

JUNE 14 - JUNE 20, 2024

ORGANIC STONE FRUIT SEASON



GOOD NEWS! South Carolina growers have an excellent supply of Eastern **Organic Peaches** and **Sugar Plums**, plus some specialty availability of **Organic Cherry Plums** and **Organic Gold Rush Plums** expected to trickle in through the middle of June. **Organic Plumcots** from South Carolina have finished for the season.

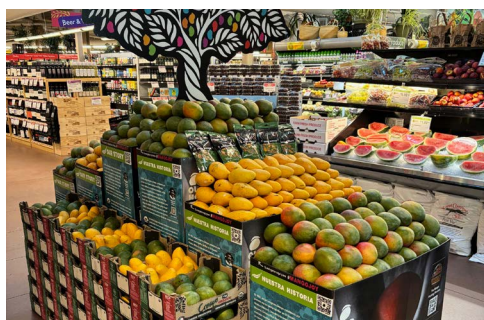


GOOD NEWS! California **Organic Peaches** and **Nectarines** are sizing up, with improving supplies. Big promotions are expected in July, along with a Homegrown Organic Display contest and promotion!

Organic White Peaches and **Nectarines**, as well as **Red and Black Plums** and **Pluots**, are available and then are expected to have excellent supplies in July.

Organic Cherries are transitioning from California to Washington, with the late California fruit offering excellent flavor and better pricing. The transition will complete by mid-June. Time to promote!

GOOD NEWS! California **Organic Apricots** are still promotable for June, with excellent quality and good prices.



OG MANGOS

GOOD NEWS! What a start to the June **Mango** Mania season! Demand has been very strong to start this promotional campaign. Quality has been good to start this summer with peak season Mexican **Organic Mangos**.

Crespo has put together some beautiful point-of-sale materials to help enhance displays. Bins will also be available to display fruit. Ask your FSP rep for details on how to get your hands on this beautiful display materials!

Don't forget to include premium **Organic Dried Mangos** in your displays which are now available in stock from Crespo Organics! These **Dried Mangos** are simply the best and are even offered in 2 varieties! **Red Round Mangos** and the **Ataulfo Honey Mango** variety. 20/4oz cases and 15/1lb cases are available.



OG LOCAL LETTUCES

LOCAL Organic Leaf and **Romaine Lettuce** remains in peak season from Pennsylvania and New Jersey in mid-June.

Lady Moon Farms in Chambersburg, PA is experiencing a strong June **LOCAL** season, but will begin to wind down as July approaches.

In addition, strong supplies from New Jersey and additional Pennsylvania growers continue to be available as supplemental options. **LOCAL** New York supply has already begun to add volumes.

A small **LOCAL** New Jersey season will be available in late June for **Organic Iceberg Lettuce** to supplement product from California.

Prices from California are improving for **Organic Romaine Hearts** after a difficult stretch with limitations and elevated costs. Quebec supplies will begin in late June as well!



OG BERRIES

GOOD NEWS! New Jersey **LOCAL Organic Blueberry** volumes are excellent with warm sunny weather bringing the crop on fast. Now is a great time to promote as pricing is very aggressive! Quality is excellent for the first harvest of the season.

GOOD NEWS! Peak season **Organic Blueberries** will continue to be abundant from California. Driscoll's California crop will be promotable for June. Quality has been excellent.

GOOD NEWS! We've got an exciting opportunity on **LOCAL Organic Blackberries** from New Jersey. Our local grower, Big Buck Farms (Little Buck Organics) just started to harvest, and we'll have the first of the season Jersey **Organic Blackberries** starting 6/19.

GOOD NEWS! **Organic Raspberries** will remain very promotable again this week and supplies just continue to cross from Mexico. Quality has been nice.

GOOD NEWS! **Organic Strawberry** are in steady supply and pricing continues to be at reasonable levels.



OG CITRUS

Organic Mandarins have light supplies, but good availability of **Organic "Cuties"** from Sun Pacific. The season will continue for a few more weeks from California then end by Independence Day.

ALERT! **Organic Lemon** prices are extremely high due to limited supply. Argentina is available week to week that can help fill this gap some weeks while California struggles with volume and quality.



OG CAULIFLOWER

Organic Cauliflower conditions remain stable yet elevated in mid-June. Expectations are that production will remain limited during mid-month but begin to improve heading into July.

Additionally, Quebec supply will begin during July to help provide relief to the market conditions.



OG HASS AVOCADOS

NOTE: **Organic Hass Avocado** supplies took a dip for the second week of June and are expected to stay tight throughout the rest of the month. Expect pricing to rise as well.

Peru has some limited **Organic Hass Avocados** that will be available over the summer.



OG GRAPES

GOOD NEWS! New crop Mexico **Organic Grapes** are seeing easing prices with outstanding quality. Continue to push and promote, especially **Red Grapes**, through June.

On the specialty side, **Organic Gummy Berries** and **Cotton Candy Grapes** are available, with **Organic Jelly Berries** on the way.



OG TOMATOES

GOOD NEWS! **Organic Grape and Cherry Tomatoes** from Lady Moon will be promotable with great quality through June.



OG KIWI

Organic Green Kiwi from Zespri's New Zealand crop is here!

Organic SunGold Kiwi clamshells and volume filled options are in stock with nice quality.



OG BROCCOLI

NOTE: **Organic Broccoli** from California has shifted supply as production has become lighter in mid-June, driving increases in cost. Expect these conditions to remain unfavorable throughout the remainder of the month of June and as July approaches.

New crop Quebec production will become available as we move towards July to provide additional relief.



OG PEPPERS

ALERT! **Organic Green Peppers** have seen a significant jump in market pricing due to the end of Mexico's crop and disease pressure in Canada greenhouses affecting supply. This high market is expected to persist.

NOTE: Greenhouse **Organic Color Peppers** will remain tight for the rest of June, primarily arriving from Canada with excellent quality.



OG CELERY

GOOD NEWS! **Organic Celery** prices are now showing improvements in mid-June as the Salinas, CA season has begun. Improved quality, pricing, and availability have begun with the start of the new region and add long overdue relief to what has been a difficult market for months. Late June or early July should have promotional opportunities as conditions are expected to continue to trend in the right direction!



OG EGGPLANT

GOOD NEWS! Organic Eggplant from Lady Moon will remain promotable throughout June, with outstanding quality from Georgia.



OG MELONS

Organic Cantaloupes and Honeydews from California are increasing in supply, with markets slowly dropping to promotable prices.

Organic Galia and Hami Melons are also available in season and provide opportunity to add new flavor and texture to Organic Melon sets.



OG CABBAGE

LOCAL Organic Green Cabbage has started to arrive from local Pennsylvania growers, with outstanding quality. **LOCAL Organic Red Cabbage** will follow soon.



OG ONIONS

Organic Vidalia Sweet Onions will continue until late June, which is much later than normal.

LOCAL Pennsylvania Organic Candy Sweet and Organic Red Onions are expected to begin around July 12th. Some California Organic Sweet Onions may be available to help bridge the gap in supply until the local stuff is cured and ready.

Organic White and Yellow Onions will be transitioning to Firebaugh, California. Pricing should remain the same and quality will be just a little nicer than what we were seeing out of El Centro (lightly better skin set and just a slightly darker looking yellow skin).



OG WATERMELONS

YUMI Organic Black Seedless Watermelons in 50 ct high graphic bins will be in stock by 6/18. Reserve yours now!

NOTE: Full-size Organic Watermelon are becoming more limited for mid-June amidst high demand and planting gaps.

Organic Mini Seedless Watermelons are in good supply from California. We will also receive a few Organic Yellow Flesh Organic Watermelons in 6 ct cartons by 6/19.



OG TROPICALS

GOOD NEWS! Organic Ginger volume from Peru is coming on strong with a new season kicking off. Expect quality to continue to improve while pricing should begin to drop to more promotable levels.

GOOD NEWS! Organic Pineapples volumes have rebounded a bit and should be steady for the middle of June. Quality has been very nice.

Organic Lychee, Jackfruit, Sapodilla and Eggfruit (Canistel) are all now available from Florida! Get them while you can!

ALERT! Organic Royal Star Papayas will be extremely limited for the beginning of June. Expect out of stock inventory on this item.

ALERT! Organic Young Thai Coconuts are out of stock for the month of June.

OTHER STORIES

New crop Organic Russet Potatoes from California should be ready the last week of June.

Organic Diva Apples will be intermittently available for the remainder of June as we await shipments from New Zealand.

Organic Braeburn Apples from New Zealand have just arrived. Add these to your next order.

Organic Abate Pears and Red Anjou Pears will finish for the season by mid-June.

Organic Asparagus was in a gap to start the month, but we should be back in better shape for mid-June.

Organic Brussels Sprouts from Mexico continue to remain favorable in mid-June, however, expect conditions to alter as July approaches and supplies begin to decrease. July is expected to be a difficult month as supply limitations will drive increased costs and demand.

ORGANIC BLACK SEEDLESS WATERMELON

Wait List is now forming. Available Mid-June



Talk to your sales rep
or merchandiser for
more information!

1.800.422.8384
fsproduce.com



"This is the sweetest melon. It
will be here just in time for
picnic season!"



High Graphic Promotional Bins

SPECIALTY MELONS

These melon varieties, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE EACH OR BY THE POUND.
FOR ORGANIC, THERE IS A "9" BEFORE THE PLU.

GALIA



PLU: 4326
ROUND SHAPE,
RICH AROMA,
SWEET MELON FLAVOR

ORANGE FLESH HONEYDEW



PLU: 4327
THIN SKIN,
CREAMY FLESH

CANARY



PLU: 4317
FIRM,
LIGHT-GREEN FLESH,
SWEET AROMA

CRENSHAW



PLU: 4322
RICH, GOLDEN-PINK
FLESH, PERSIAN
MELON FLAVORS

SUGAR KISS MELON



UPC: 8 57420 00615 1
SUPER SWEET,
SOFT, ENJOYABLE
EATING EXPERIENCE

SUMMER KISS MELON



UPC: 8 57470 00613 7
SWEET BUT NOT
OVERBEARING,
MELLOW, AND CREAMY

TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3
RICH, BRILLIANT
ORANGE COLOR,
"JUST RIGHT" SWEETNESS

HAMI/HONEY KISS MELON



**HAMI
PLU: 4375**
**HONEY KISS
PLU: 3623**
UPC: 8 57470 00618 2
SWEET & CRISP,
CHINESE STYLE
CANTALOUPE



CONVENTIONAL MARKET NEWS

JUNE 14 - JUNE 20, 2024

PROMOTABLE NEW JERSEY BLUEBERRIES

LOCAL



GOOD NEWS! New Jersey **LOCAL Organic Blueberry** supply has picked up quite a bit and growers expect to be in promote mode for the rest of June thanks to sunny warm weather. New Jersey is off and running, and the quality is excellent. There will be promotable options in both **Jersey Fruit Blueberry** pints and 18 oz. now through early July.

GOOD NEWS! Peak season **Organic Blueberries** will continue to be abundant from California and North Carolina. Driscoll's California crop will be promotable for June. Quality has been excellent.

GOOD NEWS! **Organic Blackberries** continue to be in excellent supplies from both the West Coast and East Coast, and quality has been very nice. Now is a great time to promote.

GOOD NEWS! **Organic Raspberry** are in excellent supply once again for mid-June as supplies continue to be harvested from multiple regions.

GOOD NEWS! **Organic Strawberries** remain in promotable supply from Salinas and Watsonville, California. Quality has been exceptional on all 1 lb. and 2 lb. clamshells.



CV CHERRIES

Cherries are transitioning from California to Washington, with large, beautiful fruit available.

Pricing is okay with the biggest sizes commanding a higher price. Supplies should ramp up from Washington State for 4th of July demand.

GOOD NEWS! Then, the most of July should be a peak time for **Cherry** promotions and mass displays!

Rainier Cherries will also transition in mid-June to new crop Washington fruit. Include this variety to add color to displays and an extra sweet option for your shoppers.

In late June, specialty variety **Cherries** will become available for stores interested in offering extra flavor and uniqueness to their foodie shoppers. Ask your rep about pre-book opportunities on **Skylar Rae**, **Audra Rose**, and **Orondo Ruby Cherries**.



CV STONE FRUIT

GOOD NEWS! **Apricots** continue to be promotable with excellent quality, large sizing, and plentiful supplies.

New **Bella Jewel Apriums** have arrived. This beautiful cross between an apricot and a plum has a purple tone and is available now. **Red** and **Mottled Plumcots/Pluots** are in season.

GOOD NEWS! California Stone Fruit is in excellent supply, with easing markets. Promote favorites like **Yellow** and **White Nectarines**, **Yellow** and **White Peaches**, and **White Donut Peaches**. Sizing is up, and pricing is coming down.

Mountain View's **Summeripe Peaches** and **Nectarines** offer an ultimate eating experience and are recommended for promotion.

California **Peach-A-Rines**, a cross between a peach and a nectarine, are now available in 12/2 lb pouches and Euro tray packs. They are worth trying.

Eastern Peach supplies are rebounding out of South Carolina for mid-June with 2-1/2" providing value, and 2-3/4" plus 3" available and commanding a higher price.



CV MELONS

Cantaloupe and **Honeydew** from California are increasing in supply, causing markets to slowly drop. Mexican production also presents value buys.

Tuscan Cantaloupes, **Golden Honeydew**, and **Hami Melon** varieties are available to promote.

Sugar Kiss Melons (super sweet, soft orange flesh) and **Summer Kiss Melons** (sweet, mellow, creamy green-white flesh) will come into season the week of 6/23. These delicious varieties will begin with 11-12ct sizing.

Eastern **Athena Cantaloupes** from Docia Farms, out of Georgia are in season. 120 ct bins and 9 ct cartons are available to promote. These may be some of the best tasting **Cantaloupes** of the year!

NOTE: **Seedless Watermelons** are transitioning from northern Florida growing areas into Georgia. Supplies will be more limited for the week of 6/17 until the new crop Georgia fruit is fully ripe. Demand has been strong with the warm weather.



CV HASS AVOCADOS

NOTE: Mexican **Hass Avocados** have seen a drastic drop in supply, with price increases expected through June and July. Volume on Mexican fruit will continue to decline throughout the rest of the month.

Peruvian **Avocados** are starting up and is generally cheaper than Mexican fruit, with sizing mostly 48ct and smaller.



CV SPECIALTY FRUIT

Specialty Fruits such as bulk **Lychee**, **Passion Fruit**, **Pepino Melons**, and **Rambutan** clamshells are available for June. Add some variety to your early summer produce sets!



CV MANGOS

GOOD NEWS! **Mangos** are promotable for mid-June! Look to promote **Tommy Atkins** fruit from Mexico. The 12ct sizing will be especially promotable from partner Continental under their "Water for All" label.

NOTE: Ciruli Brothers' season for their "**Champagne**" **Ataulfo Honey Mangoes** will be winding down by the end of June.



CV GRAPES

GOOD NEWS! New crop Mexican **Grapes** are abundant, with large "Red Flames" creating promotable prices for **Large Red Grapes**. **XL Red Grapes** are ramping up too, although high heat has slowed color development.

Green Grapes are a bit tighter than expected, causing minimal price increases. Continue to push and promote through June.

Southern California **Jumbo Green Grapes** will arrive by 6/23. **Jumbo Red Grapes** from Mexico arrive by 6/18.



CV KIWI

Green and **Sungold Kiwi** supplies are steady from New Zealand.

Peak season is now through August. Bulk and clamshells will be available.



CV BROCCOLI CROWNS

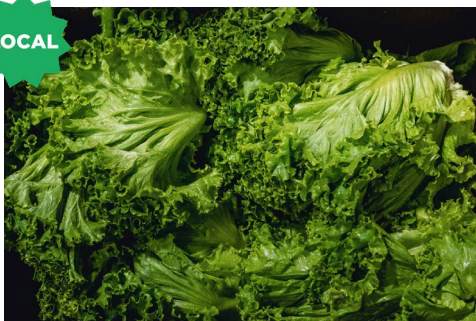
ALERT! **Broccoli Crowns** continues to experience light availability on the East Coast and the extra demand has created tightening availability from the West Coast, all at extremely elevated prices!

Looking forward to the month of July, this will mark the start of Maine grown **Broccoli** which should bring some price relief.



CV CABBAGE

LOCAL Cabbage will start to become available in Pennsylvania by mid-June, with quality expected to be fantastic.



CV LETTUCE

GOOD NEWS! The **LOCAL Leaf** and **Romaine Lettuce** markets continue to have stable conditions in June as local fields are yielding strong supplies. New Jersey product remains robust, but the season end is approaching. Meanwhile, California grown product is remaining consistent while costs improve weekly.

After New Jersey we will begin to see Quebec-grown **Leaf** and **Romaine Lettuce** beginning in mid-June. Expect **Lettuce** prices to remain consistent and favorable into July.

Iceberg and **Romaine Hearts** grown in California are finally showing improvement in availability, quality, and pricing in mid-June!



CV FIGS

Fresh Black Mission Figs from California are here! This domestic season is divided into an early season (now) and an early fall/winter season. **Black Mission Figs** will be the most prevalent variety.



CV SWEET PEPPERS

GOOD NEWS! Mini Mix Peppers will continue to be promotable through the end of June. Quality has been amazing.

NOTE: Color Bell Peppers have seen a significant price increase in mid-June, a trend expected to continue through the end of June. Disease pressure in Canada greenhouses is limiting the volume of quality Peppers available.



CV TOMATOES

GOOD NEWS! Beefsteak and Cluster Tomatoes remain promotable through mid-June, with outstanding quality and plenty of deals available.



CV SQUASH

GOOD NEWS! Green and Yellow Squash are seeing better pricing and availability now that New Jersey **LOCAL** is in season. **LOCAL** Pennsylvania is expected to start small-scale production by June 17th, with volumes then increasing steadily.



CV CORN

GOOD NEWS! White and Bi-color Corn has been in excellent supply across the board as we've moved into Georgia. It's hard to believe, but the Eastern Shore will start to harvest **LOCAL** Delaware Corn at the beginning of July! Get ready!



CV POTATOES

Two new Little Potato Company items are now available: 12/1lb **Little Mini Red** and **Gold Potatoes**.

We will likely have Green Giant **White Potatoes** for a couple weeks until we get into July and have more bagged new crop **White Potato** options as product starts to begin on the east coast. North Carolina and Virginia **White Potatoes** are a little behind schedule but should start towards the second week of July followed by New Jersey.

Bender Potatoes is now done with local PA grown #1 **White Potato** storage crop. Bender "Unclassified" 10 lb **White Potatoes** will go at least another 2-3 weeks but then we will see a gap on Unclassified **White Potatoes** for a month or so.



CV CITRUS

New Fair Trade **Lemon-Lime Combo** 2 lb bags are available for summer party season.

NOTE: Limes are facing supply issues and elevated markets due to record heat and drought conditions affecting production and quality.

NOTE: Lemons have tight supplies and high prices, with California peaking on large choice fruit. There will be opportunity to promote fresh crop Large size fancy Lemons from Argentina.

California **Navel Oranges** are winding down, with late Navels expected to go through June, then the crop will transition to imports.

Mandarin Oranges show strong quality on late California fruit, with imports starting to ramp up.

OTHER STORIES

Brussels Sprouts have steady availability in June, but prices continue to increase as the month goes on. In July, volume is expected to decrease as prices continue to rise. Quality has remained strong in June.

Vidalia Sweet Onions will cut over to the storage portion of the season in mid-June. We will see pricing increase a bit with this change but also see slightly better skin set as the **Onions** have been cured in California storage rooms for over a month.

LOCAL Green Peppers from Pennsylvania are expected to start in July, with production ramping up over time for the rest of the summer.

Washington Anjou Pears will finish up for the season before the end of June. Limited supplies of imported **Anjou Pears** will be available until the new domestic crop begins.

The **Cauliflower** market from California continues to experience a roller coaster of conditions in June, for the third week of June conditions should improve again and ease pricing and availability.

Pineapple supplies are tightening a bit for mid-June. "PinkGlow" **Pineapples** from Del Monte are in stock! Be sure to ask your sales associate for some.

NOTE: **Asparagus** will come to an end this week from Michigan. We will then need to transition back to Peruvian **Asparagus**, but pricing is expected to be higher than usual because of less volume from Peru.

Celery availability remains consistent from California. Quality remained strong in June. It's expected to continue into July, while pricing is improving. Some shippers are transitioning from Oxnard to Salinas grown product.

Artichokes from California continue to experience limited availability as June continues. Spot deal opportunities will be available as some shippers do have better availability. However, for the most part, the limited availability is driving higher prices. Quality does remain strong despite the volume struggles.

INSPIRATION CORNER



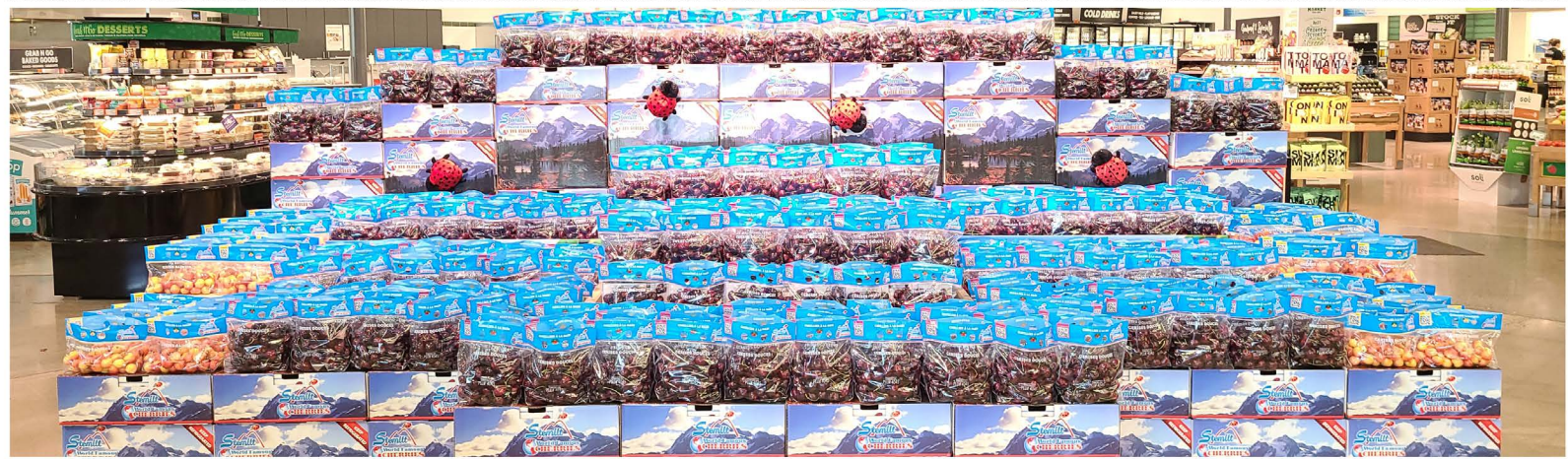
NORTHWEST CHERRY DISPLAY CONTEST

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 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!



PHONE: 1.800.422.8384 | www.fsproduce.com



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





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!

CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for at least **one week**.
- Send all display contest photos to contests@fsproduce.com by **August 1, 2024**.



Code:
239637



Code:
239641



CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card



- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



EVERYONE IS A WINNER!

Every qualifying entry will also receive some SHARP Crespo gear!



To read about the Crespo Organic story and get some really cool recipe ideas, please visit www.crespoorganic.com.

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| www.fsproduce.com

