

DECEMBER 6 - DECEMBER 13, 2024

LADY MOON FARMS FLORIDA ORGANIC LETTUCES



GOOD NEWS! Get ready to sell fresh, East Coast **Organic Romaine Lettuce!**

Lady Moon Farms has excellent supply on **Organic Romaine Lettuce** from their Punta Gorda, FL fields. Now is the time to promote! We will be stocked up and ready to deal the week of December 9th.

Organic Red and **Green Leaf Butter Lettuces** are in season from Florida in steady supply.

Lady Moon's Florida **Organic Kales** and **Collards** season will last from now until April. **Organic Green Kale** will be in great supply once it picks back up in mid-December following lower yields due to a germination issue. **Organic Lacinato** and **Red Kale** are more abundant now.

In Florida, Lady Moon Farms is harvesting stunning **Organic Bok Choy**, **Baby Bok Choy**, **Fennel**, **Red Dandelion**, and **Green Dandelion**. Promote this quality! **Organic Green** and **Red Cabbage** will start in mid to late December and continue through April.

Organic Flat and **Curly Leaf Parsley** will be in full swing in mid-December for their winter season.

Organic Green, **Jalapeno**, and **Shishito Peppers** from Lady Moon are starting with light volume, will ramp up later in December, and will continue through May. **Organic Eggplant** will start in mid to late December.



OG BERRIES

GOOD NEWS! **Organic Blueberries** continue to be very promotable out of Peru. Quality continues to be exceptional with affordable pricing. Continue to promote good quality **Organic Blueberries**.

Organic Blackberry production is expected to increase week over week out of Mexico. Quality has been nice, and pricing is steady though Driscoll's brand is more expensive than the rest.

ALERT! **Organic Raspberry** supplies continue to be short out of Mexico. Baja fruit is starting lightly but not with significant volume yet. Central Mexico has very limited supply available. Quality has been nice but expect pro-rates and limits with high pricing.

ALERT! **Organic Strawberry** prices have increased due to lack of overall supplies. Volume is typically limited this time of year due to planting cycles. Florida is still a few weeks away from starting. Mexico volume will begin to trickle in lightly.

Ohio **Greenhouse grown Organic Strawberries** continue to be available with excellent quality, though at similarly high pricing.



OG SPECIALTY CITRUS

Now's a great time to start pushing **Organic Specialty Citrus** and flavor up your sets while growing the category.

Available by mid-December:

- **OG Stem & Leaf Mandarins**
- **OG Pummelos**
- **OG Murcott & Satsuma Mandarins**

Buck Brand specialty items to start in mid-December:

- **OG Buddha Hands**
- **OG Satsuma Mandarins**
- **OG Yuzu Lemons**
- **OG Meyer Lemons**
- **OG Pink Variegated Lemons**
- **OG Sweet Limes**
- **OG Mandarinquats**
- **OG Limequats**
- **OG African Shaddock Pummelos**
- **OG Chandler Pummelos**
- **OG Thai Sweet Pummelos**



OG CITRUS

GOOD NEWS! **Organic Mandarins** are in excellent supply and quality from California. Promote bagged **Organic Mandarins** for the remainder of December. **Organic "Halos"** and **Organic "Cutie's"** are available with POS materials as well.

GOOD NEWS! **Organic Navel Orange** supplies are strengthening, and quality is top-notch. Smaller fruit is more promotable, including bags for mid to late December.

Organic Cara Cara Orange harvests have started in California. Fruit will be available in mid-December.

Organic Grapefruit have split markets from California and Mexico. Quality from both regions has been outstanding.

Organic Lemons are in tight supply with high prices on large fruit out of California. Crop is peaking smaller, so promote bags.



OG SPECIALTY

Organic Passion Fruit and **Kiwano Melons** are now in stock from California.

Organic Feijoa from California will be available in limited quantities.

Organic Yuca Root and **Organic Starfruit** is now available along from Florida!



OG AVOCADOS

ALERT! Prices are increasing on all sizes of **Organic Hass Avocados** for the start of December.

Increased insect pressure forced some orchards in Michoacan, Mexico to close temporarily for inspections, further delaying product. Shortened USDA inspector workdays have limited packing as well. 48ct **Organic Hass Avocados** will be especially tight for December. Look to shift more into 60ct sizing when available.

ALERT! **Equal Exchange Fair Trade Avocados** will be very limited in both 48ct and 60ct sizing for the beginning of December before completely gapping at the end of the month.

Organic Green Skin Avocados from Florida will be limited for the beginning of December from Florida.



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** is improved, with Mexico producing excellent quality in abundance.



OG BROCCOLI

Organic Broccoli will be in improved supply for the remainder of December out of El Centro, California.

GOOD NEWS! Look for pricing to come down on both 14ct and **Crowns** by mid to late December. Quality is outstanding!



OG TROPICALS

GOOD NEWS! **Organic Pineapples** are in great supply to start December. Look to build interest with some display opportunities!

GOOD NEWS! **Organic Royal Star Papayas** are in good supply to start December. The quality has been good.

Organic Mangos from Ecuador are now available. Peruvian fruit has also begun to arrive as well.

Organic Dragon Fruit from Mexico will be available in limited supplies to start December.

ALERT! **Organic Aloe Vera Leaves** will be gapping until further notice.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** remains in very tight supply, and pricing is definitely on the higher end. Supplies should begin to improve around mid to late December out of El Centro, California.



OG FALL FRUIT

Organic Fuyu Persimmons are available for the start of December.

NOTE: **Organic Pomegranates** and **Hachiya Persimmons** from California are now done for the season.

Organic Cranberries look to have enough supply and meet Christmas and Hanukkah demand.



OG APPLES

NOTE: **Organic Honeycrisp Apples** are very limited due to a smaller 2024 crop volume. Expect prices to continue to rise, and some sporadic out-of-stocks are very possible for the whole season between pack outs on loose sizes for retail. Bags are in a little better supply.

GOOD NEWS! New crop Washington **Organic Cosmic Crisp Apples** have arrived. Excellent supplies and quality should be expected. **Organic Cosmic Crisp, Envy, and SugarBee Apples** are ideal to promote with less **Organic Honeycrisp** this year.

Higher prices continue on Washington **Organic Gala** and **Granny Smith Apples** they are struggling a little with size.

Organic SweetTango Apples are expected to finish for the season before the end of December.



OG GRAPES

NOTE: Import **Organic Green Grapes** are available at a high price. Import **Organic Red Grapes** should be available in mid to late December.

California **Organic Grape** are finished for the season.



OG TOMATOES

Greenhouse **Organic Cluster** and **Beef Tomatoes** are in steady supply from Canada, and the quality is excellent.

ALERT! **Organic Grape Tomatoes** have been extremely limited and hard to find. Expect high prices and some gaps for early to mid-December.

Lady Moon Farms will start harvesting **Organic Grape Tomatoes** for the season from Florida just ahead of Christmas.



OG PEPPERS

ALERT! **Organic Color Bell Pepper** volumes cannot keep up with demand. Pricing is expensive and fill-rates are impacted. Gaps can be expected on some of the packaged 2ct **Organic Color Bell Peppers** for mid-December.

ALERT! **Organic Green Peppers** are very expensive and in limited supply as Mexico and Florida growers' production is not ready to fill demand for December.



OG GAI LAN

NEW ITEM! **Organic Gai Lan** (Chinese Broccoli) is available from California in 12ct bunches! FSP code 242256.



OG KIWIFRUIT

Organic Jumbo Green Kiwifruit is in peak season from California in Homegrown Organic's "Mammoth" brand 20/1lb clamshells.

Zespri **Organic Green Kiwifruit** will remain in stock to start the month of December. Supplies should be expired by the middle of the month. Italian **Organic Kiwifruit** will be available around that same time frame.



OG CUT VEG

ALERT! Earthbound brand (Taylor Farms) **Organic Cut Veg** fill-rates will be low during mid-December, particularly on **Organic Broccoli Florets**, **Cauliflower Florets**, and **Green Beans** until their winter production improves in Yuma, AZ and Mexico on input product.



OG SWEET BABY BROCCOLI

Organic Sweet Baby Broccoli is good supply with spot buys or promos available for mid-to-late December.

Regeneratively-grown Josie's **Organic Sweet Baby Broccoli** will continue in season at steady pricing for retailers desiring to support this program.



OG BRUSSELS SPROUTS

NOTE: **Organic Brussels Sprouts** will be bumpy for early December due to logistics issues in getting the Organic Valley product from Wisconsin.

Supplies should ramp up in mid-December when we kick off the **Fair-Trade Organic Brussels Sprouts** from Covilli.



OG ROMAINE HEARTS & ICEBERG

After several weeks of expensive pricing and light supply during growing region transition, **Organic Romaine Hearts** and **Iceberg Lettuce** are now poised to ease down in pricing as new winter production ramps up. Keep an eye out for occasional December in-store special or ad buy opportunities.



OG SCALLIONS

Organic Scallions, aka **Green Onions**, are in improved supply with and reasonable pricing for December.

Cal-Organic brand **Organic Scallions** are steady, though going for more money than other shippers.



CONVENTIONAL MARKET NEWS

DECEMBER 6 - DECEMBER 13, 2024

CITRUS VARIETY FOR DECEMBER



GOOD NEWS! Pummelos, Stem & Leaf Satsuma Mandarins, and Heirloom Navel Oranges are now in peak season from California!

Low-acid, pink-flesh **Cara Cara Oranges** are just getting going in California, with small sizes being the majority available until mid-December when bigger fruit begins. 1 2/3lb bag **Cara Cara Oranges** are in good supply now.

New crop California **Blood Oranges** will be available in mid-December in bulk 1/2 cases and 18/2lb bags.

Autumn Honey Tangerines from Noble in Florida will be available starting mid-December.

Wonderful brand **Seedless Lemons** are available from California. **Meyer Lemons** are beginning to come into their peak season supply. Look for spot buys on 18/1lb **Meyer Lemon** bags plus steadier volume on premium pouch bags from Sunkist.

California **Mandarins** are in full swing with excellent quality on the "Halos" brand. Imported **Mandarins** from Chile and Morocco provide a great value when comparing price.

Navel Orange supplies on large fruit is still unstable while smaller sizes continue to peak in California. Promote small **Navels** and bags for December. There will be occasional volumes of Jumbo 36/40ct **Navel Oranges** for pre-book this month.



CV TOMATOES

GOOD NEWS! Beef and Cluster Tomatoes are in good supply with deal pricing. Canada is winding down but supplies from the US as well as Mexico have been very good. Overall quality on both items has been very nice. Promote!

GOOD NEWS! Campari Cocktail Tomatoes are abundant and promotable for December!

Roma Tomatoes have kicked off in good supply from Mexico. There are solid XL and Large **Romas** heading this way for the remainder of the month. Sell away.

ALERT! Grape Tomatoes are in tighter supply as growers in Florida and Mexico continue to deal with the weather challenges from earlier this season. There will be steadier supplies going forward but expect pricing to be higher than normal for this time of year.

ALERT! Vine Ripe Tomatoes from Florida and Mexico field production are very light in supply and expensive!



CV BERRIES

GOOD NEWS! Blueberries continue to be promotable out of Peru. Quality has been excellent, and pricing remains affordable.

GOOD NEWS! Raspberries will be promotable out of Mexico. Harvests continue to increase, leading to lower prices. Quality has been exceptional.

Blackberry production is expected to increase week over week out of Mexico. Quality has been nice overall.

ALERT! Strawberries will continue to be limited and expensive. California supplies have been hurt by the rain, and Mexico and Florida have very limited production due to cooler weather patterns. Expect short markets to continue.

Florida **Pineberries** (white strawberries with red seeds) are in season!



CV APPLES

GOOD NEWS! Most Eastern and Western Apple varieties are in good steady supplies for early December.

NOTE: Washington **Honeycrisp Apples** continue to be in very firm supply with high and rising prices.

New crop Washington **Cosmic Crisp Apples** are in season with excellent quality and supply, a good promotional alternative to Honeycrisp.

Washington **Aura Apples** are available for December. Try displaying this delicious yellow apple that is not only a fantastic color break but it is one of the best tasting yellow apples on the market.



CV PEPPERS

NOTE: Red, Yellow, and Orange Peppers have been very tight over the past few weeks, but supplies are beginning to improve out of Mexico as Canada winds down for the season.

Look for pricing to ease down throughout the month of December as supplies improve.

ALERT! Green Bell Peppers are in short supply from Florida and Mexico for early and mid-December. Prices are steep and fill-rates challenged.



CV BROCCOLI

GOOD NEWS! Broccoli Crowns are in excellent supply from the East Coast, and the quality is superb! Look for promotional opportunities heading into mid-December on both bunch 14ct and crowns.



CV HARD SQUASH

Locally grown Butternut Squash is winding down. Spaghetti and Butternut will cut over to Michigan storage product for about a week.

Acorn Squash continues to roll along from Lancaster County, PA. In December, will see product start to transition over to new crop Mexican product at which time we will see pricing start to push north.



CV HASS AVOCADOS

ALERT! Pricing surged up following a busy week in Hass Avocados. Increased insect pressure forced some orchards in Michoacan, Mexico to close temporarily for inspections further delaying product. Shortened USDA inspector workdays has limited packing as well.

48ct and larger sizing continues to be most limited. 60ct pricing has increased as well but still remain the most available size.



CV CAULIFLOWER

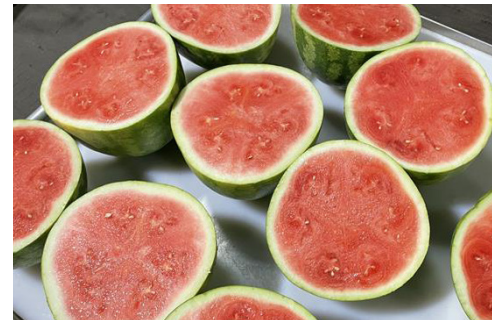
Cauliflower, which has been expensive to start December, is improving as we transition to Yuma, AZ. Pricing will slide down in the coming weeks. Quality has been very nice.



CV MANGOS

GOOD NEWS! Mangos remain in good supply with Ecuador just past its peak shipping and Peru fruit already making its way into the States. With last year's El Nino shortages behind us, the market is poised for a solid December and January with fruit peaking in 9s, 10s and 12ct sizing.

NOTE: Ataulfo Honey Mangos from Ecuador are finished for the season.



CV WATERMELONS

Watermelons will continue to be available out of Florida for most of December at high prices. Mexico is starting a new region and expects decent volume to start in early December, leading to better availability.



CV GRAPES

NOTE: New crop Grapes have had a slow start with elevated prices for the import season.

NOTE: Green Grapes are extremely tight with sizing more towards Jumbo and Extra Large, with very few large to find. Red Grapes are in better supply, however markets are still elevated and will remain this way for all of December.

Import Cotton Candy Grapes will transition from bags to 10/1lb clamshells for the rest of December.



CV KIWIFRUIT

Green Kiwifruit from Italy and Greece will be available for the start of December. Zespri's New Zealand crop is now complete. Supply will be on 1lb and 2lb clamshells as well as a bulk option on the European fruit.

NOTE: Zespri's SunGold Kiwifruit supplies from New Zealand is now finished for the season. Some Gold Kiwifruit options from Europe will be available around the middle of December.



CV GREEN BEANS

NOTE: The **Green Beans** pricing is expected to strengthen as the effects of recent hurricanes on Georgia crops become apparent on plantings intended for December harvests.



CV SWEET POTATOES

North Carolina **Sweet Potato** growers faced three significant challenges this growing season:

- 1. Spring Replanting:** A long, wet, and cool spring forced growers to replant a large portion of their crop.
- 2. Early Drought:** Following replanting, the crop endured severe drought conditions.
- 3. Excessive Rain:** During the final 45 days of the season, growers experienced three tropical storms, including Hurricane Helene, which brought over 50 inches of rain to many growing areas. This led to significant plant stress and root rot, reducing the harvest by an estimated 35-40% across the state.

The primary concern for growers now is maintaining supply until the next harvest in the fall of 2025.

OUTLOOK: As the season progresses, pricing is expected to gradually rise. While this market may not exhibit the volatility seen in other commodities, some fluctuations are anticipated, likely more than in previous years.



CV PEARS

Pacific Northwest **Pears** are in good supply: **Anjou, Asian, Bartlett, Bosc, Comice, Forelle, Happy, Red Anjou,** and **Seckel**.



CV STONE FRUIT

Import Chilean **Cherries** are in excellent size and quality with prices easing off. Expect vessels to start arriving in mid-December, dropping prices further closer to Christmas.

Chilean **Peaches** and **Nectarines** are expected to arrive by mid-December. Crops are expected to be historically large.

Chilean **Apricots** are also expected to hit the market later in December.



CV LITTLE LEAF SALADS

Little Leaf Farms brand CEA (Controlled Environment Agriculture) **Lettuces** are selling great from their McAdoo, PA greenhouses.

They are rolling out two new products that will be in stock now starting December 13:

- **CV Sesame Ginger Kit** (CODE 242330)
- **CV Sweet & Crispy Lettuce** (CODE 238915)



CV MELONS

ALERT! **Cantaloupes** and **Honeydews** are in tight supply with higher pricing. Expect this to last for the next few weeks until supply stacks up as import vessels arrive for January selling.

OTHER STORIES

- POM Wonderful **Pomegranates** are steady for the start of December. The program includes whole **Pomegranates** in bins, and cartons and include 4oz and 8oz **Aril Cups**.
- **GOOD NEWS!** **Pineapple** volumes are ample with promotable pricing. There will be good supplies for December.
- There will be a limited amount of **HoneyGlow** fruit from Del Monte available for that time period as well.
- **Quince** from California are done for the season.
- White flesh **Dragon Fruit** will be in good supply to start December.
- **Black Mission Figs** from Mexico will be available from Mexico in a 12/8oz option.



CV LETTUCE

With more new crop production starting in winter growing regions in the Southwest, **Iceberg Lettuce** and **Romaine Hearts** are dropping in price back down to more normal levels starting in mid-December.



WONDERFUL CITRUS "HALOS" DISPLAY CONTEST

DEC 2 - DEC 22, 2024



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

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

DISPLAY CONTEST CRITERIA:

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



DISPLAY CONTEST PRIZES:



SMALL STORE

(3 registers or less)

LARGE STORE

(4 or more registers)

\$500 Gift Card

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

LARGEST DISPLAY

1ST PLACE: \$350

2ND PLACE: \$250

3RD PLACE: \$150

BEST ALL ORGANIC DISPLAY

(ALL fruit must be Organic)

1ST PLACE: \$350

2ND PLACE: \$250

3RD PLACE: \$150

BEST HOLIDAY THEMED DISPLAY

1ST PLACE: \$350

2ND PLACE: \$250

3RD PLACE: \$150

BEST SMALL STORE DISPLAY

(3 registers or less)

1ST PLACE: \$350

2ND PLACE: \$250

3RD PLACE: \$150

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

See page 2 for Point of Sale codes.

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



PHONE: 800.422.8384

www.fsproduce.com



IT'S THE MOST Wonderful TIME OF THE YEAR!

PRODUCT CODES:

14042 - CV Mandarins CA 15/2 lb Halos
13947 - CV Mandarins CA 10/3 lb Halos
222670 - CV Mandarins 4/5 lb Halos Gift Box
238604 - OG Mandarins Halo 15/2 lb



CODE: 14042



CODE: 13947



CODE: 222670



CODE: 222670

POS CODES:

237907 - POS Display Box Halo 1 ea
232889 - POS Display Bin Halos 1 ea

LIMITED POS MATERIALS - WHILE SUPPLIES LAST!

229570 POS Display Bin 1 ct Halos Good Choice Kid
238638 POS Basketball Wrap Halos 1 ea
238639 POS Basketball Hoop Halos 1 ea 2 ct



CODE: 232889



NEW YORK APPLE DISPLAY CONTEST

DECEMBER 2 - DECEMBER 29, 2024



READY TO TAKE A BITE OF THE BIG APPLE?

Four Seasons Produce has partnered with Hudson River Fruit Distributors to bring you a display contest full of awesome flavor, monster crunch, and BIG APPLE sales opportunities with the first ever New York Apple Display Contest. Some of the finest Apples in the nation are grown right here in New York, and the quality of this years crop has been nothing short of amazing. This is the PERFECT time of year to promote Apples. With great fruit, sharp pricing, and a large variety available from Hudson River Fruit Distributors, it's great math for a successful contest promotion. There are some great point of sale options available for display bins and boxes to help make your displays shine.

DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of New York grown Apples from Hudson River Fruit Distributors. **ALL fruit MUST be purchased** from Four Seasons Produce.
- Must include **at least five (5)** SKUs of NY grown apples from Hudson River Fruit Distributors. See codes on page 2.
- Displays **MUST highlight** NY Apples or Hudson River Fruit Distributors with display boxes, bins, or signage.
- All displays must remain up for a **minimum of one week**.
- Send all display contest photos to contests@fsproduce.com by **Thursday, January 2, 2025**.



DISPLAY CONTEST PRIZES:

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

1ST PLACE - Mountain Bike

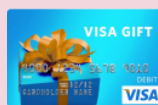
2ND PLACE - Smart Watch (Apple or Samsung)

3RD PLACE - Laptop

4TH PLACE - Breville Juicer

5TH PLACE - Apple Air Pods 2

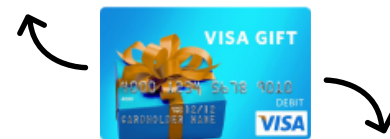
2 HONORABLE MENTIONS - \$50 Gift Card



BEST SNAPDRAGON DISPLAY
(Displays must include bulk and pouch bags)

1ST PLACE - \$200 Gift Card

2ND PLACE - \$100 Gift Card



Everyone is a winner! Each qualified entry will receive a \$20 Starbucks Gift Card just for entering.

BEST RUBY FROST DISPLAY:
(Displays must include bulk and pouch bags)

1ST PLACE - \$200 Gift Card

2ND PLACE - \$100 Gift Card

For more information on Hudson River Fruit Distributors, please visit: <https://www.hudsonriverfruit.com/>

For more contest information or for merchandising and display tips and ideas, please reach out to your Four Seasons Sales Rep or Merchandiser.

THANK YOU for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

| www.fsproduce.com



NEW YORK APPLE DISPLAY CONTEST

DECEMBER 2 - DECEMBER 29, 2024



DISPLAY CONTEST CODES:

Bulk Fruit:

- 5582 CV Apples Cortland 72/88ct 40lb
- 5432 CV Apples Empire 72/88ct 40lb
- 204834 CV Apples EverCrisp 72/88ct 40lb
- 5491 CV Apples Fuji 72/88ct 40lb
- 5475 CV Apples Gala 72/88ct 40lb
- 5305 CV Apples Gold Delicious 72/88ct 40lb
- 5250 CV Apples Macoun 72/88ct 40lb
- 5205 CV Apples Red Delicious 72/88ct 40lb
- 5648 CV Apples Rome 72/88ct 40lb
- 5672 CV Apples Macintosh 80ct 40lb

Lil' Chief Pouches:

- 232684 CV Apples Empire 18/2lb pouch
- 232678 CV Apples Fuji 18/2lb pouch
- 232676 CV Apples Gala 18/2lb pouch
- 232686 CV Apples Macintosh 18/2lb pouch
- 232682 CV Apples Red Delicious 18/2lb pouch
- 232680 CV Apples Pink Lady 18/2lb pouch

Bagged Fruit:

- 5040 CV Apples Macintosh 12/3lb
- 5029 CV Apples Pink Lady 12/3lb
- 5000 CV Apples Red Delicious 12/3lb
- 5020 CV Apples Gold Delicious 12/3lb
- 5030 CV Apples Gala 12/3lb
- 5090 CV Apples Fuji 12/3lb
- 223817 CV Apples Fuji Market Basket 8/5lb
- 221993 CV Apples Gala Market Basket 8/5lb
- 221999 CV Apples Macintosh Market Basket 8/5lb

SnapDragons:

- 5118 CV Apples SnapDragon Euro 27lb
- 5119 CV Apples SnapDragon 12/2lb pouch

Ruby Frost:

- 5499 CV Apples Ruby Frost Euro 27lb
- 5124 CV Apples Ruby Frost 12/2lb pouch

Point of Sale Materials:

- 32249 - SnapDragon Monster Crunch Bin
- 241380 - SnapDragon Header Card
- 232717 - NY Apple Bin Hudson River Fruit
- 237347 - NY Apple Bin BIG Flavor
- 233086 - SnapDragon Euro Display Box
- 223446 - Ruby Frost Display Bin
- 237368 - NY Apple Tote Bags 400ct



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NEW PRODUCT LINE

The Nature's Yoke commitment to support small family farms is growing into exciting new products. Together with September Farm, we are now offering four incredible and unique cheeses, produced locally in Pennsylvania using whole milk from local dairies.



- From a small family farm
- Supports local PA dairies
- Made from whole milk
- Artisan cheese
- Small batch
- Award-winning Chives & Dill Jack Cheese
- Lactose free Creamy Cheddar option
- Unique offerings
- Simple ingredients
- Vegetable rennet (not derived from animal sources)

The cream used to make Nature's Yoke butter is produced on small family farms from pasture raised cows. At 85% butterfat, our butter is a high quality ingredient with an extra creamy texture and pronounced cultured butter flavor.

- From a small family farm
- 85% butterfat
- Naturally cultured
- Pasture Raised
- Small Batch
- No antibiotics
- American made
- Small batch



CODE	DESCRIPTION	PK/SZ	UPC
NEW! 241990	CV Cheese Cheddar Lactose Free	12/8 oz Nature's Yoke	7-95222-13270-6
NEW! 241988	CV Cheese Jack Chive & Dill	12/8 oz Nature's Yoke	7-95222-13271-3
NEW! 241991	CV Cheese Jack Harvest	12/8 oz Nature's Yoke	7-95222-13273-7
NEW! 241992	CV Cheese Jack Tomato & Basil	12/8 oz Nature's Yoke	7-95222-13272-0
NEW! 241993	CV Butter Sea Salted	12/8 oz Nature's Yoke	7-95222-00000-5
NEW! 241994	CV Butter Unsalted	12/8 oz Nature's Yoke	7-95222-00001-2

DELIVERY STARTING 12/5



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| www.fsproduce.com



HELPING OTHERS SUCCEED IN FRESH



Four Seasons
Produce Inc.®

THANK YOU
to our Customer &
Supplier Partners!



THE NEW YORK
PRODUCE
SHOW AND CONFERENCE

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

Complimentary or Discount Access may be available for Retailers:

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