



# ORGANIC MARKET NEWS



JULY 12 - JULY 19, 2024

## PEAK SEASON ORGANIC CHERRIES



**GOOD NEWS!** Organic Dark Sweet Cherries are in their peak for Week 29! Flavor and quality are excellent. Promote during mid-July since the season will wind down fast. Washington growers are expecting to be finished shipping by the end of the month.

**NOTE:** Organic Rainier Cherries are done for the season.

**NOTE:** There is a heat wave in the Central Valley of California which is slowing Organic Peaches, Plums, and Nectarines yields, and temperatures are too high to be able to pick very long each morning. Stay tuned for more updates on the long-term effects, if any.

California growers are winding down on Organic Apricots. A very small crop out of Washington is expected to for the rest of July.

Organic Eastern Peaches have called it a season due to the heat in South Carolina. Thank you to all who supported this program this year.

Organic Very Cherry Plums will be in season through late July.



### OG MELONS

**GOOD NEWS!** Organic Mini Seedless Watermelons are promotable out of South Carolina. This will be new crop and fruit is looking excellent. California supplies are also available, and fruit is eating very well.

Organic Mini Seeded Watermelons are also in season. There is renewed consumer interest in seeded varieties.

Organic Seedless Watermelon Bins will be available again out of California. Quality should be excellent on this new crop. Sizing is larger, so expect more 45ct availability.

Organic Black Sweet Gem Watermelon bins will be available for mid-July as well.

Organic Cantaloupes and Honeydew out of California have outstanding quality. Prices will drop once supply strengthens towards the end of July.



### OG TOMATOES

**LOCAL** Organic Rainbow Cherry Tomatoes from Lady Moon Farms are available with great quality and will continue to roll in from Pennsylvania throughout July.

**LOCAL** Organic Heirloom Tomatoes will be starting to arrive from Lady Moon Farms in Pennsylvania by 7/16. We will also have some from Green Field Farms out of Ohio.

**LOCAL** Organic Roma Tomatoes have started in small way from King Family Farm out of Lancaster County, PA. Volume will increase into the middle of July.

Organic Beefsteak Tomatoes have been increasing in pricing primarily due to low volume on larger sizing and Canada finishing their crop for the season. As Canada finishes up this month, we will be pulling in **LOCAL** Organic Vine Ripe Round Tomatoes from Pennsylvania and Ohio.

**NOTE:** With all the heat in the mid-Atlantic recently, local Organic Tomato growers expect a flush of crown pick in mid-July, followed by shortages in mid-August due to heat-related bloom drops.

**NOTE:** Our Quebec greenhouse Organic Tomato grower, Savoura, will go into a time of low to no production on Organic Cluster and Beefsteak Tomatoes, along with some of their specialty items while they reset the greenhouses will new plantings for ramping back up in late summer and early fall.



### OG BERRIES

**GOOD NEWS!** Organic Blueberries will start to become promotable out of the Pacific Northwest. Volume should ramp up quickly and pricing will be pretty promotable. Quality looks nice out of Oregon and Washington to start.

Organic Blackberries continue to be available out of California. Pricing is flat, quality has been nice, and flavor is excellent. **LOCAL** New Jersey crops will be finished after the extreme heat has affected quality.

Organic Raspberry pricing is easing off slightly as supplies get better. Quality has been very nice, and fruit is eating excellent out of CA.

Organic Strawberries continue to be available out of California with no change in pricing as markets remain flat and volume is steady. Quality has been nice, with some bruising due to heat.



LOCAL

## OG ONIONS

**LOCAL Organic Red Onions** are starting from King Family Farms out of Lancaster County, PA. We will see a massive decrease in price once we cut over to these new crop PA Reds. Size profile is going to be heavy to jumbos, and mediums will not be that prevalent.

**NOTE: Organic White Onions** are going into a little gap period in late July out of California. Then, there will be none to load until about the first week of August.



## OG MANGOS

**Organic Round Mangos** are in good supply for the middle of July!

Expect the **Organic Ataulfo Honey** variety to become more limited as the month progresses.

**Organic Specialty Mangos** are available and now is your time to promote! **Organic Nam Doc, Mallika,** and **Green Thai** varieties will all be available in limited supply.



## OG AVOCADOS

**ALERT! Organic Hass Avocado** supplies remain very tight as more limited volume following a stoppage of import supply from Mexico have prices sky rocketing.

California and Peruvian fruit have dwindled with increased demand. 60ct fruit from Mexico is extremely tight as fruit is sizing bigger for the rest of the month of July.



## OG DRAGON FRUIT

Back in stock! **Organic Yellow Pitahaya Dragon Fruit** will be available in limited supplies from Ecuador for the middle of July.



LOCAL

## OG WARM VEG

**Organic Cucumbers** and **Eggplant** will be all **LOCAL** moving forward from Flaim Farms out of New Jersey and Lady Moon Farms out of Pennsylvania. Product has been arriving with great quality!



LOCAL

## OG GREEN BEANS

**LOCAL Organic Green Beans** out of Pennsylvania will be back in stock for mid-July! They will be starting with gradual volumes but hoping to be fully stocked in the coming weeks.



## OG SWEET POTATOES

**Organic Purple Stokes Sweet Potatoes** are starting to wind down for the season. Going forward, they will be switching from #1 size to Mediums for the remainder of the season until we get into new crop in September. At this point, don't expect any gaps in supply.



LOCAL

## OG CARROTS

We have a good supply of both **Organic Orange Bunch** and **Rainbow Bunch Carrots**, coming from a mix of **LOCAL** and California farms.



## OG LETTUCES

All **Organic Leaf Lettuces** have ramped up from Quebec, and the quality is nice. The weather has been absolutely ideal, so it's time to promote **Organic Eastern Green Leaf, Red Leaf,** and **Romaine Lettuces.**



## OG ASPARAGUS

**Organic Asparagus** volume is increasing out of Mexico and pricing is easing off. Quality has looked sharp.



## OG GRAPES

California **Organic Grapes** have started in a slow way with some Mexican fruit still in the pipeline. Expect better market pricing towards the end of July.

**Organic Cotton Candy Grapes** continue from Mexico for the month of July.



## OG PINEAPPLES

**ALERT!** **Organic Pineapples** will be extremely limited for the rest of July. Expect prorates and out of stocks in supply! Pricing is also much higher.



## OG BROCCOLI & CAULIFLOWER

**Organic Sweet Baby Broccoli** from Braga Fresh will be in outstanding supply for the next couple weeks. Not only is it organic, but it's grown regeneratively!

**Organic Broccoli** supplies are improving, but demand has been very good, so pricing should hold steady. We've also started to source Quebec grown **Organic Broccoli** for the season.

**Organic Cauliflower** will be in good supply heading into August. We'll have plenty of availability on 12 ct wrapped, and the quality has been great providing a good time to promote.

## OTHER STORIES

- **NOTE:** California **Organic Lemon** quality and supply is average. We will transition mainly to Argentina fruit for the time being to cover the gap on quality and keep costs lower.

- All varieties of **Organic Hard Squash** have transitioned from Mexico to new crop California in the Creekside label. Product is looking beautiful. Pricing will be steady to the increased pricing of the new crop. **Organic Kabocha Squash** will gap on supply for a couple weeks.

- **Organic Green** and **SunGold Kiwifruit** are in excellent supply for the month of July.

- New crop **Organic Ginger** from Peru will be steady for July.

- **ALERT!** **Organic Royal Star Papayas** remain limited. Prorates and out of stocks are expected for the month of July.

- **NOTE:** **Organic Brussels Sprouts** will be in a gap until August. Growing conditions have not been ideal, and all growers are in the same short-lived gap.

- **GOOD NEWS!** **Organic Celery** will be very promotable through the remainder of July. We'll have all options including naked, sleeved, and hearts.

- **Organic Gold** and **Red Beets** are well-stocked with a mix of **LOCAL** and California sources.

- Import **Organic Pears** continue with limited supplies. Expect new crop California **Organic Bartlett Pears** to begin towards the middle of August followed by **Bosc** towards late August.





STEVE GROFF'S



# ROOTED IN REGENERATION.

Cedar Meadow Farms is operated by the Steve Groff and his family in Lancaster County, PA. He pioneered the “Permanent Cover Cropping System” to enhance soil and water quality, along with reducing pesticides. Fresh produce is grown on 200 acres of land that was purchased by his grandparents in 1935 – a legacy that the 4th generation is beginning to manage.

Very simply, cover crops are specific crops that they plant in the off-season on the very same fields where they grow our cash-crops (gourds, pumpkins, tomatoes...) These cover crops provide a “cover” during the winter and spring seasons to protect their fields. The living roots that dig into the soil year-round infuse it with nutrients, replacing what was removed during harvest.

The roots also create healthy soil that’s resistant to run-off during rain, protecting the surrounding water shed and providing immensely better water far down-stream. This is all done in place of traditional tilling, which simply turns the soil over with no added or long-term benefit. No-till farming is much more work, but the long-term benefit is enormous. After 30+ years of cover-cropping, the fields planted help grow better, more nutrient-rich plants.



**Cedar Meadow Tomatoes in Season July-August**





# CONVENTIONAL MARKET NEWS

JULY 12 - JULY 19, 2024

## LOCAL TOMATO OUTLOOK



Cedar Meadow Farms located in Lancaster County, PA is run by Steve Groff who is a pioneer in the agricultural space and particularly in regenerative farming. This year from Cedar Meadow Farms we are carrying their **LOCAL 15lb Heirloom Tomatoes** as well as a mixed **Heirloom 8/1 quart open top**. Quality is outstanding. This crop is field grown under high tunnels, which means we can get **LOCAL Heirlooms** sooner, and as long as weather plays nice, we can have them later in the season.

There are some concerns to mention as far as availability. We can expect a flush of **LOCAL Heirloom Tomatoes** between the middle and end of July. All of this high heat has really caused some serious bloom drop on these heirlooms as well as other varieties locally. With that being said we can expect a shortage of tomatoes by mid-August.

**LOCAL Vine Ripe Round Tomatoes** from Fifer Orchards out of Delaware arrived with outstanding quality and will continue throughout July! High tunnel grown and volume will increase.

**Beefsteak Tomatoes** have been increasing in pricing primarily due to low volume of larger sizing available. Quality remains outstanding out of Canada.

**NOTE:** With all the heat in the mid-Atlantic recently, local **Tomato** growers expect a flush of crown pick in mid-July, followed by shortages in mid-August due to heat-related bloom drops.



### CV MELONS

**GOOD NEWS!** **Seedless Watermelons** continue to be very promotable out of the Carolinas as Georgia starts to finish up. Quality has been excellent. This high heat could push the **LOCAL** Delaware and Pennsylvania crops to come on early this season. Growers are expecting fruit in both states by the end of July.

Large **Seeded Watermelons** are selling very well this year, and some **Yellow Flesh Watermelons** will be available week to week during the summer.

**Mini Seedless Watermelons** continue to be available out of North Carolina, and California is starting to flush as well. Pricing is promotable and quality is excellent, and fruit is very sweet like candy.

**Cantaloupes** are peaking on 9ct with 12ct being less available. Quality out of California has been outstanding!

**Specialty Melon** offerings for mid-July include: **Tuscan Cantaloupes, Heirloom Cantaloupes, Athena Cantaloupes, Golden Dew, Golden Hami, Honey Kiss, Summer Kiss, and Sugar Kiss.**



### CV STONE FRUIT

**HEAT NOTE:** It's a tough week in California for **Stone Fruit** with the temperatures over 100 degrees. Daytime highs are expected to remain there for at least mid-July. Fruit is not releasing from the trees and stunting the fruits' growth. It will be a day to day harvest update. Stay tuned for updates on any lingering impacts.

**GOOD NEWS!** **Yellow Peaches** are an exception with excellent supplies from California as well as **LOCAL** New Jersey and Pennsylvania. It's time to promote! We have some **LOCAL** New Jersey **White Peaches** that just joined the mix.

California **Pluots/Plumcots**, including **Black, Red, Mottled, and Plumogranates**, are all in season from California.

**Black and Red Plums** are in excellent supply. California **Yellow Midas Plums** are also in season.

California **Verry Cherry Plums** will continue through Week 29 or 30.



### CV CHERRIES & APRICOTS

**GOOD NEWS!** The heat out West has brought on some **Cherries** for mid-July promotion. There are some short-term deals to be had on all sizes of **Dark Sweet Cherries**.

**Cherry** supplies are expected to significantly drop in late July, and prices are expected to go up until mid-August when the crop should finish completely.

**Rainier Cherries** are limited and expected to finish completely by the end of July.

**Skylar Rae Cherries** (yellowish undertone with a deep red blush) are a great eating experience – put this high-end variety into your set while you can in mid-July!

**Apricots** are winding down for the season.

**Crimson Rose Apriums** are now available. **Apriums** are expected to go into August.



### CV LETTUCES

**GOOD NEWS!** Eastern Lettuces from Quebec will be in full swing for the remainder of July.

Now is the time to promote as pricing will remain promotable on **Green Leaf, Red Leaf, Romaine Lettuce, Romaine Hearts, and Iceberg Lettuces.** Quality this season has been very solid.



### CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** Cauliflower is in good supply from Salinas, CA. We now have nice supplies of **Eastern Cauliflower** from New York and Maine on cello wrap. Quality has been very nice.

**Broccoli Crown** supplies are improving very quickly from the West Coast and growers on the East Coast are also ramping up in supplies. Quality has been excellent across the board, and pricing will become more promotable as we head into August.



### CV PEPPERS

**NOTE:** Yellow, Orange, and Red Bell Peppers out of Mexico continue to cross in a small way but may have quality issues due to the extreme heat.

Another thing affecting this is California has had 10+ days straight of temperatures above 110 degrees, and one day was 120 with no rain.

**NOTE:** This has completely stopped **Red Pepper** production and there are no **La-Rouge/Elongated Red Peppers** for at minimum the rest of July. This will start to change the **Pepper** market into the middle of July.



### CV PINEAPPLES

**ALERT!** Pineapple supplies will be extremely limited for the middle of July. This is expected to last through the rest of the summer. Pricing has increased considerably.

Specialty varieties like Del Monte's **PinkGlow** will also be out of stock.



### CV SPECIALTY

**Yellow Pitahaya** and **White Flesh Dragon Fruit** will be in good supply for the middle of July. This marks a return to the marketplace for **Yellow Pitahaya** after a brief gap. Pricing should be promotable.

**Rambutan** in a 6/12oz clamshell will be steady for the middle of July!



### CV GRAPES

Mexican **Grapes** are finished on basically everything except the **Cotton Candy** variety. California is delayed due to extreme heat.

Expect good supply on jumbo fruit from Coachella, CA and average supply of XL/LG fruit out of the Central Valley for Week 29 due to heat.



### CV SQUASH

**LOCAL Green** and **Yellow Squash** have been arriving from Hess Farms out of Pennsylvania as well as out of New Jersey with outstanding quality. This will remain steady into the end of July. This is one item that is very promotable.



### CV ASPARAGUS

**Asparagus** supplies remain light coming out of Peru and Mexico. Pricing remains strong. Quality has been excellent. Jumbo/XL sizes are extremely limited, so expect gaps and very high pricing.



### CV SWEET CORN

**GOOD NEWS!** Sweet Corn is available from **LOCAL** states – Pennsylvania, Delaware, and New Jersey. All are harvesting and quality has been very nice. Bins and cases are available.



## CV CUKES, BEANS, & PEPPERS

**NOTE:** Super Select Cucumbers, Green Beans, and Green Peppers prices will remain strong with bloom drop affecting yields and high heat affecting quality. We are rolling with all **LOCAL** product out of NJ and PA.



## CV EGGPLANT

**LOCAL** Eggplant prices will remain promotable as of right now. Product is rolling in from New Jersey and will start in PA by the middle of July.



## CV KIWIFRUIT

**Green** and **SunGold** Kiwifruit varieties from New Zealand remain strong in supply for the month of July.



## CV BERRIES

**GOOD NEWS!** Strawberries are promotable as heat brought on a harvest flush in CA and growers had to move fruit quickly. Expect pricing to remain fairly affordable but start to rise again in the following weeks. Fruit is on the smaller size but has been eating very well.

**Blackberry** pricing will get stronger as supplies slow down. CA is the only region with volume right now. Quality has been excellent and eating very well.

**GOOD NEWS!** Blueberries will become very promotable as the Pacific Northwest deal ramps up quickly. Fruit from Washington/Oregon and British Columbia is starting to come on with good volume. Quality looks excellent to start. New Jersey will be finished after the extreme heat.

**NOTE:** Raspberries continue to be limited coming out of California. Quality has looked nice but needs to move through quickly due to high heat in the growing regions. Pricing will remain strong as well.



## CV ONIONS

**LOCAL PA** Simply Sweet Onions will get started in a limited way. Production will build up through the week of 7/28 and then are expected to be in full production.

Pricing at this point is expected to be higher than what we have been seeing on **Vidalia Sweet Onions**, but that could change in the next couple of weeks. In the meantime, **Vidalias** are rolling along with good supply and nice late season quality.



## CV AVOCADOS & MANGOS

**NOTE:** Hass Avocados have begun to rebound after a tough end of June and beginning of July. Supplies from Mexico have begun to flow again, and supplies are increasing stateside. Overall fruit is sizing a little bigger in the size curve making 60 size fruit and smaller more difficult to source. Peru and Chile also have limited fruit in the marketplace. Expect pricing from Mexico to be somewhat volatile as the month progresses. Pricing is down slightly for the middle of July since the pipeline is being refilled.

**Mangos** have seen some challenges related to weather recently. Rain halted harvesting last week and Hurricane Beryl provided some shipping challenges making some scramble for fruit. Most fruit is sizing bigger, making 12ct **Red Round Mango** varieties tighter than previous weeks.

**Ataulfo/Honey Mangos** have also been limited and Mexico prices are higher.

## OTHER STORIES

- We will cover the gap on **Oranges** with California **Valencia Oranges** and Imported **Navel Oranges** when we can procure them.

- Import **Mandarins** quality is outstanding from all regions. California is done for the season.

- **Celery** quality has been very nice, and volumes on naked, sleeve, and hearts are expected to remain steady for the last few weeks of July.

- **NOTE:** The market on **Plantains**, both green and ripe, has become a little more limited from the tropics. **Plantains** are expected to be tight through the fall on supply.



# WATERMELON DISPLAY CONTEST

## JULY 8 - SEPTEMBER 15, 2024

Four Seasons Produce has teamed up with the National Watermelon Board to bring you a display contest sure to drive your sales throughout the summer months with, you guessed it—WATERMELON! Watermelon is the quintessential summer staple fruit, and Four Seasons Produce will be offering some awesome promotional opportunities through-out the rest of the summer! Quality of the fruit this year has been outstanding, on all colors and sizes! We have some really great prizes ripe for the taking, so start planning your melon masterpiece and enter for a chance to win!

### DISPLAY CONTEST CRITERIA:

- Build a dynamite display watermelon. **Any variety or size** of watermelon (CV or OG) will qualify for entry.
- All watermelon **MUST** be purchased from Four Seasons Produce.
- Must keep your display up for at least **one week**.
- Send all pictures in to [contests@fsproduce.com](mailto:contests@fsproduce.com) **Thursday, September 19, 2024**.

### PRODUCT CODES:

(Availability subject to change. Check with your Four Seasons Sales Rep of Merchandiser for availability.)

#### ORGANIC

- 41434 - OG Watermelons Mini 30 lb 8 ct
- 43805 - OG Watermelons Mini 35 lb 6 ct
- 43796 - OG Watermelons 60 lb 4 ct Carton
- 43765 - OG Watermelons 60 lb 5 ct Carton
- 43806 - OG Watermelons Seedless 60 ct 11# Average

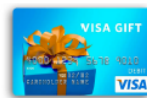
#### CONVENTIONAL

- 12026 - CV Watermelon Mini 35lb 6ct
- 12028 - CV Watermelons Mini 35 lb 8 ct
- 12035 - CV Watermelons Seeded 35 ct 20# Average Bin
- 12004 - CV Watermelons 55 lb 5 ct Carton
- 12003 - CV Watermelons 60 lb 4 ct Carton
- 11991 - CV Watermelons 60 ct 11# Average Bin
- 11997 - CV Watermelons 45 ct 15# Average Bin

### DISPLAY CONTEST PRIZES:

#### GRAND PRIZE

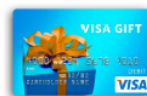
Judged on overall eye appeal and creativity



# \$750

#### MOST CREATIVE

Judged on creative use of watermelons, boxes, bins, or watermelon signage



**1<sup>st</sup> Place \$300**     **2<sup>nd</sup> Place \$200**

#### BEST YOY INCREASE

In lbs. based on YOY sales results. Will need store sales data in order to qualify



**\$300**     **\$200**

#### BEST SMALL STORE

3 registers or less



**\$300**     **\$200**



PHONE: 1.800.422.8384

www.fsproduce.com





# NORTHWEST CHERRY DISPLAY CONTEST

## JULY 1 - JULY 28, 2024



Four Seasons Produce and the Northwest Cherry Commission have partnered to bring you a Cherry Display Contest! Washington State grown Cherries are now in season and ready to showcase on your department floors and counters. Cherries are sure to be in high demand, and with an abundant crop with excellent quality in the forecast, it is a great time for promoting fresh Cherries.

Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's grow your sales of this super seasonal consumer favorite!



### DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL cherry display in your department using fresh Northwest Cherries! ALL fruit MUST be purchased from Four Seasons Produce. Product and point of sale material codes can be found on page 2.
- Use of Northwest Cherry Point of Sale material is required for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- All displays must remain up for at least one week.
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, August 1, 2024

### DISPLAY CONTEST PRIZES:

**Grand Prize**  
(Cherry Champion)

**\$500**

Display will be judged on creativity and overall eye appeal

**BEST YOY INCREASE**  
(Cherry Changer)

(based on 2023 YOY sales results. Will need store sales data in order to qualify)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**BEST SMALL STORE**  
(Cherry Fairy)

(3 registers or less)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**Most Creative**  
(Cherry Charmer)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100



**Best All Organic**  
(Cherry Cherish)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**National Rainier Cherry Day is July 11th**  
Best Rainier Cherry display (this will include Skylar Rae) -- \$200

**EVERYONE IS A WINNER!**  
Every qualified entry will receive a super cool Stemilt cherry hat!



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# NORTHWEST CHERRY DISPLAY CONTEST

JULY 1 - JULY 28, 2024



## DISPLAY CONTEST CODES:

### CONVENTIONAL CODES:

- 15033 CV Dark Cherry 8.5 row 18lb\*
- 15050 CV Dark Cherry 9.5 row 18lb
- 15052 CV Dark Cherry 10.5 row 18lb
- 15049 CV Dark Cherry 11.5 row 18lb
- 15072 CV Rainier 9.5 row 15lb
- 15063 CV Rainier 10.5 row 15lb
- 14873 CV Rainier 10.5 row 16x1lb clamshell
- 209725 CV Skylar Rae 10.5 row 15lb
- 220513 CV Skylar Rae 10.5 row 16x1lb clamshell

### ORGANIC CODES:

- 43264 OG Rainier 9.5 row 15lb\*
- 43253 OG Rainier 10.5 row 15lb\*
- 225248 OG Rainier 10.5 row 16x1lb clamshell \*
- 41263 OG Dark Cherry 9.5 row 18lb
- 43257 OG Dark Cherry 10.5 row 18lb
- 43256 OG Dark Cherry 11.5 row 18lb

### POS CODES:

- 231735 POS Box Empty Cherry CV
- 231736 POS Box Empty Cherry OG
- 231737 POS Box Empty Cherry Export
- 237350 POS Display Bin CV Cherry
- 236177 POS Box Cherry Skylar Rae

**\*SOME ITEMS MAY NOT BE AVAILABLE AT ALL TIMES**



Want to learn more about growing, packing and shipping fresh cherries?  
Click on the link below to attend the amazing Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more cherry display tips and ideas, please contact  
your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

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





# Homegrown Organic Farms Organic Stone Fruit Display Contest

## July 1 - July 28, 2024

The annual Homegrown Organic Farms Organic Stonefruit Display Contest has finally arrived!

Four Seasons Produce has once again partnered with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits, as well as move some serious tonnage through your departments. Delicious Organic Stone Fruit is in full swing with excellent quality in all varieties. July is the perfect month to promote this seasonal fruit while having fun showing off some creative flair! Create excitement for your customers and drive your case growth in the stone fruit category! Enter today for your chance to win!

### DISPLAY CONTEST CRITERIA:

- Build a super fun, super creative display of Homegrown Organic Stone Fruit in your departments. ALL fruit **MUST** be purchased from Four Seasons Produce.

The contest codes are as follows:

- 43853--OG Yellow Peach 40/56 2-layer 18lb
- 44338--OG Yellow Nectarine 40/56 2-layer 18lb
- 43832--OG White Peach 40/56 2-layer 18lb
- 43843--OG White Nectarine 40/56 2-layer 18lb
- 43855--OG Red Plum 60/64 18lb
- 42723--OG Black Plum 60/64 18lb
- 43958--OG Apricot 60/70 2-layer 14lb\*
- 225356--OG Apricot 16/1lb clamshell\*
- 44686--OG Pluots 70 2-layer 18lb\*
- 220443--Homegrown Display Box 1ct

#### \*While supplies last

- Must have a **minimum of four varieties** of fruit in your displays.
- Must use Homegrown Organic Farms point of sale cards and EFI decals, OR have Homegrown Organic Farms branded boxes within your display. Point of sale and EFI stickers can be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- Displays must remain up for **at least one week**.
- Please send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Thursday, August 1, 2024**.



### DISPLAY CONTEST PRIZES:

#### CATEGORIES:

The top 2 stores from each of the following categories will receive their choice of prizes from the list below.

- Largest Display
- Most Creative
- Best Small Store Display (3 registers or less)

#### HONORABLE MENTION:

There will be an honorable mention in each category as well with a \$75 gift card.

#### SOCIAL SOUVENIR:

Separate participation prize (\$50 Visa Gift Card) for stores who use social media to promote the contest by tagging @hgofarms.

#### ENTRY PRIZE:

Each qualified entry will receive the amazing Carhartt lunchbox, just for entering!



#### PRIZES:

- Yeti Cooler
- AirPods Pro
- Blackstone Grill
- Solo Stove
- Ninja Creami Deluxe



PHONE: 1.800.422.8384

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





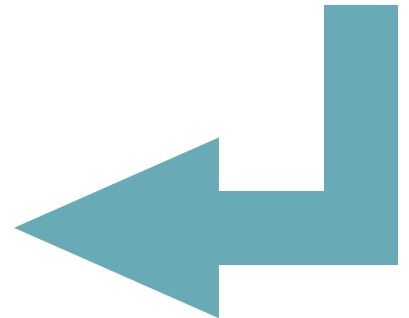
# CRESPO ORGANIC MANGOES SUMMER MANGO MANIA DISPLAY CONTEST JUNE 3 -JULY 28, 2024

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!



**CHECK OUT THE LATEST EDITION  
OF THE FOUR SEASONAL!**

**JUL/AUG/SEPT 2024**



(CLICK ON IMAGE OR SCAN THE QR CODE)