

JUNE 21 - JUNE 27, 2024

PROMOTABLE ORGANIC GRAPES



GOOD NEWS! Organic Grape prices continue to drop on all colors out of Mexico thanks to abundant volumes being harvested.

Organic Red Grapes are the most promotable for the remainder of June. Increase displays and promote on ad and in-store specials through the start of July!

Organic Green and Black Grapes are in peak season from Mexico, just not priced as low as the Reds.



On the specialty side **Organic Gummy Berries, Jelly Berries** and **Cotton Candy Grapes** are available as high-flavor options.



OG HASS AVOCADOS

ALERT! Organic Avocado supplies were hit hard with a stoppage of fruit by the USDA from Michoacán, Mexico over the past week. Fruit will be very limited with pricing increasing by the day.

Some Peruvian **Organic Avocados** will be available along with some limited fruit from California to help mitigate the volume gap from Mexico over the past week. Expect higher prices and potential gaps on fruit.

NOTE: Equal Exchange has announced the end of their Fair Trade **Organic Hass Avocado** season. Fruit is expected to return late summer/early fall.



OG MELONS

Organic Yellow Seedless Watermelons are in season from California.

Organic Yumi Watermelon bins (55 ct high graphic bins) are now in peak season! This "Sweet Gem" variety has a dark no-strip rind and sweet red seedless flesh.

Full size **Organic Watermelons** are going up in price as fields end in Mexico and start up in California. Quality is expected to be nice. There will be more 36 ct and 45 ct bins from the crown pick versus 60 ct for late-June.

Organic Mini Watermelons will be pretty snug in mid-June, particularly on the smaller/preferred 8ct size. California growers are just starting harvests, and fruit is sizing more to 6cts as we are in crown pick. Expect pricing to rise and tighter supplies.

Organic Galia and Hami Melons are in season and **Organic Orange Honeydew** are arriving by 6/25.

Organic Cantaloupes and **Honeydews** from California are strong with excellent quality and taste being reported. Pricing remains high but look to promote in July.



OG BERRIES

GOOD NEWS! Organic Blueberries remain available with promotable **LOCAL** supplies from New Jersey plus premium product from California. Fruit has been eating outstanding, and quality looks excellent.

GOOD NEWS! Organic Blackberries will be very promotable coming out of California and **LOCAL** New Jersey. Quality has looked outstanding on the first arrivals, and volume is promotable.

Organic Raspberry pricing will increase as supplies decrease ahead of the 4th of July holiday. Mexico harvests are finished, limiting availability very quickly.

NOTE: Organic Strawberries are more limited out of California. Cool temps continue to keep harvests light as well as strong demand. Quality has been excellent, but expect higher prices and limits/pro-rates.



OG CITRUS

Organic Mandarin Oranges will stay in stock until the end of June from California.

ALERT! **Organic Lemon** yields are down, quality is average to poor from California, prices are high. Stay away from promotions in June and July. Some fresh Organic Lemons from Argentina are expected again in July.



OG CAULIFLOWER

Organic Cauliflower conditions remain stable, yet elevated in as June concludes. Expectations are that production will remain limited to begin July but begin to improve as the month continues. Additionally, Canadian supply will begin during mid to late July to help provide relief to the market conditions.



OG MANGOS

GOOD NEWS! "Summer Mango Mania" is off to a great start! Demand has been very strong to start this promotional campaign. Quality has been good to start this summer with peak season Mexican **Organic Round and Ataulfo Mangos**.

SPECIALTY MANGO:

Organic Nam Doc Mai Mangos are in season from Mexico for late June. This elongated Thai varietal is sour when green but ripens to yellow with light green streaks and has creamy flesh with this **Organic Mango's** flavors and sweetness.



OG ASPARAGUS

ALERT! **Organic Asparagus** continues to be tight as there is very light production coming in from Ecuador and Mexico. Pricing has jumped, and expect light supplies. Domestic is finished.



OG TOMATOES

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



OG LOCAL PA BROCCOLI

LOCAL Pennsylvania **Organic Stem Broccoli** has begun in late June from King Family Farms in Ephrata, PA.

Christ King is an Amish grower, whose farm is certified organic, and is beginning to implement regenerative methods throughout his farm.



OG BROCCOLI

ALERT! **Organic Broccoli** from California is experiencing lighter in late June driving increases in cost and lower availability. Expect these conditions from California to remain unfavorable throughout the remainder of the month. Quebec **Organic Broccoli** production will become available in mid-July to provide relief then.



OG CHERRIES

Washington **Organic Cherries** are now coming into peak season!

Organic Dark Sweet Cherries are peaking on 10.5 row fruit and color has been excellent so far.

The first Washington **Organic Rainier Cherries** have just hit the east coast supply chain. Excellent sweetness and flavor is expected.



OG CELERY

GOOD NEWS! **Organic Celery** prices are improving during late June as the Salinas harvest season is underway. 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 on **Organic Celery** as conditions are expected to continue to trend in the right direction!



OG EGGPLANT

GOOD NEWS! Organic Eggplant from Lady Moon will continue to be promotable throughout June with product out of Georgia. This produce has been arriving with outstanding quality.



OG PEPPERS

Organic Green Peppers have had a significant jump in market pricing due to Mexico finishing.

Nice quality **Organic Green Peppers** are in season from South Carolina until **LOCAL** product ramps up in the mid-Atlantic in mid-July.

NOTE: **Organic Color Bell Peppers** will remain on the pricey side for the remainder of June. Product will primarily be arriving out of Canada with great quality.

Organic Royal Star Papayas continue to be extremely limited. Expect out of stock inventory on this item.

Organic Artichokes are back in season from California with 18ct sizing

After enjoying a few weeks of steady supply, **Organic Pineapple** volumes will once again dip for the middle to end of June.



OG SPECIALTY ITEMS

Organic Lychee, Nopale (Cactus Leaves) Jackfruit, Sapodilla, Lemon Grass and Mamey are all now available from Florida!

New crop **Organic Ginger** from Peru is here. Expect quality to continue to improve throughout the summer.



OG LETTUICES

Supplies from California are improving for **Organic Romaine Hearts** after a difficult stretch with limitations and elevated costs, while **Organic Iceberg Lettuce** is becoming increasingly difficult to procure in late June.

Quebec **Organic Romaine Hearts** and **Iceberg** product is underway and will help provide a supplementary option in late June and early July.

New York **LOCAL Organic Leaf** and **Romaine Lettuce** supply has begun and will be an easy transition for the end of Pennsylvania and New Jersey seasons.

Quebec **Organic Leaf** and **Romaine Lettuce** supplies are also underway in late June, so although Pennsylvania and New Jersey product is ending, there will be no shortage of supplies of Eastern grown product.

OTHER STORIES

ALERT! **Organic French Beans** will be in very low supply due to growing issues in Central America. Expect poor fill-rates and out of stocks this summer.

ALERT! Taylor Farms is reporting poor yields and quality on input for their "Earthbound" brand **Organic Broccoli Florets** and **Organic Cleaned/Snipped Green Beans**. Expect prorates during late June and early July.



OG LOCAL CABBAGE

GOOD NEWS! **Organic Green Cabbage** has started to arrive from a couple of our **LOCAL** Pennsylvania growers. Time to promote!

LOCAL Organic Red Cabbage will not be far behind. Quality has been outstanding.



OG STONE FRUIT

GOOD NEWS! California **Organic Peaches** and **Nectarines** are sizing up nicely with 40-56ct fruit. Supplies are good. Big promotions are expected in July, along with a Homegrown Organic Display contest and promotion for their "Regenerative Organic Certified" stone fruit program.

South Carolina growers have a nice supplies of Eastern **Organic Peaches** which are selling well this summer. And for late June, they'll have 8/1lb clamshells of Eastern **Organic Goldrush Plums**.

Organic Red and **Black Plums** are growing in harvest volume from California with peak season promotability expected in July.

Organic Pluots are in season with the "**Flavorosa**" and "**Crimson Glow**" varieties for late June. Peak season will be July into early August.

"**Hermosa**" and "**Britney**" variety **Organic Apricots** are arriving with nice quality from California.

Organic Brussels Sprouts from Mexico are limited as late June approaches. Quality should continue to be strong, however availability should be limited in July and August with increased cost.

JULY 4TH MERCHANDISING

It's time to make your scheduling, ordering, and merchandising plans for the Independence Day holiday sales period!

INDEPENDENCE DAY "MUST-HAVES" CHECKLIST

GRILLING VEGETABLES

- Asparagus
- Eggplant
- Fennel
- Mushrooms - Portabella Caps & Slices
- Sweet Onions
- Peppers - Sweet Bell & Mini Sweet
- Potatoes - Russet Counts
- Potatoes - Grill-Ready Packs
- Squash - Zucchini & Yellow
- Sweet Corn - Bulk & Tray Packs

STONE FRUIT

- Apricots/Apriums
- Cherries - Dark Sweet & Rainier
- Nectarines - Yellow, White, & Donut
- Peaches - Yellow, White, & Donut
- Plums - Red & Black
- Pluots/Plumcots

VALUE ADDED

- Croutons
- Dips
- Dressings
- Fresh cut Fruits and Veg
- Garlic Expressions Marinade
- Guacamole
- Juices
- Kabob Kits
- Salsa
- Veggie Trays

PICNIC INGREDIENTS

- Lettuces
- Onions
- Potatoes - Red & Gold (for potato salad)
- Slicing Tomatoes

MELONS

- Cantaloupes - Athena-style, Tuscan, & Western
- Honeydew
- Watermelons - Mini
- Watermelons - Whole & Cut
- Specialty Melons (Kiss Melons)

BERRIES & GRAPES

- Blackberries
- Blueberries
- Raspberries
- Strawberries
- Grapes - Red/Green
- Grapes - Cotton Candy

ORDERING TIMELINE

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. On Independence Day, the office will close at noon. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

THURSDAY 6/27:

Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

FRIDAY 6/28 - SATURDAY 6/29:

Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

SUNDAY 6/30 - MONDAY 7/1:

Get your tonnage items in early! Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Monday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Friday and pick up momentum as you get further into what will be a long holiday weekend.

TUESDAY 7/2 - THURSDAY 7/4:

Bring in your refill of ad items, highly perishables, and product to cover your holiday sales and Friday morning business.



MELON MERCHANDISING

- Keep your melon displays chock-full with variety. The summer heat of the holiday makes your customers crave refreshing fresh melons.
- Your cut display space should be heaviest on halves giving you the higher rings.

BERRY MERCHANDISING

- Keep your berry patch full with all sizes and varieties of **Strawberries, Blackberries, Blueberries, and Raspberries**. This is an ideal time for big packs.
- During the heat of summer, it is recommended to **solely merchandise in refrigerated cases** to keep turns fast on berries and protect shelf-life.



CHERRIES DRIVE IMPULSE AND DOLLARS!

Cherries are super seasonal and the best time of the year for them is mid-June through July. Feature them around Independence Day with price promotion, quality-size promotion, just large display - or all three - to drive impulse purchase and some serious dollars!

Feature Dark Sweet, Rainier (gold), and Organic options.

FRESH CUT FRUIT & VEGETABLES

- Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole, and salsa.
- Prepare your in-house fresh cut team for more volume or order organic and conventional fresh cut packs from Four Seasons Produce.

GRILLING DISPLAY

- Set up a display in your department to focus on items that are perfect for grilling to get your customers inspired!
- Cross merchandise with multiple items, including charcoal.
- Encourage fruit grilling as well! Print out our “Grilling Produce Infographic” to put on your display.

SWEET CORN

- To satisfy demand you will need to build a secondary display of corn using a bin dummed up to control your display quantities.
- Position a clean trash can at the display for your customers to shuck their corn.
- To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

FOUR SEASONS 4TH OF JULY SCHEDULE

JUNE 29 - JULY 3:

NORMAL OFFICE AND DELIVERY SCHEDULES.

**THURSDAY, JULY 4:

NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN 8:00AM-NOON, TAKING ORDERS FOR APPROVED FRIDAY 7/5 DELIVERIES

JULY 5 - JULY 7:

NORMAL OFFICE AND DELIVERY SCHEDULES.



CONVENTIONAL MARKET NEWS

JUNE 21 - JUNE 27, 2024

EARLY SUMMER VARIETAL MELONS



Cantaloupe and **Honeydew** from California are growing in volume each day, while pricing continues to slowly decrease. Quality has been outstanding on **Cantaloupes**, **Honeydews**, and **Specialty Melons**.

Whole Seeded and **Seedless Watermelons** remain available out of Georgia. Fruit has been tighter recently out of the area due to slow harvests. Quality is very nice overall. Pricing is expected to remain steady or slightly increase for July 4th.

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



Sugar Kiss



Summer Kiss

Sugar Kiss Melons (super sweet, soft orange flesh) and **Summer Kiss Melons** (sweet, mellow, creamy green-white flesh) are coming into season and will be in stock by 6/27. These delicious varieties will begin with 11-12ct sizing.

Eastern **Athena Cantaloupes** from Docia Farms in Georgia are in season. Pricing is going up on 120 ct bins and 9 ct cartons due to demand. These are so fragrant and juicy - some of the best tasting **Cantaloupes** of the year!

Docia Farms also has some 120ct bin Jumbo Eastern **Honeydew** available for prebook!



CV CHERRIES

Washington **Dark Sweet Cherries** are now in season with large, beautiful fruit available. Pricing is okay with the biggest sizes commanding a higher price. **GOOD NEWS!** Then, the most of July should be a peak time for **Cherry** promotions and mass displays!

Rainier Cherries, known for their gold flesh and red blush along with bright sweetness are also now in season from Washington.

Stemilt's high-flavor **Cherry: Skylar Rae**, is now in stock for cherry enthusiasts. Chelan's high-flavor **Cherry: Orondo Ruby** is available for pre-book in early July.

LOCAL Dark Sweet Cherries from New York will be in season for late June and available to prebook.



CV STONE FRUIT

SPECIALTY FRUIT IN SEASON FOR LATE JUNE:

Bella Jewel Apriums

Donut Peaches

Peacharines

Mottled Plumcots/Pluots (Silver Phoenix, Dragon Heart)

Red Plumcot/Pluots (Sangria, Ruby Jewel, Crimson Punch)

Black Plumcot/Pluots (Ebony Jewel)

GOOD NEWS!

Regular **California Peaches**, **Nectarines** (including White flesh) along with **Red** and **Black Plums** are in peak season!

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

GOOD NEWS! Large **Apricots** continue in peak season with excellent quality.

Eastern **Peach** supplies are improved from South Carolina for late-June with 2-1/2" providing value, and 2-3/4" at standard price. **LOCAL** Delaware and New Jersey Eastern **Peaches** will ramp up in early July followed by **LOCAL** Pennsylvania Eastern **Peaches** in mid-July.



CV BERRIES

GOOD NEWS! Blackberries are very promotable in mid-June as domestic production ramps up. Georgia fruit continues to be flush and available, but we will be offering mostly California fruit since quality is outstanding, and the fruit is eating excellently.

GOOD NEWS! Blueberries are generally promotable and will have a few different situations. Overall, there are plenty of Blueberries nationwide; however, **LOCAL** New Jersey volume is expected to decrease due to complications during pollination. There will be plenty of **Blueberries** out of New Jersey, but expect their prices to rise ahead of the 4th of July holiday pulls and tight supplies.

Raspberry prices should finally rise as Mexico crops are finished. As the Mexico fruit cleans up, availability will get tighter fairly quickly coming out of California. Quality has looked nice, and the fruit continues to eat very well.

Strawberry availability is getting tighter, and pricing will start moving up. Some cooler temps in California are keeping harvests at bay, as well as another district finishing up harvests. Quality has been fantastic, but expect lighter supplies and higher pricing heading into the 4th of July.



CV HASS AVOCADOS

ALERT! Hass Avocados are experiencing market disruptions. USDA inspectors were pulled out of Mexico due to safety concerns from labor protests in Michoacán. This caused a void in the market since no fruit could leave the country. Volumes for June were already expected to be down, but this stoppage has sent prices soaring!

PLEASE NOTE - This situation is fluid, and as of print, the USDA has not reinstated inspectors back into the country. No Avocados are arriving from a primary growing region of Mexico.



CV CAULIFLOWER

Cauliflower pricing remains inconsistent in June as the highs and lows continue. There is split availability as some growers are experiencing low yields and others are consistent, however, the limited supplies from various vendors are creating an increased cost. Quality has remained strong throughout the month.



CV MANGOS

Mangos were also affected by the labor protests affecting Avocados. Not all Mangos are coming out of Michoacán, so there was some fruit still able to cross into the United States. This is the heart of the Mango season in Mexico, so now is the time to promote. 10 and 12 ct sizing is especially promotable right now.

Ataulfo Honey Mangos have been in moderate supplies for mid-June.

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



CV GRAPES

Continue to push all Grapes from Mexico through the 4th of July holiday season.

GOOD NEWS! Large Red Grapes remain the most promotable grape out there with size and variety coming on strong.

The first California jumbo Green Grapes of the season are in stock from Coachella. XL and Large Green Grapes continue in season from Mexico.



CV BROCCOLI CROWNS

ALERT! Broccoli Crown availability has only improved a bit in late June as East Coast production has started again. Despite the additional East Coast production, pricing remains high with extra demand from the lack of Mexican production. West Coast production continues to hold steady at a big premium cost.



CV LETTUCE

The LOCAL Leaf and Romaine Lettuce supply from growers in New Jersey are winding down for the season in late June as higher temperatures bring the season to a close. Meanwhile, California-grown product is remaining consistent while costs are favorable.

The new crop Quebec-grown Eastern Leaf and Romaine Lettuce season is beginning in late June and will provide a great complementary option for these commodities.

Iceberg and Romaine Hearts grown in California are in favorable conditions for availability, quality, and pricing in late June. The Quebec season is expected to have an excellent start with strong supply in late June, and provide additional relief to prices.



CV SPECIALTY PRODUCE

NEW: Retail pack 24/1lb Guava is in stock. Tropical, sweet and tangy as a snack!

Retail pack 6/12oz Rambutan are also in stock for the summer.



CV PEAS & FRENCH BEANS

ALERT! Snow and Snap Peas as well as French Beans will be very tight due to extremely hot temps out of Guatemala. Expect major out of stocks and fill-rate issues, especially on the French Beans.

These are due to the El Nino weather patterns, and pricing is high as well as limited availability coming in.



CV FIGS

Fresh Black Mission Figs from California are here. Get some California-grown Figs now before they are gone. This first season is a short one and is expected to be finished by early July.

Fresh Figs return for a second summer season from California from late July through September.



CV ASPARAGUS

ALERT! Asparagus prices are increasing very quickly as Michigan finishes up abruptly. Mexico has very tight supplies and limited availability, and Peruvian supplies are very tight as well and not able to react to the added demand. Expect some pro-rates and rising pricing due to the short markets.



CV CORN

Sweet Corn remains available out of Georgia. Pricing is beginning to increase as Georgia harvests start to slow down, but **LOCAL** is coming!

GOOD NEWS! Delaware **LOCAL Sweet Corn** in Bins and Cartons are expected to start late in June! **White Corn** will start first, followed by **Bi-Color Corn**.

New Jersey **LOCAL** will start around the 4th of July with **White, Bi-color, and Wild Violet Corn** varieties, followed by Pennsylvania.

Brussels Sprouts availability has begun to drop in late June while costs continue to increase. In July, these trends will persist as volume is expected to continue to decrease and prices continue to rise. Quality has remained strong.

GOOD NEWS! Artichokes from California are experiencing better availability and improved pricing in late June. Quality remains strong, so with improved pricing, late June is a great time to expand displays and promote Artichokes!



CV TOMATOES

GOOD NEWS! Beefsteak and Cluster Tomatoes will continue to be promotable through mid-June. Quality is outstanding and there are plenty of deals to grab.

LOCAL Vine Ripe Tomatoes will start harvesting on a small scale by late June with Fifer Orchards out of Delaware. These will be grown in a high tunnel. Most other growers will not start with them until about mid-July.



CV CELERY

Celery availability remains stable from California in late June. Quality is strong and is expected to continue into July, while pricing continues to improve. Pricing is expected to remain favorable into July, with some potential promotional opportunities available.

OTHER STORIES

NOTE: Drought conditions plus possible tropical storms will impact **Limes** in Mexico. The July crop will be limited and prices will be elevated.

Fancy **Lemon** supply is improving but prices are still elevated while demand remains high. California continues to peak on large choice grade fruit! Argentina has fresh fancy grade **Lemons** rolling in.

NOTE: California **Navel Oranges** are done for the season from most suppliers, and we will transition into import **Navel** and **Valencia Oranges** from California going forward.



CV LOCAL VEG

LOCAL Green and Yellow Squash from Pennsylvania are now beginning peak summer season

LOCAL Cabbage is in peak season from New Jersey and Pennsylvania. Quality is expected to be fantastic!



CV ONIONS

Vidalia Sweet Onions continue to be in promotable supply with lots of product available out of Georgia in both bagged and bulk. Pricing has pushed up just a bit with the switch over to the storage portion of the growing season.

All other bulk fresh **Onions** have decreased in price as there is plentiful supply from multiple growing regions. We have seen **Onions** from Mexico, Texas, and New Mexico, and later this month we will see our first California-grown **Onions**. Pricing has decreased on **Red, White, and Yellow Onions** across the board to reflect replacement costs. Quality has been very nice from all growing regions.

Expect to go to the end of June with California **Mandarin Oranges** before transitioning fully into imported fruit, including the Halos brand.

Green and SunGold Kiwi are in excellent supply for late-June. Be sure to make room for both bulk and clamshell options on both varieties in your produce sets!



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 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





CALIFORNIA Stonefruit

That's Equitable Food Initiative Certified

We have achieved more than 300 of the industry's highest standards in social responsibility to earn EFI certification, which provides the transparency and assurance consumers are looking for. Our stonefruit programs were the first of their kind to achieve EFI certified in 2020. This certification has provided the foundation for a collaborative team approach and continuous improvement.



Scan to learn more:



equitablefood.org

That's Regenerative Organic™ Certified

We have a Regenerative Organic Certified™ stonefruit program. This newly developed certification is overseen by the Regenerative Organic Alliance, a group that promotes regenerative organic farming as the highest standard for agriculture. ROC builds on a foundation of organic principles with strict standards and regenerative practices that improve soil health, ensure animal welfare, and promote fairness for farmers and farmworkers.

Scan to learn more:



regenorganic.org



**Regenerative
Organic
Certified™**

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





VIDALIA SWEET ONIONS DISPLAY CONTEST

April 29 - May 26, 2024

**GRAND PRIZE
DISPLAY:**



WEAVER MARKETS
Denver, PA

**BEST GRILLING
DISPLAY:**



YODER'S COUNTRY MARKET
New Holland, PA



HEALTHY LIVING MARKET
Williston, VT

**BEST ALL ORGANIC
DISPLAY:**



COMMON MARKET 7TH STREET
Frederick, MD



HONEST WEIGHT FOOD CO-OP
Albany, NY

**BEST YOY
INCREASE:**



BISHOP'S SUPERMARKET
Whitehouse Station, NJ



TEXTURE

FIBERLESS,
 CREAMY AND
 CUSTARD LIKE.



COLOR & HUES

PALE GREEN COLOR, RIPENS
 TO A DULL CANARY YELLOW
 WITH LIGHT GREEN STREAKS.

**IDEAL
 RIPENESS**

SOUR WHEN GREEN,
 SWEET WHEN RIPE.

FLAVOR



**Extreme
 Mango Flavor**
 tastes like
 COCONUT CREAM
 & **HONEY**
 very sweet



SIZE



**Varies
 LONG
 slender**



SHAPE



Elongated
 body with
 prominent
BEAK
 shaped tip



SELECTION



Best eaten at
Sweet Stage
 it will feel
**SOFT &
 CREAMY**
 to touch



**RIPENING
 CUES**



Ripe when
**soft &
 yellow**
 and presenting
**INTENSE TROPICAL
 AROMAS**



RECIPE IDEAS

Most popular
 mango variety for
MANGO STICKY RICE
 in THAILAND.



KITCHEN TIPS

Cut off the
MANGO CHEEKS
 and spoon it
 out
 like **CUSTARD**.



NUTRITION

Rich in Vitamin
A, B & C,
DIETARY FIBER
 and **FOLATE**.



RAMBUTAN

GROWN IN GUATEMALA AND HONDURAS, OUR RAMBUTAN IS A FUN AND EASY SNACK, A FAMILY FAVORITE!

This tropical fruit is similar to lychee, with white pulp and a large nutty seed in the center. Fresh rambutan has a bright red leathery exterior with soft red & green spikes.

Rambutan has an incredible taste. Sweet and refreshing, with 10 calories per fruit, rambutan is a healthy and convenient snack. It is best served chilled. Just hold the fruit with both hands, twist apart or cut at the seam. Separate skin to open the fruit, peel & enjoy the pulp, discard the seed.

A GOOD SOURCE OF FIBER AND ANTIOXIDANTS

SELECTION:

Choose red fruits.
Avoid black, dry & leaky fruits.

AVAILABILITY:

May – February

STORAGE:

Store at room temperature or fridge.

HOW TO EAT



Cut open and enjoy the white pulp, discard seed.



Keep Refrigerated 50° F / 10° C



GUAVA

A TROPICAL, SWEET-TANGY GEM FOR YOUR DAILY FIBER AND VITAMIN C NEEDS!

ENJOY GUAVAS DAILY, AS A SNACK OR IN JUICES

Guavas have a sweet and tangy flavor.

Their seeds are edible, but hard.

Best to swallow seeds whole or strain when juicing.

Enjoy the whole fruit, skin and seeds.

HOW TO BEST ENJOY GUAVAS

Guavas are the **perfect snacking fruit**:

Just rinse and eat them bite by bite or cut in quarters for younger children.

Guavas make a **deliciously tropical juice**:

Rinse, cut, and blend with water and ice. Add your preferred sweetener as needed. Strain the juice and enjoy!

WHITE GUAVA SPECS

SELECTION:

Ready to eat when yellow.

AVAILABILITY:

Year-round from Mexico.

STORAGE:

Store at room temperature or fridge.

NUTRITION

Rich in vitamin C and fiber. Digestive aid & immune boost.



HOW TO EAT

Ready to eat when yellow

Rinse before eating.

