

Q3 Edition

THE **FOUR SEASONAL**

JUL/AUG/SEP 2024

**MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS**



CONTENTS

(CLICK ON LINKS BELOW TO GO DIRECTLY TO THE PAGE)



- 3** | [JULY MERCHANDISING](#)
- 6** | [GEAR UP FOR GRILLING SEASON](#)
- 8** | [STONE FRUIT & CHERRY SIZING GUIDE](#)
- 10** | [CHERRY VARIETIES](#)
- 11** | [STONE FRUIT MERCHANDISING](#)
- 14** | [MERCHANDISING WATERMELONS](#)
- 16** | [OUTDOOR SUMMER MERCHANDISING](#)
- 17** | [MELON MERCHANDISING](#)
- 19** | [ALL ABOUT LOCAL](#)



- 24** | [AUGUST MERCHANDISING](#)
- 25** | [SPECIALTY STONE FRUIT SEASON](#)
- 26** | [CROSS MERCHANDISE YOUR PRODUCE DEPT](#)
- 28** | [ZESPRI KIWIFRUIT MERCHANDISING](#)
- 30** | [PEAK SEASON CALIFORNIA GRAPES](#)
- 35** | [FALL PLANNING...ALREADY?!](#)



- 36** | [SEPTEMBER MERCHANDISING](#)
- 37** | [SEPTEMBER IS NATIONAL MUSHROOM MONTH](#)
- 42** | [EASTERN APPLES SEASON](#)
- 44** | [FRESH FEST SPONSOR THANK YOU](#)

FEATURED ITEMS

- Cherries
- Raspberries
- Grapes
- Sweet Corn
- Watermelons
- Peaches
- Blueberries
- Nectarines
- Strawberries
- Mangos

BEST OF SEASON

- Dark Sweet & Rainier Cherries
- Yellow & White Peaches
- Yellow & White Nectarines
- Donut/Flat Peaches & Nectarines
- Apricots & Apriums
- Pluots/Plumcots & Plums
- Tuscan Cantaloupes
- Sugar & Summer Kiss Melons
- SunGold Kiwifruit
- Cotton Candy Grapes
- Portabella Mushrooms
- Mangos
- Rambutan

LOCAL (MID-ATLANTIC)

- Blueberries
- Sweet Corn
- Peaches
- Zucchini, Yellow, Gold Bar Squash
- Grape Tomatoes
- Vine Ripe & Heirloom Tomatoes
- Cucumbers
- Athena-style Cantaloupes
- Peppers
- Eggplant (*begin*)

Scan for
more info



JULY 2024



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

4TH OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL VEGGIES / BERRY SEASON

30

1

2

3

4

5

6

Independence Day

BLUEBERRY FEST / CHERRY & GRAPE SEASON / LOCAL PRODUCE

7

8

9

10

11

12

13

National Blueberry Day

Organic Produce Summit

Organic Produce Summit /
National Rainier Cherry Day

CORN FEST / CHERRY & GRAPE SEASON / LOCAL PRODUCE

14

15

16

17

18

19

20

National Cherry Day

CORN FEST / CHERRY & SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE

21

22

23

24

25

26

27

National Mango Day

PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE

28

29

30

31

1

2

3

National Avocado Day

WEEK 27

WEEK 28

WEEK 29

WEEK 30

WEEK 31

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

PICNIC INGREDIENTS

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

STONE FRUIT

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

MELONS

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

VALUE ADDED

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

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.



Warmer weather means it's time to dust off those grills and get ready for some outdoor cooking and entertaining. With the change of weather comes a change in meal ideas and planning, and nice weather is always a reason to grill and enjoy the outdoors!

Customers will be looking to buy products they can put on the grill, and having the right items racked and ready in your departments is key to maximizing sales during the warmer months.

CONCENTRATE YOUR DISPLAYS ON:

FRUIT:

- Avocados
- Peaches
- Nectarines
- Pineapples
- Bananas
- Mangos

VEGGIES:

- Artichokes
- Asparagus
- Brussels Sprouts
- Portabella Mushrooms
- Corn
- Eggplant
- Cauliflower
- Peppers
- Tomatoes
- Sweet Onions
- Zucchini
- Potatoes

QUICK TIP!

Offer pre-made "Veggie Kabobs" in your departments for a cool, quick premade meal option for consumers to buy! Easy to make and an added value to the customer!

MEATLESS GRILLING:

Tofu's and Tofurkey products: Brats, Italian Sausages, Kielbasas, and Chicken are great grill items for the vegetarians!

Setting up grilling sections in your departments is a great way to build sales across the store.

There are so many tie-ins you can include with displays. Olive oil, pepper, balsamic vinegar, honey, hot sauce, brown and cinnamon sugar, lemons, limes, corn skewers, and of course, charcoal. The possibilities are endless! Create a one-stop shop for all your customers' grilling needs!





GRILLING PRODUCE

AVOCADOS

Just brush with oil and/or lime juice and throw on the grill. Grilling gives avocados a smoky flavor, and they just look awesome!

MANGOS

Slice lengthwise a little off-center, avoiding the seed. For a fun twist, try drizzling with lime juice, and add a little bit of salt, chile powder, and lime zest!

PINEAPPLES

They have a great flavor, especially when drizzled with honey or hot sauce!

PEACHES & NECTARINES

A perfect dessert that taste incredible with brown sugar or cinnamon! To prevent sticking, brush with butter or oil.

PEARS

A perfect dessert that taste incredible. Pair with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.

BANANAS

Cut ripe, but firm bananas in half lengthwise and leave the peel on!

ONIONS

Try rubbing BBQ sauce, honey mustard, balsamic vinegar, or another dressing instead of butter or oil for a flavorful twist.

SWEET CORN

Sweet Corn can be grilled a couple of ways. Try grilling in the husk by placing it directly on top of the grill. The outside will be completely black, but the inside will be delicious and flavorful!

MUSHROOMS

Large Portabellas are ideal for grilling. Marinate with dressing. Grill 3-4 mins per side.



ASPARAGUS

To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

PEPPERS

Grill whole peppers, or cut peppers lengthwise in half, and remove the seeds and stem.

EGGPLANT

Grill sliced eggplant and top with a bit of balsamic vinegar, some feta cheese, or a spoonful of pesto. The eggplant will be tender, but the edges will be crispy and charred.

SUMMER SQUASH

Slice squash lengthwise and brush with olive oil and fresh herbs!

STONE FRUIT SIZING GUIDE













Is stone fruit sizing hard to visualize?

Try comparing to a baseball!



A baseball is 2.9" in diameter



	2-layer Sizing	2-layer Euro Ct	Diameter	Volume Fill
	30/32	50/52	3-1/2"	30/32
	36	60	3-3/8"	36
	40/42	66/68	3-1/4"	40/42
	48/50	70/72	3"	48/50
	56	84	2-7/8"	56
	60	86	2-3/4"	60
	64	98	2-5/8"	64
	70		2-1/2"	70
	72		2-7/16"	72
	80		2-3/8"	80
	84		2-5/16"	84
	96		1-13/16"	96

4 GREAT reasons to eat cherries

Cherries contain antioxidants
Antioxidants found in cherries may help to reduce the risk of cancer and heart disease.

Good source of potassium
Cherries are a good source of potassium. Increasing evidence shows that a diet rich in potassium may help to control blood pressure and reduce the risk for hypertension and stroke.

Promoting overall healthy sleep patterns
Cherries are a source of melatonin. Melatonin is an effective means for reducing jet lag and promoting overall healthy sleep patterns.

Eating sweet cherries can have a beneficial effect
Beneficial effect on inflammation, arthritis, blood pressure, cancer, cardiovascular disease, diabetes, cognitive function, sleep and stress.

"Results after consumption of Bing cherries are consistent with those reported with tart cherry juice in marathon runners."



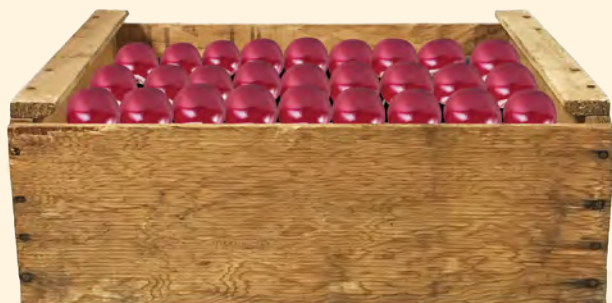


Check out point of sale downloads at www.nwcherries.com/toolkit

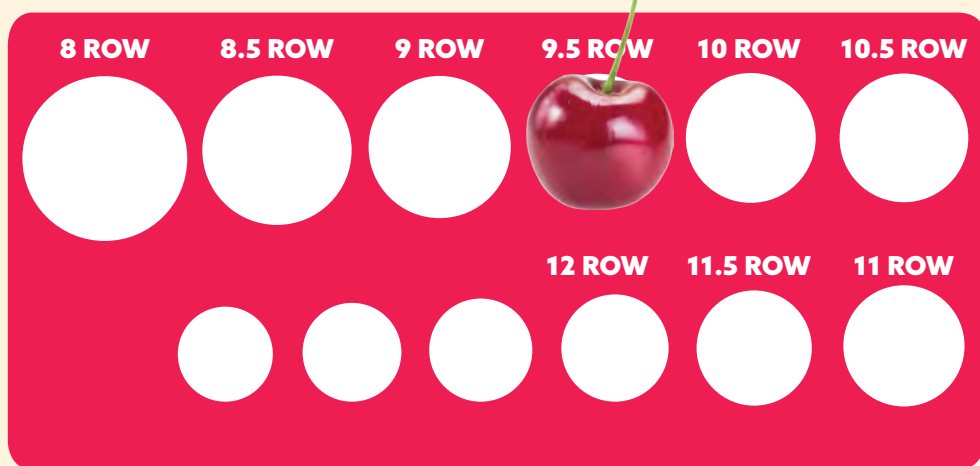
Cherry Sizing

What does the “row” count mean in Cherry descriptions?

Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping, and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top become the sizing scale.

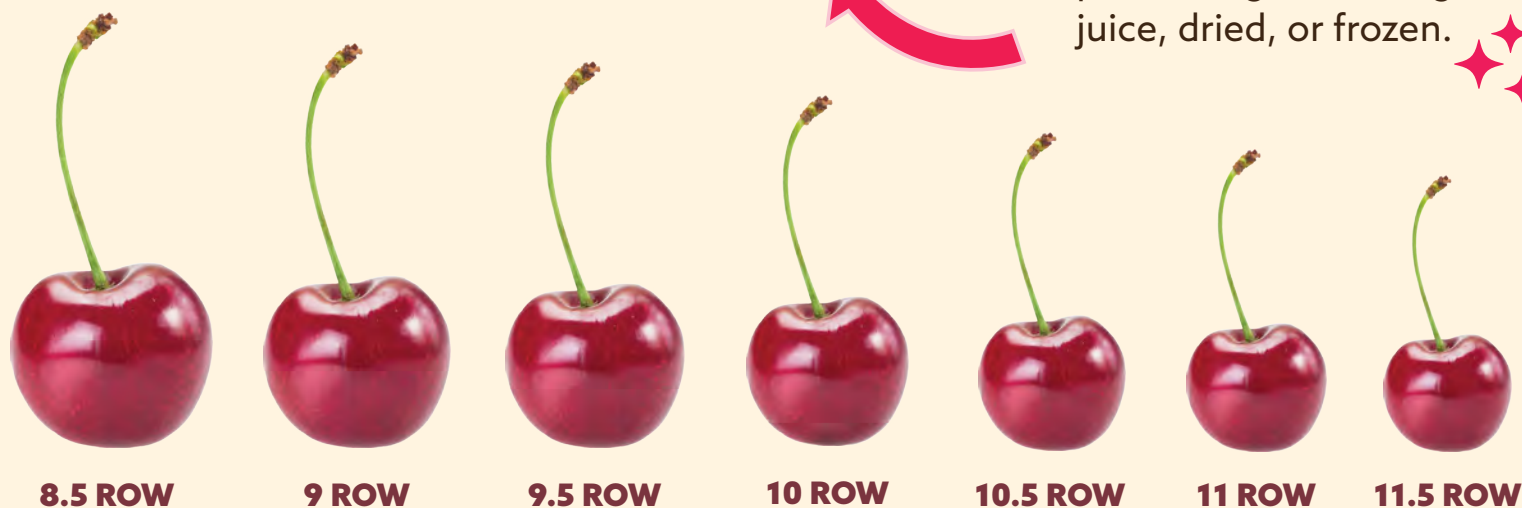


Even when the industry began shipping in 15lb, 18lb, and 20lb wood lug crates, and later cardboard boxes - the industry stuck with the “row” sizing scale instead of a millimeter diameter.



This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried, or frozen.





Cherry

VARIETY SHEET



COMMON CHERRY VARIETIES

Our dark sweet and yellow cherries are recognized throughout the world for their sweetness, firmness and consistency in color. Here are some of the leading varieties we grow to provide cherries for your table from June clear through the summer.

CHELAN®

The Chelan variety is a leading early-ripening sweet cherry of the Pacific Northwest. They have a sweet, rich flavor and a firm texture. Chelans® have a unique round, heart-shape.

Available through June

TIETON™

Another early ripening cherry that is extraordinarily large in size, with excellent firmness and a mild sweet flavor. Tieton™ is a glossy mahogany-red cherry.

Available through June

SANTINA™

An early variety that is dark to almost black in color. It has a unique flattened heart shape with lustrous skin. Newer variety/Limited availability.

Available through June

EARLY ROBIN

Quite similar to Rainiers. Early Robins ripen several days earlier, giving customers the chance to enjoy a yellow fleshed cherry earlier in the season.

Available through June

BENTON

A mid-season, dark red cherry that closely resembles the Bing variety. This large cherry has excellent firmness with superior flavor. This cherry was developed at WSU Prosser Research Center. Newer variety/Limited availability.

Available mid June – mid July.

BING

The leading and best-known sweet cherry in North America. The Bing originated in Milwaukie, Oregon in 1847. They are firm, juicy, sweet and have a deep mahogany-red color.

Available mid June – mid August

LAPINS

A firm, large mahogany red cherry that has great flavor and good quality. It's a great backyard cherry because you can plant just one tree. This late season variety is known for it's large size

Available late June – mid August

RAINIER

A very attractive, exceptionally large yellow cherry with a red blush. Rainiers have a distinctive and vibrant appearance among sweet cherry varieties. Delicately sweet flavored, the flesh is pure yellow, very firm and finely textured.

Available mid June – end of July

SKEENA™

Large, sweet and extremely firm. Skeena™ continues to grow in popularity with consumers and growers. This dark red to almost black variety has a very firm texture. A great late-season variety.

Available early July – mid August

SWEETHEART™

A medium to large sized, heart-shaped cherry that is deep red in color. The Sweetheart™ has a mild, sweet flavor and outstanding firmness.

Available mid July – mid August

REGINA™

A popular dark red cherry that is fairly large in size. Reginas™ have a firm texture and sweet flavor that is driving demand for this variety.

Available late June – late July



CHECK WITH YOUR SUPPLIER FOR THESE AND **OTHER VARIETIES.**



STONE FRUIT MERCHANDISING & STORAGE TIPS

June, July, and August are peak season for Stone Fruit! This is the time to have your counters and displays sets ready for your summertime sales! Here are a few tips for stone fruit success:



- **Stone fruit does best when stored and merchandised outside of refrigeration.** Fruit stored in temp ranges of 36°F - 50°F falls into the "kill zone" and will result in flavor loss, mealy fruit and an overall poor eating experience for the customer. Product is shipped at 34°F, and the best storage temps will fall between 55°-58°F, similar to bananas, with the second best being room temp.



- **Rotate stone fruit, both in backroom and on your counters based off of ripeness.** This is one of the categories, like tropical and tomatoes, that does not follow the FIFO (First In First Out) rule.



- **Cull (remove product no longer fit for sale)** stone fruit several times per day to keep displays fresh.



- **Carrying a full variety of stone fruit, both yellow flesh and white flesh, will lead to better sales.** It might also entice your shoppers to try something new, leading to repeat purchases. Utilize the color in the different varieties of stone fruit to create a nice visual and to separate the different varieties that looks similar to one another.



- Whenever possible, **try to offer both ripe and firm fruit** for consumers who want to grab a piece of fruit for immediate consumption and take some home to enjoy later as well.





SOME OF OUR 2024 STONE FRUIT GROWERS



FOR MORE INFO:
hgofarms.com



FOR MORE INFO:
mvfruit.com



FOR MORE INFO:
stemilt.com/farm-to-fork/organics



FOR MORE INFO:
jerseyfruit.com



FOR MORE INFO:
familytreefarms.com



FOR MORE INFO:
www.verrycherryplum.com



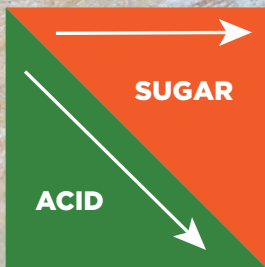
SUMMERIPE

CONDITIONING PROCESS



Conditioning enhances flavor naturally through research and the application of science.

Summeripe has a passion for high quality and has its own Quality Control staff to monitor fruit standards. This ensures the fruit being sent to your store is of the highest quality. Once the fruit has been inspected for quality and packed in boxes, the fruit is then sent to Summeripe's state-of-the-art pre-conditioning facility. It is here where technology harmonizes with nature. This facility simulates Mother Nature's environment by controlling temperature and humidity to let the fruit ripen naturally. There are no chemicals, synthetics, or anything unnatural involved in this process. Through years of research, our staff has determined the correct amount of humidity, temperature, and airflow to make the fruit think it's still attached to a tree in an orchard.



Benefits of Conditioning

- Fruit becomes less firm
- Fruit becomes less acidic
- Mature fruit becomes juicy and flavorful
- Protects against internal breakdown symptoms
- Longer shelf life



Our conditioning process is what makes "Summeripe" so good!

Reaching the ultimate eating experience requires the right balance of low acid, high sugar levels and proper ripeness. Once this has been achieved in the ripening facilities at Summeripe, our fruit is then sent to your stores. These characteristics, plus flavor, aroma, color, and texture are also considered in order to achieve Summeripe quality fruit that our customers deserve.



MOUNTAIN VIEW
FRUIT SALES

4275 Avenue 416, Reedley, CA 93654
www.mvfruit.com • 559.637.9933



MERCHANDISING WATERMELONS

FREE TRAINING! Watermelon Retail Learning Lab from the National Watermelon Promotion Board:
watermelon.org/wp-content/uploads/2023/02/LEARNING-LAB-LESSONS-sm.pdf

Make the most of displays!

- Colorful bins and decorated displays grab attention and grab sales

Display whole and cut watermelon side by side

- Creates great eye appeal and increases sales for both

Get the word out – watermelon is nutritious and delicious

- Include selection and nutrition information not only in newsletters and ads but on signs and displays



Avoid mis-rings and lost revenue

- Every penny counts! Use proper labeling so customers get what they pay for, and you get the sales you deserve

Ensure the tastiest watermelon

- Continue the cold chain if applicable for whole water
- Always keep fresh-cut refrigerated

Keep watermelon away from bananas

- Store these separately
 - Bananas emit ethylene gas, which changes the flavor and appearance of watermelon

Watermelon Best Practices



- **Take them off the floor**
 - You wouldn't eat off the floor, so why would your customers
- **Easy to reach. Easy to sell.**
 - Use drop-down panels and transfer hard to reach watermelon to the top of the next full bin
- **Lose the leakers**
 - Look at your display from a customer's point of view and remove any damaged watermelon

YEAR-ROUND PROMOTIONS

- Watermelon delivers year-round sales, even in cold climates
- Take advantage of food holidays!
- **Examples**
 - Promote nutrition benefits in the winter months
 - July is National Watermelon Month
 - National Watermelon Day is August 3rd
 - Save a Pumpkin, Carve a Watermelon! for October



FREE TRAINING! Watermelon Retail Learning Lab from the National Watermelon Promotion Board:
watermelon.org/wp-content/uploads/2023/02/LEARNING-LAB-LESSONS-sm.pdf

Watermelon - Every Month of the Year
Design in-store promotions around seasonal recipes and carvings!

Jan Start the year off right with a Watermelon Zippit!	Feb Celebrate Heart Health Month with a Heart Basket!	Mar Go green on St. Patrick's with Watermelon Lettuce Wraps!
Apr Hop to it with a cute Rabbit carving!	May Get out the chips and Fire & Ice Salsa for Cinco de Mayo!	Jun Blend up Watermelon Kiwi Smoothies on June 21st! It's National Smoothie Day!
Jul Celebrate National Watermelon Month with different recipes!	Aug Hand out slices on August 3rd for National Watermelon Day!	Sep Serve Blended Burgers with Grilled Watermelon on Labor Day!
Oct Save a pumpkin! Carve a watermelon!	Nov Give thanks with a side of Watermelon Cranberry Sauce!	Dec Make a Watermelon Snowman for the holidays!

Find these recipes, carvings and more at watermelon.org



OUTDOOR SUMMER MERCHANDISING

Don't have enough room in your department or you are looking to gain extra sales but can't put that extra bin of melon or side display of mangos anywhere in the store? Then "think out-side the store" and start doing some outdoor merchandising!

Making displays outside is fun, provides a "Farmers Market" type atmosphere and allows customers to get into a produce shopping mindset before they even get into the store.

SUCCESS TIPS

- **Pick the proper commodities and build them around the weather.** If it is too hot out or product will be directly under the sun, it might be best to try it another day when conditions are a bit more pleasant.
- **Plan displays around heavier shopping traffic days** or even holidays.
- **Be sure to check on product often to insure freshness.** Rotate often and keep it moving!
- **Outdoor merchandising is a great area to display your local produce as well.** Be sure to highlight the farmer and area for a more personal feel. Customers love to know where their fresh produce comes from!
- **Use sidewalks** (where safe to do so), under awnings, or make it a BIG event by doing parking lot tent sales!

COMMODITIES THAT DISPLAY WELL OUTDOORS:

- Melons
- Sweet Corn
- Tomatoes
- Hardier fruits
- Zucchini
- Onions
- Peppers

NOT IDEAL FOR OUTDOORS:

- Lettuces
 - Berries
 - Soft Fruit
- **Always be sure that super temperature sensitive items are stored and displayed in their proper zones.*



MELON MERCHANDISING

QUICK TIP!

Try offering “Variety Slice” packs with a slice of watermelon, cantaloupe and honeydew overwrapped in the same pack! You can also halve melons, scoop out the cavity and overwrap for a quick grab and go lunch or snack. He sure to rubber band a spoon around each half for customer convenience!

FOOD SAFETY AWARENESS!

When cutting melons, for either cuts or chunks, it is imperative that all processing be done within food safety standards. All cutting boards and knives should be sanitized and processing done in proper ambient temperature.



SOME BASIC MELON MERCHANDISING IDEAS:

- **Melons are best merchandised outside of refrigerated cases.** Field or cardboard bins, A-frames, or tables will work best. Cold cases can be used, but for larger displays the sizes of the fruit take up a lot of space.
- **Be sure to rotate,** placing the ripest fruit on top.
- **Merchandise all varieties of melons together.** This keeps the whole category within a customer’s view and allows for them to choose the melon they want.
- **Cut halves of melon and overwrap** to show the customers the beautiful flesh of the fruit. Be sure to mark on the melon “for display only” to not confuse customers that this might be a sample.
- **Don’t be afraid to go outside!** Watermelon will probably do best for you outdoors as it can withstand the heat better than some of its cousins.
- **Use false bottoms (dummies) to create mass with melons.** Sure it might be a pain to remove each melon from the bins when it arrives only to put back into the bins, but it will be more shopper friendly and just flat out look fuller. It will also give you the opportunity to touch each melon and grade quality.
- A key with all fruit, is **sampling**, and nothing creates an impulse sale on melons than offering a chunk of melon.



MAKE MELONS A CENTERPIECE FOR YOUR SUMMERTIME!

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





WE ARE ALL ABOUT LOCAL

Four Seasons Produce partners with many organic and conventional growers within our distribution region during the spring, summer, and fall growing seasons in Mid-Atlantic and Northeast.

Local season kicks off with spring crop vegetables and in May. Early summer row crop vegetables ramp up in June, followed by summer crop sweet corn, cooking vegetables, tomatoes, peaches, melons, and more during July, August, and September. Then, apples, hard squash, cooking veg, pumpkins, and ornamentals are at their peak in the fall.

fsproduce.com/local





STEVE GROFF'S



ROOTED IN REGENERATION.

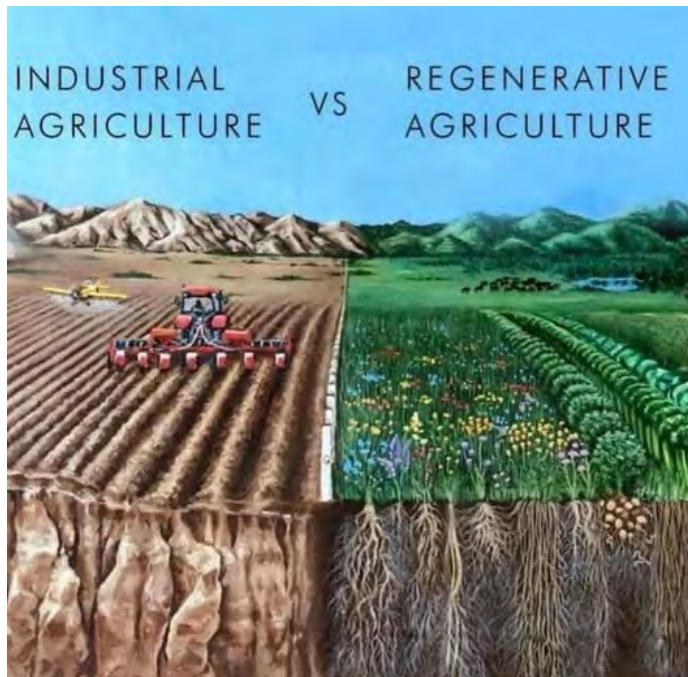
Cedar Meadow Farms is operated by the Steve Groff and his family in Lancaster County, PA. He pioneered the “Permanent Cover Cropping System” to enhance soil and water quality, along with reducing pesticides. Fresh produce is grown on 200 acres of land that was purchased by his grandparents in 1935 –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





CHRIST KING LANCASTER, COUNTY, PA



Christ King is an Amish farmer located in Lancaster County, Pennsylvania. In recent years, he transitioned his farm to 100% Organic. He is also beginning to implement regenerative practices on his farm.





Simply the Best Organic Produce

Since 1988

SOIL-GROWN ON THE EAST COAST.
ALWAYS FRESH, ALWAYS DELICIOUS.



Located in Chambersburg, PA, Tom Beddard started Lady Moon Farms in 1988 out of a passion for organic produce. Their motto is “the finest product, in the sharpest package, every time,” and for customers who buy Lady Moon products, you know that they live up to their own expectations.

Today, Lady Moon Farms is the largest family owned, certified organic vegetable grower on the east coast and has expanded into Georgia and parts of Florida for year round production. They offer a wide array of organic vegetable varieties.

Anais Beddard, Tom’s daughter, came back to work at the farm with her dad. Lady Moon is now a second-generation business.



Anais Beddard


VALUES IN ACTION

15% 


Dollar amount of net income donated to non-profits and charitable organizations each year.

88% 

Percentage of domestic workers who are long-term employees and receive benefits like PTO, free housing, paid travel time and paid holidays.

3000 

Number of acres planted in cover crop each year

100% 

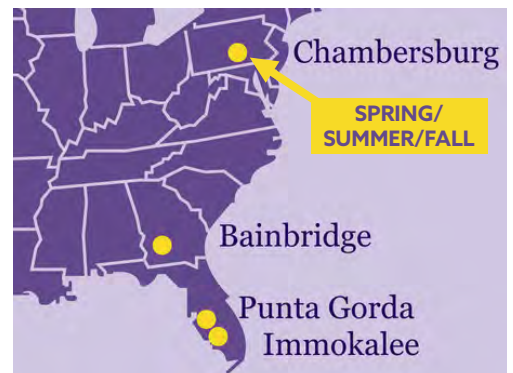
Percent of farm management roles that are promoted from line level work.

\$500,000 + 

Value of bonuses paid out to line level workers over the last 3 years.

95 

Number of soil samples analyzed annually to ensure we create and maintain a diverse, healthy, and alive soil structure.





R&R FLAIM NEXT GENERATION PRODUCE

**Family Owned and Operated with Pride.
Where Quality and Distinction are Earned from
Generation to Generation.**



Bob Flaim, from Flaim Farms, is a popular name around here. Ever see the “Flaim Farms” or “Panther brand” box of Jersey Fresh vegetables coming off the Four Seasons Produce truck? That is product grown by Bob Flaim and his family in Vineland, New Jersey! They specialize in lettuces, herbs, greens, roots, eggplant, peppers and squashes. Flaim Farms and Four Seasons Produce have been doing business since 1999 and each year the program has grown. These days, from April to October, Four Seasons has a truck, often two, at Flaim Farms picking up fresh NJ vegetables from the day’s harvests.



Farmed by the Flaim family since 1934, the farm is operated by the 4th and 5th generations. Bob and his son Ryan are full of life, and are welcoming people who care about growing top quality products.



FEATURED ITEMS

- Tomatoes
- California Grapes
- Peaches
- Nectarines
- Cantaloupes
- Watermelons
- Sweet Corn
- Plums

BEST OF SEASON

- Yellow & White Peaches
- Yellow & White Nectarines
- Donut/Flat Peaches & Nectarines
- Pluots/Plumcots & Plums
- Verry Cherry Plums
- Fresh Figs
- Thomcord Grapes
- Champagne Grapes
- Honeydew
- Tuscan-Style Cantaloupe
- Specialty Melons
- Green & SunGold Kiwifruit
- Bartlett Pears
- Rave Apples
- Dragon Fruit
- Rambutan

LOCAL (MID-ATLANTIC)

- Vine Ripe & Heirloom Tomatoes
- Grape Tomatoes
- Rainbow Cherry Tomatoes
- Roma Tomatoes
- Sweet Corn
- Peaches & Nectarines
- Green Peppers
- Chili Peppers
- Watermelons
- Eggplant & Specialty Eggplant
- PA Simply Sweet Onions
- White Potatoes (NJ/DE)

Scan for
more info



AUGUST 2024

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE

28

29

30

31

1

2

3

WEEK 31

TOMATO FEST / PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE

4

5

6

7

8

9

10

WEEK 32

TOMATO FEST / PEACH FEST / MELON SEASON / LOCAL PRODUCE

11

12

13

14

15

16

17

WEEK 33

GRAPES SEASON / BACK TO SCHOOL / MELON SEASON / LOCAL PRODUCE

18

19

20

21

22

23

24

WEEK 34

National Eat a Peach Day

LABOR DAY / GRAPES SEASON / BACK TO SCHOOL / MELON SEASON

25

26

27

28

29

30

31

WEEK 35

FamilyTree FARMS

SPECIALTY FRUIT SEASON

July/August



TROPICAL PLUMANA

A delight for all of your senses. Fragrant and exotic flavors - like a fruit-filled island drink. Beautiful red and green speckled skin.



FLAVOR GATOR

Family Tree Farms' most intriguing plumcot is a speckled green "Flavor Gator." Slice into one and you'll find a deep, red interior that is packed with juicy sweetness.



PLUMOGRANATE

Plumogranates are our most notable plumcot variety. Plumogranates are a black plumcot with a deep, dark red flesh. They burst with flavors of plum, berry and pomegranate. Plus, they are packed with healthy disease-fighting antioxidants.



SUMMER PUNCH

Thousands of tiny speckles grace the rosy colored skin. The color and flavors will remind you of a delicious fruit punch.



KING KONG

Big fruit with big taste. Pleasantly sweet, plum-like flavors highlighted with hints of almond. Very dark skin with a nicely contrasting cream-colored flesh.



PLAPPLE

What looks and tastes like a cross between a plum and an apple, but is not a cross between a plum and an apple? It's Plapple. Once you taste the super-juicy, sweet and crisp flesh, you'll agree with us that no other name would work for this special piece of fruit.



PEACH PIE DONUT

This variety has terrific flavor and a completely unique appearance. There's absolutely no blush, but rather a bright, golden yellow color throughout. It has a rich, melt-in-your-mouth flavor and texture.



NECTAPIE

This variety is a flat yellow-flesh nectarine that has red-blush skin. Great nectarine flavor!

Visit familytreefarms.com for more info!



CROSS MERCHANDISE IN YOUR PRODUCE DEPARTMENT!



CODE: 62752
CV Mozzarella Buffalo Boconccini
8/7oz BUF Creamery
UPC: 7707363540244



CODE: 62751
CV Mozzarella Buffalo Ciliegine
8/7oz BUF Creamery
UPC: 7707366540206



CODE: 62750
CV Mozzarella Buffalo Ovoline
8/7oz BUF Creamery
UPC: 7707363540282



Get your shoppers thinking Caprese Salad, homemade Margarita Pizzas/Flatbreads, and other summer salads featuring tomatoes, herbs, and fresh cheese!

- BUF Fresh Mozzarellas
- Soli and Goodness Gardens living Basil and big pack basil tubs
- Fresh Garlic and Sweet Onions
- Mini Seedless Cucumbers and Euro Seedless Cucumbers
- Olive Oil, Sea Salt, Black Pepper



FREE RANGE & GRASS FED

būf
CREAMERY

It all starts with our buffalo.

Surrounded by mountains, rivers, and lush grasses, our goal is to keep our buffalo in a natural, low stress environment to make the milking process as enjoyable as possible.



LACTOSE FREE



NON-GMO VERIFIED



VEGETARIAN RENNET

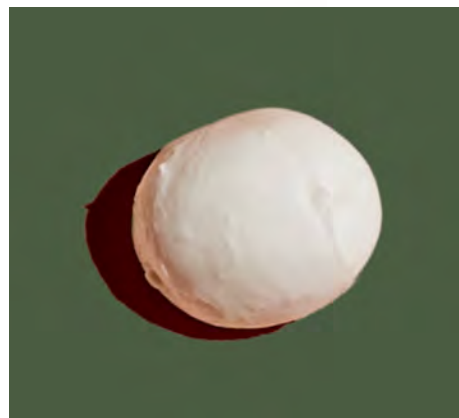


100% WATER BUFFALO MILK



OVOLINE

"Ovoline" is an Italian word that translates to "egg sized." This is our largest sized offered. The cheese comes in large pieces allowing for easy slicing.



BOCCONCINI

Bocconcini means "little bites." This cheese comes in smaller, egg-shaped pieces that can be easily skewered or served alone. Bocconcini works best when wrapped in prosciutto or paired with similar sized vegetables.



CILIEGINE

Ciliegine is our smallest cheese. Meaning "cherry-sized" in Italian, this cheese comes in cherry tomato sized pieces. This size can be thrown atop a salad, served on a cheese plate, or eaten alone!

A promotional advertisement for Zespri kiwifruit. The top section features a collage of whole and sliced kiwifruit in various colors (green and yellow) on a green background. The middle section contains the main headline and three product categories, each with a representative image of whole and sliced fruit. The bottom section is split into two panels: the left panel has a green background with yellow kiwi slices and a yellow callout box, while the right panel has a yellow background with green kiwi slices and a green callout box.

ZESPRI KIWIFRUIT

REFRESHINGLY SWEET. DELICIOUSLY NUTRITIOUS.



**ZESPRI™ SUNGOLD™
KIWIFRUIT**



**ZESPRI™ GREEN
KIWIFRUIT**



**ZESPRI™ ORGANIC
KIWIFRUIT**

**ZESPRI SUNGOLD
INVIGORATINGLY SWEET**

This unexpected kiwifruit is perfect for those with a sweet tooth. Cut and scoop to satisfy your cravings with our golden kiwi's juicy, tropical flavor – an unexpected experience that you may want to just bite right in.

**ZESPRI GREEN
TIME TO GET TANGY**

Our green kiwifruit reaches peak tastiness when it meets Zespri's high standards. This kiwifruit is for fans who love a little pucker balanced with sweet satisfaction.

ZESPRI SUNGOLD KIWIFRUIT

SunGold Kiwifruit has rally become a customer favorite and August will be a great time to promote these little golden gems. Bursting with an intense tropical flavor, combined with a smooth texture, make this an easy sell for your department.



SUNGOLD KIWIFRUIT FACTS:

- SunGold Kiwifruit is a patented variety which was bred in New Zealand
- SunGold Kiwifruit are distinct in appearance from their green cousin, with a much more smoother skin
- The entire kiwifruit is edible - skin and all, but the most popular way to eat SunGold is the “cut in half and spoon out” method

For more info: www.zespri.com/en-US

MERCHANDISING SUNGOLD KIWIFRUIT:

- SunGold Kiwifruit can be merchandised in your tropical sections along with mangos, papayas, coconuts, and avocados
- Large displays of kiwifruit sell large amounts of fruit. Check out the pictures for some fun ideas that will add mass appeal to your department.
- Sample SunGold Kiwifruit to get the best results. One taste of these gems is all your customers will need before they are picking up handfuls of them!
- Be sure to place some recipe cards and product info around your displays, telling the story and singling out the differences between green and gold fruit. It's nice to slice open and overwrap a few pieces of fruit as well to show the inside flesh to the customers.



LATE SUMMER AND EARLY FALL IS PEAK SEASON FOR CALIFORNIA GRAPES FROM THESE SHIPPERS AND MORE!



SPECIALTY GRAPES



For more information: grapery.biz



Cotton Candy

Golden yellow to bright green, it's surprising how these crisp, all-natural grapes taste just like the famous and delicious pink spun carnival treat. Except you won't get any sticky fingers.

Enjoy these golden yellow and bright green Cotton Candy grapes from mid-August to late September.



gum drops

Expect big-time candy-sweet flavor bursting from these little fellas. They're healthy, gummylicious snacks, so feel free to dive right in and eat as many as you want.

Enjoy Gum Drops from late July to early November.



Moon Drops

One look and you'll think these long and luscious grapes came from another planet. But these all-natural, crisp grapes simply have a super sweet taste that's out of this world.

Enjoy Moon Drops late August to late November.



Tear Drops

These amazing grapes are uniquely shaped and long on luscious juicy flavor. They're sweet and fun to eat, making snack time fun and creative with this one-of-a-kind variety! One taste of these delicious grapes will leave them waiting for more!

Enjoy Tear Drops from mid August through September.

GRAPE storage AND handling



merchandising AND displays

- **Maintain a consistent cold chain.** Place grape boxes immediately in refrigeration when received. The ideal condition for grapes is 30-32°F with 90-95 percent relative humidity.
- **Keep grapes away from water or ice,** as moisture will decrease shelf life.
- **Grapes tend to absorb odor,** so try to avoid storing next to green onions and leeks.
- **Gently stack grape boxes in the cooler** so that air can circulate around them. Dehydration of grapes will accelerate if stored in the direct air path of the cooling unit.
- **When stacking grape boxes, remember to keep boxes off the ground,** as any excess moisture or a dirty surface may cause damage to the grapes.



- **Create grape displays in the front of the produce department** to increase visibility.
- **Abundant, fresh, high-quality, and well-maintained grape displays** generate increased grape sales.
- **Display grapes with proper country of origin signage,** as well as variety and price information.
- **Refrigerated grape displays** will allow for an increased shelf life.
- **Do not pile grape bags too high** as it can reduce fruit quality and shelf life.
- **Maintain a good sanitation program.** Remove any debris that can detract from the look of the display and damage grapes.
- **Remove any poor-quality, tired, and non-appealing grapes** from the display.
- **Refrigerated bags of grapes can be displayed for up to 48 hours** before visible shrink occurs.
- **Refrigerated clamshells of grapes can be displayed for up to 72 hours** before visible shrink occurs.



POP materials are available upon request by email at info@grapesfromcalifornia.com.

For more info, check out: grapesfromcalifornia.com/retailers/marketing-resources/

grab & go Tips

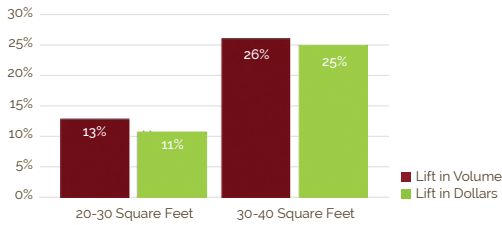
Grapes in clamshells and other containers should always be refrigerated.

When grapes are refrigerated on display and not over-stacked, they can be displayed for up to 72 hours before visible shrink occurs.



ACHIEVE MAXIMUM *volume and sales lift*

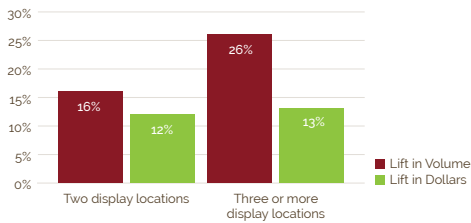
Targeting at least 30-40 square feet can maximize volume and sales results.



Expand display space for grapes and generate increased sales.

Target 30-40 square feet for grape displays for maximum lift in volume and sales.

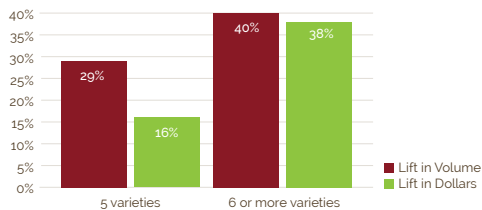
Three or more display locations can maximize grape volume lift.



Create secondary displays to drive additional sales and highlight unique varieties.

Adding a secondary display location drives a 12% lift in grape dollars and a 16% lift in grape volume. Three or more locations drives a 26% lift in volume.

Increasing varieties can drive increased grape volume and dollars.



Expand varieties

Increasing varieties from 3-4 to 6 or more drives 38% lift in grape dollars and 40% lift in grape volume.

Source: Store week level models from CTGC and Nielsen datasets merged together, 85 weeks ending January 2021.

GRAPE SHOPPING *tips* FOR PERSONAL SHOPPERS

- **Look for the Grapes from California logo** or California identification on the packaging indicating the grapes are grown in California. 
- **Look for grapes with green pliable stems.**
- **Look for grapes that are firm, plump, and tightly attached to the stems.**
- **Do you see a waxy, whitish covering on grape berries,** giving a frosted appearance to dark-colored varieties? That's bloom and it's good! Bloom is a naturally occurring substance that protects grapes from moisture loss and decay.
- **Remember, communication is key.** If your customers' grape selection is not available, reach out to them and suggest another color or variety. 
- **Green, red, and black grapes** all have unique flavors and textures.





Shown are the top volume varieties of fresh grapes. Over 90 varieties are grown in California.

Based on 2022–23 volume reported to the California Table Grape Commission.



Autumn King

August–January

Very large, green, cylindrical to oval, seedless berries



Flame Seedless

May–December

Medium-sized, red, round, seedless berries



IFG 68-175 Sweet Celebration®

Sometimes sold as

IFG Three

June–December

Large, red, oval, seedless berries



Scarlet Royal

July–January

Large, red, oval, seedless berries



Sheegene-12

Some fruit sold under names

Krissy® and Summer Bliss®

July–January

Large, red, oval, seedless berries



Sheegene-20

Some fruit sold under names

Allison® and Fall Bliss

August–January

Large, red, oval, seedless berries



Sheegene-21

Some fruit sold under names

Ivory®, Marlena, Sugar Crunch®, Summer Crunch®, Summer Diamond®, and Yummy Crunch®

June–November

Large, green, round to oval, seedless berries



Autumn Royal

August–January

Large, black, oval-elongated, seedless berries



Blanc Seedless Pristine®

July–December

Very large, green, elongated, seedless berries



IFG Nine Jack's Salute®

August–December

Large, red, oval-elongated, seedless berries



IFG Ten

Some fruit sold under names

Sorbet® and Sweet Globe®

July–December

Large, green, round to oval, seedless berries



Sheegene-13

Some fruit sold under names

Cerise and Timco®

July–January

Large, red, oval, seedless berries



Sheegene-17

Some fruit sold under names

Great Green®, Great White, Green Emerald Seedless®, and Green Envy®

August–December

Large, green, oval, seedless berries



Sugraone

Some fruit sold under name

Superior Seedless®

June–September

Large, green, oval-elongated, seedless berries



Sugrathirtyfive

AutumnCrisp®

July–December

Very large, green, oval, seedless berries



Fall Planning...

ALREADY?!?



August through early September is **PRIME TIME FOR PLANNING** for a successful fall selling season. Soon your shoppers' tastes will change from summer type fruit, such as Cherries and Peaches, and move into commodities like Apples, Pears, and Fall decorations.

- Now is a **great time for doing deep cleans of your cases and counters.** The historically slower month should allow a full on sanitation assault, so your counters are fresh and ready for the Fall harvest changeovers.
- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for parents to pack in the kids' lunch boxes. Opening up on **bagged apples** and **oranges** is generally a good start, but also be thinking about items like **dried fruit, nuts, and other dry line snacking items.**
- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, Nectarines, and Plums will still be available and great items to promote, although they should take a backseat when Apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.



- **Building an outdoor display with Pumpkins and other Fall Ornamentals** add a "fall harvest" feel as customers walk into your store. Other commodities are great to promote outdoors are local apples, broccoli, and cauliflower.

- **Look at areas of your department where items may have gotten "lost."** It's a perfect time to load in on those lower risk items such as Apple Dips, Apple Crisp, Juices, Dressings, Jarred Fruit, and Jarred Garlics to name a few.

- **Set up a cross merchandising calendar** with other departments in your store with space allocated for tie-in items.

Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!



FEATURED ITEMS

- New Crop Apples
- Bartlett Pears
- California Grapes
- Melons
- Pumpkins & Ornamentals
- Little Potatoes

BEST OF SEASON


- Honeydew & Cantaloupes
- Premium Red & Green Grapes
- Concord & Thomcord Grapes
- Cotton Candy Grapes
- Gala Apples
- Ginger Gold Apples
- Honeycrisp Apples
- McIntosh Apples
- Rave & SweeTango Apples
- Apple Cider
- Asian Pears
- Red Starkrimson Pears
- Bartlett Pears
- Kiwi Berries
- Dragon Fruit
- Butternut & Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash
- Cauliflower (all colors)
- White Mushrooms
- Baby Bella Mushrooms
- Shiitake Mushrooms
- Rambutan

Scan for more info



SEPT 2024



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	BACK TO SCHOOL / GRAPE SEASON / MELON SEASON						
WEEK 36	1	2 Labor Day	3	4	5	6	7
	BACK TO SCHOOL / FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
WEEK 37	8	9	10  Four Seasons Customer Appreciation Golf Outing in support of Make-A-Wish	11	12	13	14
	FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
WEEK 38	15	16 National Guacamole Day	17	18	19	20	21
	FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 39	22	23	24	25	26	27	28
	FRESH CROP APPLES / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
WEEK 40	29	30	1	2 Rosh Hashana Begins at Sundown	3	4 Rosh Hashana Ends at Sundown	5

SEPTEMBER IS NATIONAL MUSHROOM MONTH!



HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple **5 step** process and watch your mushroom sales grow:

- 1 RECEIVING AND STORAGE**
Much like berries, **fresh mushrooms are very sensitive to temperature variations** and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.
- 2 CARRY A GREAT VARIETY**
White, Crimini, and Portabella Mushrooms are staples and a must-have in any mushrooms section. **Adding specialty varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms** will build sales in the category. **Offer Dried Mushrooms in your sets as well.** Certain mushrooms not often offered commercially, such as **Porcini, Wood Ear, and Morals, are often sold in dry form and can be reconstituted** to add to your favorite meal!
- 3 MERCHANDISING**
A nice and tight mushroom set with a lot of variety is visually appealing! Loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness. Display Portobella Mushrooms, especially at summer holidays, for grilling. Also, placing caps up ("Capping") adds a nice and clean look to the section.
- 4 CARE AND HANDLING**
Mushrooms bruise easily, so be sure to handle with as much care as possible.
- 5 EDUCATION, EDUCATION, EDUCATION**
It is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. Offer knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.

LOOKING FOR RESOURCES FOR MUSHROOM MONTH? CHECK OUT THESE FROM THE FRESH MUSHROOM COUNCIL:

mushroomcouncil.org/retailers/resources/downloadable-assets
mushroomcouncil.org/retailers/resources/best-practices-studies





Providing the Best Fresh Mushrooms for your Shoppers

Control the Temperature

- Always store mushrooms at 34° - 41° F for optimum shelf life
- Maintain temperature to help extend shelf life
- When receiving mushrooms, immediately place them into refrigeration (Do not allow them to warm - temperature variations negatively impact quality and, in turn, your shopper's satisfaction)
- **Whole, packaged** mushrooms tolerate fluctuating temperature conditions better than bulk and sliced mushrooms
- **Bulk** mushrooms are extremely sensitive to temperature change, which causes moisture loss
- Remove poor quality mushrooms (due to decay, sliminess, odorousness, or tampered packaging), promptly and frequently
- Always minimize breaks in the cold chain – **check the temperature!**



Produce Managers: By taking the simple steps outlined below, you can decrease shrink and increase demand. Plus, it can help extend in-home shelf-life by two or more days. Review this information with your staff.

Handling and Merchandising

- Always place the older inventory towards the front of the shelf with newer inventory in back
- Ensure mushroom packages on display are not stacked more than two high
- Tighten and completely rotate your inventory more often in the summer months
- Do not place wet rack items (such as celery, lettuce, etc.) next to mushrooms
- Do not place mushrooms near products with ethylene gas (such as bananas, apples, pears and avocados)
- Following these simple steps can help you deliver delicious, high-quality, fresh mushrooms to your shoppers

NOTE: Remember, mushrooms do not have to be perfectly white with closed gills to be delicious and nutritious

Maintaining a proper cold chain is important for all mushrooms. However, the information contained in this document is specific to *Agaricus bisporus* varieties. Specifically, we are referring to the most common types of mushrooms sold and used today: White “button,” Portabella and Crimini mushrooms that are commercially cultivated, picked and shipped.




For more information contact your mushroom supplier and visit:

mushroomcouncil.org/cold-chain-research





Versatility In Varieties

White button mushrooms are by far the most popular mushroom variety, representing 90 percent of mushrooms consumed in the United States. Have you ever run into a shopper that claims to dislike white button mushrooms? Well, what if you had another whole arsenal of mushrooms you could recommend, all with unique taste profiles and culinary applications?

Get To Know Your ‘Shrooms

Type	Appearance	Taste	Culinary Use	Recipe	Nutrition
White Button 	Classic appearance with a short, thick stalk and a white cap.	Fairly mild; blends well with most flavors. Flavor intensifies when cooked.	Try them raw on salads, or sautéed or roasted for pasta, pizza, and mains. Blend well with chicken, turkey or pork.	Mushroom Meatloaf with Mushroom Gravy	Good source of the antioxidants selenium, the B vitamins riboflavin, niacin and pantothenic acid and copper. ¹ Contains 2.8 mg of the antioxidant ergothioneine and 6 IU of vitamin D. ²
Crimini (also known as baby ‘bellas or browns) 	Similar in appearance to whites but have a light-tan to rich-brown cap and a firmer texture.	Deeper, earthier, heartier flavor than whites	Full-bodied taste makes them the perfect addition to beef, wild game and vegetable dishes. Blends well with ground beef.	Muffin Tin Meatloaves	Excellent source of the antioxidants selenium, copper, phosphorus, B vitamins riboflavin, niacin and pantothenic acid. ¹ Contains 4.9 mg of the antioxidant ergothioneine. ²
Portabella 	A larger relative of Criminis, portabellas have tan or brown caps and measure up to six inches in diameter.	Deep, meat-like flavor and texture	Can be grilled, broiled or roasted and served as an appetizer, entrée or side dish. A flavorful vegetarian alternative, can grill and serve as “burgers”. Blends well with ground beef.	Pesto Portobello Pizzas	Excellent source of the antioxidant selenium. Good source of phosphorus, copper and B vitamin niacin. ¹ Contains 4.3 mg of the antioxidant ergothioneine. ¹

With more varieties in your toolbox, you can recommend mushrooms to shoppers for every taste preference and occasion. Your customers will be excited to open up their taste buds to a new umami experience.

Type	Appearance	Taste	Culinary Use	Recipe	Nutrition
Maitake (also known as Hen of the Woods) 	A wild, rippling, feathery look with fan-like caps.	Rich, woody taste	Grill or broil maitake mushrooms as high heat develops their characteristic flavor.	Maitake and Porcini Mushroom Burger	Excellent source of copper and niacin; more than 2 grams of fiber.
Shiitake 	Tan to dark brown in color, have broad, umbrella-shaped caps, wide open veils, tan gills, and curved stems that should be removed.	Meaty texture and are rich in umami and woody flavors when cooked	Add a meaty flavor and texture to soups, sides, stir-fries, and entrees. Use shiitakes in any recipes calling for mushrooms, but they especially work well when paired with Asian-inspired flavors.	Shiitake and Chicken Lettuce Wraps	Excellent source of copper (85% when cooked), the antioxidant selenium, and pantothenic acid, ¹ providing more than 30 percent of the Daily Value.
Enoki 	Tiny, button-shaped caps and long, spindly stems.	Mild tasting and crunchy	Try them raw in salads and sandwiches. Or, use them as an ingredient in soups, such as a stock made with soy sauce and tofu.	Mushroom Orzo with Parsley, Lemon Zest and Olive Oil	Good source of B vitamins riboflavin and pantothenic acid. Excellent source of niacin. Contains more than 300 mg of potassium per serving and more than 2 grams of fiber, 8 percent of the Daily Value. ¹
Oyster 	Can be gray, pale yellow, or even blue, with a soft, velvety texture.	Very delicate flavor	Delicate and tender, oyster mushrooms cook very quickly, making them a great option for quick meals like stir-frys, and simple soups.	Oyster Mushroom and Lentil Soup	Excellent source of copper and B vitamins riboflavin, niacin and pantothenic acid. Contains 2 grams of fiber, 7% percent of the Daily Value and nearly 3 grams of protein, 6 percent of the Daily Value. ¹

1. US Department of Agriculture (USDA), Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Legacy. Version Current: April 2018. Internet: <http://www.ars.usda.gov/nutrientdata>. 2. Dubost, N.J., et al. (2006). Identification and quantification of ergothioneine in cultivated mushrooms by liquid chromatography-mass spectroscopy. International Journal of Medicinal Mushrooms, 2006. 8;3. pg 221. Table 3. (attached).

Visit mushroomcouncil.com for the latest news, recipes and blog posts.



EASTERN APPLE SEASON



Content courtesy of **HESS BROTHER'S**
FRUIT COMPANY

LANCASTER, PENNSYLVANIA

Visit hessbros.com for more info!

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING

LEGACY APPLES



Evercrisp®



A yummy apple that holds a powerful crunch – combining the best features of MAIA-1's parent varieties, Honeycrisp and Fuji. The durable apple arrives late in the season and stores strongly – it maintains sweetness and firmness like no other.



Fuji



Japanese apple with American parents: Red Delicious and Ralls Janet. The Fuji apple dates back to Thomas Jefferson in 1793. A very sweet apple, the Fuji is good for applesauce as it needs little or no sugar.



Gala



Developed in New Zealand, the Gala is another kid favorite. With a mild flavor and striking bright yellow-red color with a creamy yellow flesh, the apple is a great choice for snacking and salads.



Honeycrisp



These super crispy, sweet-tart flavored apples are a big hit since their introduction in 1991. They continue to gain popularity as a great apple for fresh eating, salads and pies.



Pink Lady



A natural cross between the Golden Delicious and Lady Williams varieties, the Pink Lady originated in Western Australia in the 1990's. The flavor of this popular apple is both sweet and tangy with a refreshing, crispy crunch! When refrigerated properly, the Pink Lady has a long storage life.



Ruby Frost®

Ruby Frost has the balance of sweet and tart flavors making it perfect for eating, for baking and as a special ingredient in recipes.



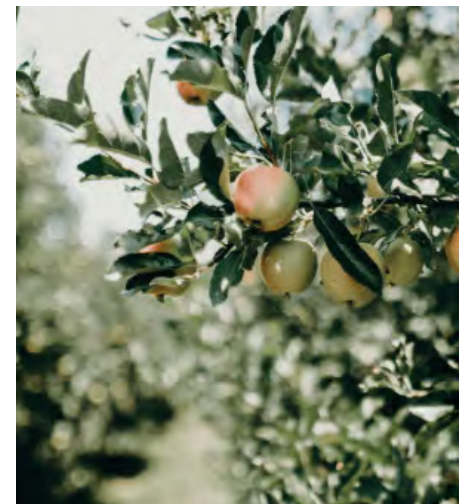
SnapDragon®

A new New York apple characterized by "monster crunch." One of its parents is the Honeycrisp, and you'll love the spicy/sweet flavor. Extra sweet, and juicy with a crispy texture.



WildTwist®

WildTwist® are an exciting new apple variety from Hess Brothers Fruit Company. Its parents are the popular Honeycrisp and Cripps Pink. WildTwist® are very crunchy with a balanced sweet and tart profile. They are locally grown in family owned orchards. Perfect for snacking, salads and baking.



LEGACY APPLES CONTINUED



Cortland



Great all-purpose apple ideal for fruit cups and fruit platters due to the fact that it resists browning when cut.



Crispin



Previously known as the Mutsu apple to reflect its Japanese heritage, it was renamed Crispin in the 1960's. Crispins are super crisp and ideal for cutting thick slices or roasting whole.



Empire



A cross between Red Delicious and McIntosh. The Empire apple has a deep red coloring and creamy, white flesh. The apple's sweet-tart flavor and extra crunchy texture make it a hit with kids!



Ginger Gold



Available early in the season, the Ginger Gold is a great choice for eating and snacking as well as an excellent choice for salads as it is slow to turn brown when cut.



Golden Delicious



Sometimes mistaken as a relative of the Red Delicious apple, Golden Delicious apples only share in the name. With a honey-sweet flavor and juicy yellow flesh, Golden Delicious are ideal for baking and sauces as cooks can cut down the sugar used in recipes.



Granny Smith



The Granny Smith variety is one of the biggest sellers and boasts amazing eye appeal (sun-kissed pink blush on a green background), long shelf life, and versatility. These apples are slow to brown when cut.



Jonagold



An excellent apple for baked goods, the Jonagold variety is a cross between mellow Golden Delicious and tart Jonathan. Jonagolds make great fried apples when sautéed in butter and a touch of cinnamon – no sugar needed!



Macoun



This apple was named after a famous Canadian fruit breeder in 1932. The Macoun is very aromatic and extra sweet. This tender apple with snowy white flesh is a great accompaniment with cheese on a platter.



McIntosh



We've been enjoying this apple since 1811 when John McIntosh discovered the first seedling. The McIntosh is sweet with a tart tang and very juicy. The apple is tender with white flesh that cooks down quickly. If making pies with McIntosh, cooks may need to add a thickener.



Paula Red



A very tart apple that is available early in the season. This juicy variety with white flesh is great for eating and applesauce and needs little or no sugar.



Red Delicious



A popular apple with a mildly sweet, slightly tart flavor. Red Delicious apples have a deep, red color and remain attractive for a long time so they are the favored choice for holiday centerpieces, wreaths and decorating. Red Delicious apples are a great choice for snacking and salads.



Rome



Often the accompaniment on your dinner plate. Rome apples are an ideal variety for cooking as they retain their shape and tart flavor. This apple is an antique – dating back to 1816 and originating in Ohio. The mildly tart, firm apple with greenish white flesh is excellent for apple sauce and baking, especially when combined with other, sweeter apple varieties.



THANK YOU

TO OUR INDEPENDENT RETAILER PARTNERS & SUPPLIERS FOR MAKING FRESH FEST A SUCCESS!

