Key Limes**

The Texas **Grapefruit** season will run through mid-March. As we approach the end of February, expect markets to tighten and prices to rise.



CV CHARD GREENS

NOTE: Growers are facing some challenges with **Rainbow Chard** in both Texas and Florida due to increased insect pressure. While there won't be significant supply gaps, expect lower overall volumes for approximately through February.



CV ASPARAGUS

28lb cases of Mexican **Asparagus** will be starting the week of February 10. Availability will initially be limited and 11lb cases will still be prominent until prices drop further. Late February and early March should see more promotable **Asparagus**.



CV GREEN BEANS

NOTE: After a supply gap due to cold weather conditions, harvests of **Green Beans** have rebounded in the Southeast. There is now a steady flow coming in from both Florida and Georgia. That said, the market remains strong, and prices are currently higher.



CV BROCCOLI & CAULIFLOWER

Production from Mexico and Florida **Broccoli Crowns** is steady availability. Quality remains good, and volume is expected to stabilize with improved weather later in the month.

Cauliflower remains stable with consistent demand and slight price increases due to cooler temperatures in California, which have affected yields. Overall quality is strong, with reliable sizing and color.



CV MANGOS & AVOCADOS

Mangos are promotable from Peru to start February, with the **Kent** variety offering excellent eating quality. Mexico is expected to start soon with limited availability of **Ataulfo** and **Tommy Atkins** varieties. The season will begin slowly in February, with volume increasing by March.

NOTE: **Hass Avocado** Supplies are finally growing, with the high pricing expected to ease down later this month.



CV PEPPERS

GOOD NEWS! **Red, Orange, and Yellow Bell Peppers** are abundant, with strong supplies from Mexico. Quality is excellent, with vibrant color and good sizing. Mid-to-late February is a perfect time for promotions - expand displays to increase sales.

15lb **Elongated Red Sweet Peppers** from Mexico field production are also promotable for February!



CV BANANAS

NOTE: It is the rainy season in the tropics, where growing regions have seen above-normal rainfall and humidity. This has caused sporadic quality issues in **Bananas**, such as discoloration, flower-end rot, and rougher-looking fruit that emerges as the fruit ripens.



CV GRAPES

GOOD NEWS! For February, there appears to be an oversupply of **Grapes** as both Peru and Chile ramp up production. February is an ideal month to promote—all sizes and colors are abundant!

Movement via larger displays, in-store specials, and ads is key to capitalize on this volume on **Red and Green Seedless Grapes**.



CV KIWIFRUIT

Green Kiwi from Europe will be in fair to good supply in early February. **SunGold Kiwi** from Zespri's Italian crop is expected to last through February.

Red Kiwi will be available in 8/11lb clamshells for the first few weeks of February before finishing their season. The **Red Passion Kiwi**, with its tinges of red flesh, is a unique addition to the kiwi category.



CV ARTICHOKEs

In February, **Jumbo Artichokes** are abundant with competitive pricing. California's production has ramped up since January, creating more promotable supplies.



CV MELONS

Cantaloupe and **Honeydew** markets are finally stabilizing, with improved supply. We expect prices to gradually decline and return to normal levels by the end of February.



CV SUMO JUICE & SMOOTHIE

NEW: Coming soon from Bolthouse: 15.2oz **SUMO Citrus Tropical Citrus Smoothie** and 5.9oz **Cold-Pressed SUMO Citrus Mandarin Juice**. Stay tuned for more details.



CV PEARS

Storage crop USA **Pears** from Washington and Oregon are in good supply, with **Anjou**, **Red Anjou**, and **Bosc** readily available.

"Fancy-grade" **Bartlett Pears** are done for the season, while "US#1-grade" **Bartletts** are expected to transition to imports by late February without any disruptions.

Local **Asian Pears** have finished for the season and will return with imports in early March.

Comice Pears are expected to wrap up by the end of February.



CV TOMATOES

GOOD NEWS! **Roma** and **Round Vine Ripe Tomatoes** are stable with steady supplies from Mexico and Florida. Cooler temperatures in January caused slight fluctuations, but February brings favorable pricing and quality, encouraging promotional opportunities.

GOOD NEWS! **Beefsteak** and **Cluster Tomatoes** have seen market improvements in February. Quality is strong, with good color and firmness. Prices are dropping, making it an ideal time for promotions.



CV STONE FRUIT

GOOD NEWS! Chilean **Yellow Nectarines** are in promotable supply with outstanding quality—perfect for building big displays! **White Nectarines** will join the mix this week.

GOOD NEWS! Chilean **Black Plums** are now promotable, featuring "Black Amber" and "Owen T" varieties. This week, **Lemon Plums** and "Sweet Harmony" **Red Plums** will also arrive, creating the perfect stone fruit trifecta!

Chilean **Yellow Peaches** remain in firm, steady supply.

Cherries are still available, although arrivals are slowing, and markets are firming up. Expect the season to end by late February with a 6–8 week gap until California begins its crop in late April or early May.

OTHER STORIES

- **Red** and **Yellow Onions** are in good supply, with nice quality coming out of Idaho and Oregon.

- **NOTE:** However, **White Onions** remain in the tightest supply with elevated but steady pricing. Quality is holding up well for this time of the storage season.

- **NOTE:** **Pineapple** supplies remain somewhat limited, especially on 5ct large fruit. Pricing will stay elevated for early February.

- Del Monte **PinkGlow Pineapples** will be available in limited quantities in a Retail Special Pack 6ct case for Valentine's Day week.

- **GOOD NEWS!** **Euro Cucumbers** have experienced an oversupply and are cheap, while **Mini Cucumbers** remain slightly below average production levels. Supplies from Mexico and Canada are keeping the market stable through mid-February.

- **GOOD NEWS!** The **Lettuce** category remains steady in February. Cooler California weather created minor supply challenges, but overall availability has been good. **Romaine Hearts** and **Iceberg** are particularly abundant and should be considered for promotions.

- The **Celery** market has been steady with strong demand and excellent quality. Sizing and color have been consistently good, and prices continue

to improve through early February. Stable weather should keep supply and pricing consistent.

- **White Flesh Dragon Fruit** and **Yellow Pitahaya** will be in great supply with promotable pricing to start February.

- **GOOD NEWS!** **Brussels Sprouts** supply has been stable despite some production issues caused by cooler weather in California. Mexican production is helping maintain availability and competitive pricing. Quality has been excellent, making it an ideal item to promote.

The supply of **Cabbage** from Georgia, is performing well. Moving forward, anticipate that market conditions will ease, leading to lower prices.

POTATO LOVERS MONTH DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025



FEBRUARY IS POTATO LOVERS MONTH!

Four Seasons Produce has partnered with the Idaho Potato Commission to bring you a display contest and promotion sure to put some muscle into the Potato category. We have some super attractive pricing, great Point of Sale kits, and exceptional quality Potatoes. Let's get creative, keep it fun, and keep it fresh!

The Idaho Potato Commission conducts their own National contest each year for Potato Lovers Month. For more information on the IPC National Contest, please visit <https://idahopotato.com/retail/2025-plm-display-contest>
You may include your entry into both contests!

DISPLAY CONTEST CRITERIA:

- Build an awesome display of Idaho Potatoes in your produce department. All product **MUST be purchased from Four Seasons Produce.**
- All displays **MUST utilize the Idaho Potato Point of Sale material.** Point of Sale kits are available through your Four Seasons Sales Rep or Merchandiser.
- All displays **must have Idaho Grown Russets, Red, and Gold Potatoes** in their displays to qualify and no other potatoes from other regions.
- All displays must remain up for a **minimum of one week.**
- Please send all contest entries to contests@fsproduce.com by **Thursday, March 6, 2025.**



While use of social media is not required, it is a great way to promote Potatoes, as well as share recipes and ideas for your customers next meal!

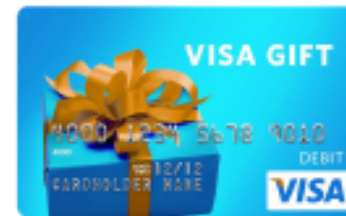
DISPLAY CONTEST CODES:

- 4449 – CV Potatoes Gold 10/5lb Green Giant Bags
- 4482 – CV Potatoes Red 10/5lb Green Giant Bags
- 4540 – CV Potatoes Russet ID 10/5lb Green Giant
- 4555 – CV Potatoes Russet 5/10lb Green Giant Bags
- 4643 – CV Potatoes Russet 10/5lb
- 4504 – CV Potatoes Russet ID 60ct
- 4512 – CV Potatoes Russet ID 70ct
- 4525 – CV Potatoes Russet ID 50lb 100ct

- 234797 - CV Potatoes Buttery Salt & Pep 12/1lb
- 234798 - CV Potatoes Buttery Chive&Dill 12/1lb
- 234800 - CV Potatoes Buttery Rst Garlic 12/1lb
- 234801 - CV Potatoes Brown Gravy 12/1lb
- 234802 - CV Potatoes Chicken Gravy 12/1lb

- 235030 – POS Display Shipper 1 ea GG Minute Mashers
- 235032 – POS Green Giant Cut-Out 1 ea Green Giant Man
- 235031 – POS Shelf Talkers 1 ea GG Minute Mashers

DISPLAY CONTEST PRIZES:



The top 4 displays will receive a \$250 gift card.



Everyone is a winner!
Each qualified entry will receive a SUPER COOL Idaho Potato Commission hat, just for entering.

For more information on Idaho Potatoes, please visit <https://idahopotato.com/>

For more display contest information or for potato display tips, please contact your Four Seasons Produce Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

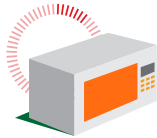
| www.fsproduce.com



Green Giant [®] Fresh

**HASSLE FREE
GOURMET TASTE
IN MINUTES**

READY TO EAT IN
7
MINUTES



COOK

Microwave unopened bag on high for seven minutes. Ovens may vary; cook time is approximate.



MASH

SMASH-IN-BAG using oven mitts until desired mashed consistency is achieved. Careful, contents will be HOT.



TEAR

Tear along the RED line at the bottom of the bag marked with and empty contents into bowl.



POUR

Tear along the GREEN line at the top of the bag marked with and pour gravy onto potatoes. Watch out, steam will be HOT.

1 HOUSEHOLD CHANGES

Increase in Single Household, Working Women

2 ADDED TIME PRESSURE

Skewed Work/Life Balance
Increased Desire to Maximize Leisure Time
Rising Stress Levels

3 LACK OF MOTIVATION

Lack of Energy
Desire to Cook from Scratch

4 LACK OF KNOWLEDGE

Lack of Culinary Skills
Low Confidence in Cooking from Scratch

CODE	DESCRIPTION	UPC
234798	CV Potatoes Buttery Chive & Dill	605806003967
234800	CV Potatoes Buttery Rst Garlic	605806003981
234797	CV Potatoes Buttery Salt & Pep	605806003974
234801	CV Potatoes Brown Gravy	605806004155
234802	CV Potatoes Chicken Gravy	605806004162

Contact your sales rep or merchandiser today to add these items to your next order!



PHONE: 1.800.422.8384
www.fsproduce.com

FOLLOW US:





chelan fresh

SUGARBEE APPLE DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025



Want to sweeten your sales and add some “sting” into your apple category? Four Seasons Produce has partnered with Chelan Fresh to once again bring to you our annual SugarBee Apple Display Contest that is sure to create some serious “buzz” in your store. SugarBee Apples have rocketed to the top of consumers shopping lists in recent years, and now is the time to capture some added sales through some creative and fun merchandising. With awesome point of sale display bins and boxes as well as some attractive pricing, your eye catching SugarBee Apple display is sure to bring customers over to your apple hive!

DISPLAY CONTEST CRITERIA:

- Build a BUZZworthy display of SugarBee Apples in your produce department or store. **All fruit MUST be purchased from Four Seasons Produce** in order to qualify for entry.
- You must purchase a **minimum of 8 cases of SugarBee Apples** during the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- **Utilize the high graphic display boxes and bins** in your displays highlighting the SugarBee branding.
- All displays must remain up for a **minimum of one week**.
- Send all contest photos to contests@fsproduce.com by **Thursday, March 6, 2025**.

Conventional:

- Code 222529
CV SugarBee 72/88ct
- Code 237758
CV SugarBee 12/2lb Pouch Bag

Organic:

- Code 222328
OG SugarBee 80/88ct
- Code 226404
OG SugarBee 12/2lb Pouch Bag

POS:

- Code 223135
SugarBee Pop Up Bin
- Code 238037
OG SugarBee Pop Up Bin
- Code 222612
OG SugarBee Display Box
- Code 242903
OG Euro Carton
- Code 237756
CV SugarBee Empty Box
- Code 242902
CV SugarBee Euro Carton

DISPLAY CONTEST CODES:



Code 223135



Code 222612



Code 242903



Code 237756



Code 242902



PHONE: 1.800.422.8384

www.fsproduce.com





SUGARBEE APPLE DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025

DISPLAY CONTEST PRIZES:

THE QUEEN BEE - GRAND PRIZE:

An all-expense paid trip out to Washington State to witness the Fall apple/pear harvest in late September 2025. You will tour apple and pear orchards, visit Chelan Fresh packing sheds and facilities, and learn and see more on how product gets from tree to box to your display counters.

**2
WINNERS**

1 Large Store
(4 registers or more)
1 Small Store
(3 registers or less)



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Grand Prize winners will be chosen on creativity, overall eye appeal, use of SugarBee point of sale, and % of increase YOY. We will need scan data from stores in order to qualify.

BONUS POINTS:

Bonus points will be given for sampling sessions and use of social media posts creating the "Bee" excitement!

"BEE CREATIVE"

Most Creative Display:

1ST: \$300
2ND: \$200
3RD: \$100

HONORABLE MENTION:
\$50

"THE BEE COLONY"

Largest Display:

1ST: \$300
2ND: \$200
3RD: \$100

HONORABLE MENTION:
\$50

"BABY BEE"

Best Small Store Display:

1ST: \$300
2ND: \$200
3RD: \$100

HONORABLE MENTION:
\$50



For more information of tips on building an amazing SugarBee apple display, please contact your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued support of Four Seasons Produce.



PHONE: 1.800.422.8384 | www.fsproduce.com





LINE EXTENSION AVAILABLE NOW



Our sweet, Genovese basil is a fragrant and bright addition to salads, pastas and pesto. Or enjoy it muddled with lime in your favorite cocktail. Keep basil cool but not in the refrigerator for longer-lasting leaves.

LINE EXTENSION

CODE	DESCRIPTION	PK/SZ	UPC
217351	CV Herb Basil Hydroponic	12/1.25 oz Gotham Greens	8-53927-00300-1



CURRENT OFFERINGS

CODE	DESCRIPTION	PK/SZ	UPC
217350	CV Lettuce Butterhead Baby	12/4.5 oz Gotham Greens	8-53927-00321-6
217360	CV Dressing/Dip Basil Lemon	6/10 oz Gotham Greens Vinaigre	8-53927-00343-8
239672	CV Dressing/Dip Green Goddess	6/10 oz Gotham Greens	8-53927-00341-4
236801	CV Dressing/Dip Vegan Caesar	6/10 oz Gotham Greens	8-53927-00360-5
217358	CV Dressing/Dip Vegan Goddess	6/10 oz Gotham Greens	8-53927-00342-1
238331	CV Dressing/Dip Vegan Ranch	6/10 oz Gotham Greens	8-53927-00348-3
237422	CV Sauce Pesto Classic	6/6.5 oz Gotham Greens	8-53927-00334-6
237423	CV Sauce Pesto Vegan	6/6.5 oz Gotham Greens	8-53927-00335-3



PHONE: 1.800.422.8384

www.fsproduce.com





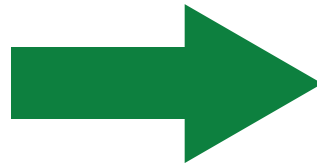
Natalie's

ORCHID ISLAND JUICE CO.



16oz to 12oz TRANSITION

16oz



12oz



OLD CODE	NEW CODE	DESCRIPTION	NEW PK/SZ	OLD UPC	NEW UPC
6306	242777	CV Juice Orange	12/12 oz Natalie's Juice	7-25341-18114-9	7-25341-18120-0
6321	242781	CV Juice Orange Pineapple	6/12 oz Natalie's Juice	7-25341-44114-4	7-25341-44612-5
6304	242782	CV Juice Orange Mango	6/12 oz Natalie's Juice	7-25341-41114-7	7-25341-41612-8
6399	242783	CV Juice Orange Beet	6/12 oz Natalie's Juice	7-25341-43114-5	7-25341-43112-1
6653	242784	CV Juice Blood Orange	6/12 oz Natalie's Juice	7-25341-19114-8	7-25341-19112-4
6297	242785	CV Juice Honey Tangerine	6/12 oz Natalie's Juice	7-25341-99984-3	7-25341-99912-6
236045	242786	CV Juice Tanger Pineapple A&B	6/12 oz Natalie's Juice	7-25341-51519-7	7-25341-51512-8
6228	242787	CV Juice Grapefruit	6/12 oz Natalie's Juice	7-25341-28224-2	7-25341-28120-7
6329	242788	CV Juice Lemonade Strawberry	6/12 oz Natalie's Juice	7-25341-88884-0	7-25341-88820-8
6448	242794	CV Juice Lemonade	6/12 oz Natalie's Juice	7-25341-55554-4	7-25341-55512-4
230793	242789	CV Juice Lemonade Guava	6/12 oz Natalie's Juice	7-25341-71714-0	7-25341-71612-9
6460	242790	CV Juice Carrot Ginger	6/12 oz Natalie's Juice	7-25341-42134-4	7-25341-42112-2
228530	242791	CV Juice Pineapple Kale Zinc	6/12 oz Natalie's Juice	7-25341-01907-7	7-25341-06712-2
213880	242792	OG Juice Orange	6/12 oz Natalie's Juice	7-25341-19214-5	7-25341-19212-1

DELIVERY STARTING THE WEEK OF 2/10

NEW SIZING WILL BE AVAILABLE AS THE OLD SIZING SELLS OUT



PHONE: 1.800.422.8384

www.fsproduce.com

