



ORGANIC MARKET NEWS



JANUARY 24 - JANUARY 30, 2025

ORGANIC APPLE UPDATE



GOOD NEWS! February is an ideal time to promote delicious and crisp **Organic SugarBee Apples**, and to participate in Four Seasons Produce's display contest offering great prizes.

GOOD NEWS! Washington **Organic Cosmic Crisp Apples** are in promotable supply, but due to an overall shortage of most other varieties of **Organic Apples** this season, growers expect more retailers focus on pushing **Organic Cosmic Crisp Apples**.

These premium **Organic Apples** varieties will continue in season for winter: **OG Envy, OG Kanzi, OG Lady Alice, OG Opal, OG Pinata, and OG Rockit**.

Organic Fuji, Gala, Granny Smith, and Pink Lady Apples have lighter pack-out volumes, with premium-grade fruit and sizing proving challenging. Maintaining a steady supply of preferred-sized fruit will be trickier for the remainder of the season, so expect minor gaps and stronger markets, with the possibility of lower-grade fruit being necessary to stay in stock.

ALERT! **Organic Honeycrisp Apples** are experiencing the worst shortages, with about 50% of the crop already sold for the year. Securing premium-sized fruit will be difficult, and prices remain high, with no signs of demand slowing down.



OG BROCCOLI

GOOD NEWS! A substantial quantity of **Organic Broccoli** is still being grown in the desert regions of the West Coast. After consistent price reductions and a rise in production, prices have begun to stabilize as of late January.

Organic Broccoli is an excellent candidate for month end promotions, offering exceptional quality, reasonable prices, and steady availability. However, with February approaching and colder temperatures settling in, expect some price adjustments, so take advantage of promotional opportunities while you can.

GOOD NEWS! **Organic Sweet Baby Broccoli** is in good supply headed into February.



OG LETTUCE

GOOD NEWS! Florida's Lady Moon Farms **Organic Lettuce** continues to be at peak production!

Florida **Organic Romaine, Red, and Green Leaf** varieties are readily available and affordable.

Lady Moon Farms' Florida **Organic Romaine Hearts** remain affordable and top notch. To support this East Coast production, consider promotions, larger displays, or setting up backup displays for additional exposure.

California is also producing **Organic Romaine Hearts** and reasonably priced, accessible **Organic Iceberg Lettuce**.

While January is ideal for promoting Organic Lettuce, expect some changes in the West Coast desert regions as February begins, due to colder temperatures.



OG BERRIES

GOOD NEWS! **Organic Blackberries** from Mexico are promotable through late January, with steady harvests and excellent quality.

Organic Blueberries are becoming tighter as crops begin to gap and container delays due to winter weather affect supply. Importers are transitioning from Peruvian to Chilean **Organic Blueberries**, but Chilean yields will be lighter this year as growers focus on newer varieties for improved quality. Prices are rising, and supplies will remain tighter until early February when conditions improve.

ALERT! **Organic Raspberries** continue to be limited from Mexico, with high pricing due to low yields. Better supplies are expected by mid-late February as new crops start in Central Mexico, and Baja production ramps up.

Organic Strawberry production is increasing out of Mexico. Supplies will continue to grow each week as Baja begins, and Central Mexico's volume increases. Prices are still expensive for late January, but will ease in February. Quality has been sharp, with great-tasting fruit.



OG AVOCADOS

ALERT! Organic Hass Avocados remain limited, with prices staying high through January. The football playoff season will provide a sales boost, but expect prices to stay elevated with light volumes crossing from Mexico.

ALERT! Equal Exchange Fair Trade Organic Avocados are back in stock but remain extremely limited.



OG BRUSSELS SPROUTS

GOOD NEWS! Mexico has ramped up production of Organic Brussels Sprouts in late January.

Prices are already decreasing, and the quality is exceptional. Expect more promotional opportunities. By the end of January, mesh-bagged Organic Brussels Sprouts will be available, providing customers with a convenient “Grab & Go” option.



OG CUCUMBERS

Organic Cucumbers remain promotable as growers have abundant volumes from Mexico.



OG GRAPES

Organic Grapes are seeing steady supply, though prices remain consistently high. Packs sizing is moving from 16 lb back to 18 lb cases.



OG PINEAPPLES

Organic Pineapples should be in decent supply for the remainder of January, with sizes 6, 7, and 8 ct available. Promote 8 ct fruit in late-January for value.



OG CELERY

After nearly two months of high prices and limited availability, Organic Celery began improving in late January. The supply pipeline is beginning to return. For the rest of January, expect prices to stay higher than usual, even as conditions gradually improve.



OG COLOR BELL PEPPERS

Organic Color Bell Pepper production is on the rise in Mexico, with peak harvest production expected in late January and early February, leading to better prices.

Additionally, Israeli imports remain consistently of high quality, readily available, and accessible every day.



OG CITRUS

GOOD NEWS! Organic Mandarin Oranges are improving in quality as new varieties come in. February will be a great month for promoting Organic Mandarins.

GOOD NEWS! Organic Navel Oranges are showing strong quality and good supply from California, with prices continuing to slowly drop across all sizing structures.

NOTE: Organic Minneola Tangelos are delayed, with some harvesting started but quality issues emerging. Expect better supply by mid-February.



OG BADGER FLAME BEETS

NEW! Organic Badger Flame Bunch Beets (18ct) will be arriving in limited quantities starting the week of 1/27. These Beets are larger than regular ones, and feature a mild, carrot-like sweetness and a stunning striped interior.

The tops are edible and can be enjoyed like Swiss Chard, making the entire beet versatile for both raw and cooked dishes. The Arizona season runs until April, and we're excited for Pennsylvania local season to start around that time.



OG CABBAGE

GOOD NEWS! Organic Cabbage is at peak production, with crops from both Florida and California fully sized and ready for winter promotion.



OG GREEN BELL PEPPERS

Organic Green Bell Pepper production in Florida is lighter due to weather, so expect limited supply from Lady Moon Farms.

Production from Mexico should remain stable, and the overall market should stay steady for the remainder of January and most of February.



OG ASPARAGUS

NOTE: Mexican Organic Asparagus is currently undergoing a transitional phase, which could lead to occasional fill-rate challenges until New Mexico growing region is in full harvest later in February. However, the quality remains excellent, and you can expect top-tier products.



OG POTATOES

Organic Color Potatoes from Manitoba, Canada are winding down. Both Red and Yellow Potatoes will finish by early February, while Organic Gold Potatoes will transition to Idaho, and Organic Red Potatoes will move to the Pacific Northwest. Expect pricing to increase during this transition.

Organic Russet Potatoes are winding down in Wisconsin and should finish around late January. Afterward, we'll transition to a mix of storage crop Idaho and Colorado Organic Russet Potatoes. Organic Count Russet Potatoes are expected to tighten up during this transition and may be smaller (likely 90ct) for the next couple of months.

Lady Moon Farms has limited availability of Organic Eggplant due to cooler weather in Florida. Supplies are supplemented from Mexico.

ALERT! Cooler temperatures in California have slowed down the growth of Organic Leeks and Radicchio, leading to price increases and potential supply gaps through some of February.

Organic Scallions and Cilantro are back to thriving in California, boasting strong quality and a reliable supply that is confidently meeting demand for late January and early February.



OG MANGOS

GOOD NEWS! Organic Mangos will be promotable as the Peruvian Organic Mango season winds down with the creamy textured Kent variety. Larger fruit will become more common as the season ends, allowing for fantastic promotions on premium larger fruit.

Look for deals on jumbo 7ct Organic Mangos as January closes.

The first Organic Ataulfo Mangos from Mexico will be available in the last week of January. While prices are higher, this variety has been unavailable for some time, and demand should be strong. The fruit will be smaller as the season begins.



OG TOMATOES

Covilli Fair Trade Organic Heirloom Tomatoes are in season from Mexico with nice quality.

NOTE: In late January, Organic Cluster Tomatoes from Canada and Mexico are available, but supply is limited, leading to price hikes.

ALERT! Many suppliers faced production gaps in mid-January due to the lack of Organic Beefsteak Tomatoes, though production has picked up as the month progresses. Prices remain expensive, but the situation should improve soon.

NOTE: Savoura had a harvest gap on their Mini Apero Organic Cherry On-Vine and Apero Organic Cocktail Tomatoes, but in late January harvests are beginning to rebound with fill-rates poised to improve in February.

OTHER STORIES

Organic Yellow Pitahaya Dragon Fruit is now available. Include this sweet, white-fleshed fruit in your Organic displays!

Florida-grown Organic Turmeric from Phoenix Rising is now available. This premium red variety is one of the finest Organic Turmeric options you'll find this year.

New crop import Organic Bartlett Pears are expected to arrive around the first week of March. Prices will be strong at first, but they should ease off after a few weeks.

ALERT! Soli Herbs continues to have growing issues that are severely impacting their fill-rates on Organic Thyme and Tarragon packs.

New Year, New Packaging!



We heard you loud and clear, and we agree.

Part of our commitment to sustainability needs to include our packaging, so we're making some updates.

In January 2025, Mother Earth Organic Mushroom products will be switching over to compostable and sustainable fiber tills made of bamboo and bagasse (sugar cane waste materials).

What does this mean for me?

PRICING CHANGES. There are new costs associated with the updated packaging and Mother Earth Organic Mushroom products will have a minimal price increase in January 2025.

PRODUCT LINEUP CHANGES. The 10 oz. and 12 oz. organic white mushroom packages will be discontinued (This includes the 10x10 oz. Silver Dollar and 10x12 oz. White). The ten-pack of organic Sliced Shiitake will be eliminated (Options will include 12 or 6 packs of 5 oz. only).



COMPOSTABLE PACKAGING COMING TO THE MOTHER EARTH ORGANIC MUSHROOM LINE IN LATE JANUARY! STAY TUNED FOR DETAILS.

- FSP



Why we're doing this.

165,726 POUNDS ANNUALLY. That's how much plastic we're eliminating by switching to our new bamboo tills. Let's put that into perspective – 165,726 pounds is equivalent to:

- 5.52M Plastic Bottles
- Waste Created by 37,665 People *Daily*

It's a significant step towards a cleaner environment. Together, we can reduce plastic waste and protect our planet for future generations.

CONVENTIONAL MARKET NEWS

JANUARY 24 - JANUARY 30, 2025

PROMOTABLE RED PEPPERS



GOOD NEWS! There is now an abundance of 15-pound **Elongated Sweet Red Peppers** available, and the costs continue to become more conducive to promotions.

GOOD NEWS! The Mexican greenhouse **Color Bell Pepper** season is starting to heat up. As quantities rise, the price of **Red, Yellow, and Orange Bell Peppers** is starting to decrease.

Color Bell Peppers will look great in display builds and ads in late January and early February.

GOOD NEWS! **Mini Sweet Peppers** are improving with harvest volumes and easing pricing on this snacking friendly product.

Varietal **Chili Peppers** have great availability in both Mexico and Florida. The only issues at this time are with Anaheim and Long Hots. These are available but in small quantities.



CV TOMATOES

GOOD NEWS! Mexico's production of **Vine Ripe Round Tomatoes** continues to remain strong. Anticipate ongoing reductions in costs and superior quality for the duration of January and the first part of February. These 2 layer and 25 lb bulk **Vine Ripe Tomatoes** are an excellent alternative to other product in the category, which still struggle in January. **Roma Tomatoes** are also promotable!

Cluster and Beefsteak Tomato prices are still elevated, Canada's production has started to improve in late January, and costs will start to go down for February with more Mexico production too. Despite the high prices and restricted supply, the quality has remained at exceptional levels. As volume increases and quality is predicted to stay at the highest level, prices will continue to gradually decline.

ALERT! **NatureSweet Tomatoes** brand is slogging through a period of low yields this winter. Pro-rates have been over 75% on **Cherubs**. Improvements are expected in February.



CV APPLES

GOOD NEWS! Washington **Cosmic Crisp Apples** continue to be in excellent promotable supply. This this is an ideal featured variety and will be the most promotable apple for the remainder of the storage season with Honeycrisp in such short supply.

ALERT! Eastern and Western **Honeycrisp Apples** are very limited with high prices. We will most likely introduce some Canadian **Honeycrisp Apples** into the supply to help take some of the pressure off. **Honeycrisp Apples** will continue to become more limited as the season progresses. Supplies are down significantly this season, and pack outs of high-quality fruit are even lower than normal.

NEW! Washington **Karma Apples** are now available in both Bulk and 12/2 lb pouches. Make sure to add this new item to your set. With its Fuji, Gold, and Honeycrisp parents, and its crisp and juicy bite, it is sure to be a winner. It is a naturally slow-to-brown variety.



CV BERRIES

GOOD NEWS! **Blueberries** remain steady overall, with Peruvian supplies being light as their season ends. Chile supplies are coming in good numbers, and Mexico harvests are increasing. Quality has been good from all regions, with Mexico fruit being premium.

Blackberry supplies continue to be steady out of Mexico, and harvests are expected to increase in early February. Quality has been good.

Strawberries remain steady out of Mexico and Florida. Volume from Mexico has been fairly strong. There have been some quality issues, but overall, the fruit has been nice. Florida has been cool and rainy in mid-January, limiting harvests. Quality from Florida has been exceptional and is commanding a premium price.

NOTE: **Raspberry** supplies are expected to slow down out of Mexico due to a gap in harvests between winter and spring crops. Quality has been outstanding, and the fruit is eating excellently. Expect rising prices over the end of January and into February ahead of Valentine's Day.



CV ARTICHOKE

Californian **Jumbo Artichokes** continue to produce outstanding yields during their peak season from Coachella, CA.

For the rest of January and February, anticipate reduced costs and exceptional quality. Design visually striking displays to increase product sales using Ocean Mist high-graphic bins, available upon request.



CV AVOCADOS

ALERT! Supplies of **Hass Avocados** from Mexico are slowly rebounding, but the popular 48 ct size continues to be in severe deficit along with 40 ct, 36 ct, and 32 ct fruit.

Supplies should ramp up a little in time for the Big Game, but pricing may not make things as promotable as hoped.



CV ASPARAGUS

Asparagus from Peru remains steady and its quality is good. The Mexican market is expected to ramp up significantly starting the second week of February when the new growing region in Caborca comes into peak season.



CV CELERY

The supply of **Celery** from California remains unchanged. Pricing is reasonable, and quality is still satisfactory. Conditions will remain the same, and prices will either stay constant or marginally decrease in late January.

GOOD NEWS! There will be some promo pricing on **Celery Hearts** for late January.



CV BRUSSELS SPROUTS

California **Brussels Sprouts** are now consistently available and pricing is more appealing. You can anticipate excellent quality and competitive pricing into February.



CV MANGOS

Mangos will be promotable for the rest of the month from Peru. The **Kent Mango** variety is a good eating piece of fruit, and quality has been good.

Mexico is expected to start in February and should have limited **Ataulfo Mangos** and a few **Tommy Atkins Mangos** varieties available.



CV POMEGRANATES

Four Seasons will continue with **POM POM Wonderful Arils** into February until domestic input fruit is finished, then supplies will move to imports.

NOTE: POM Wonderful **Pomegranates** are now done for the season. New crop imported fruit from Israel is very nice, and availability provided a smooth transition from the California crop.



CV SQUASH

NOTE: **Yellow Squash** continue to face tight conditions due to harvest struggles from cooler weather in Mexico. Pricing remains very high, and quality is not up to standard. This is expected to continue through the remainder of January, with vendors optimistic that improvements will occur in the 1st to 2nd week of February.

Green Squash is facing similar issues, though not as extreme as yellow.



CV CUCUMBERS

GOOD NEWS! Late-January is a great time to promote **Euro Cello Cucumbers**. Mexico's production has increased steadily, lowering costs. Furthermore, there is ample additional Canadian production available simultaneously.

Cucumbers are now mostly from Honduras and Mexico with an improvement in quality that is helping to stabilize pricing. This positive trend is expected to continue through the rest of January.



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! The East Coast, particularly Florida, remains the primary source of **Broccoli Crowns**. Consistent costs, along with exceptional high quality, have produced a fantastic prospect to emphasize in advertisements. Production continues to arrive from Mexico and the West Coast's desert growing regions. Each of the three regions offers advantageous quality and accessibility.

GOOD NEWS! California **Cauliflower** is still highly accessible and of the highest caliber. Promotions are recommended, and prices are competitive. There are other excellent-quality and reasonably priced products from the East Coast. However, a price increase is unavoidable in February near as Arizona experiences cooler temperatures.



CV KIWIFruit

Red Kiwi is back in stock and will be available in an 8/1lb clamshell. The **Red Passion Kiwi** has tinges of red flesh and is a nice addition to the **Kiwi** category. Supplies will be available into February.

Green Kiwi from Europe will be available in good supplies for the rest of January, and **Sun-Gold Kiwi** from Zespri's Italian crop is expected to last into February.

Washington **Bartlett Pears** are dwindling fast and are expected to wrap up for the season by the end of February, just in time to welcome import pears from Chile and Argentina.

NOTE: Comice, Forelle, and Seckel Pears from the Pacific Northwest are expected to wrap up for the season by early February.

Black Mission Figs from Mexico are available in 12/8oz Clamshells for the middle of January.



CV LETTUCE

GOOD NEWS! In January, the **Lettuce** category has continued to perform exceptionally well. The West Coast's desert-growing regions are producing excellently.

January is seeing exceptional availability of **Iceberg** and **Romaine Hearts**, with more volumes available on the East Coast too.

The exceptional yields of **Leaf** and **Romaine Lettuce** continue to produce aggressive prices and high-quality products. Expect favorable conditions to persist throughout January, but for February, anticipate circumstances to shift as a result of cooler temperatures across the desert growing regions.



CV GRAPES

NEW: Mango Splash Grapes are available. This variety shows both red and green bluish skins, is extra sweet, and features tropical tones to the flavor.

Specialty Grapes are coming back into improved supply from both Peru and Chile with steady programs available on 10/1lb **Cotton Candy, Candy Snap**, and 8/2lb **Bi-color Red-Green Grape** clamshell packs. Ask your rep for more details.

Grape volumes are poised to improve as new crop fruit from Chile makes its way into US ports just as the Peruvian storage crop winds down. Pricing begin to ease down, particularly on Large sizes, while XL and Jumbo **Green** and **Red Grape** will trade at a premium.

OTHER STORIES

Solo Papayas from Brazil are making a comeback after a gap in supply. These will be available by the middle of January.

Young Thai Coconuts are in stock and will have decent supplies. The end of January and Chinese New Year may cause higher-than-normal demand.

ALERT! English Shelled Peas are particularly affected by poor weather in Central America, with limited supply and higher market prices. Expect pro-rates and out of stocks.



CV CITRUS

GOOD NEWS! California **Mandarins** are improving in quality on the Halos brand as harvests fully transition to new crop varieties (Tango, Leanrie's).

Import **Mandarin** pricing is still priced at a value vs California, but with Morocco volumes down 30% the spread is not as big as during December.

SUMO Citrus (Dekopon Mandarins) continue in peak season supply.

GOOD NEWS! California **Navel Oranges** are in great shape across the board, including spot deals on Jumbo 36ct Heirloom **Navels, Cara Cara** and **Blood Oranges**, plus **Minneola Tangelos** are selling well, especially on high graphic bags.

Spot buys are available on non-Sunkist brand California **Lemons** and **Meyer Lemons**.



CV STONE FRUIT

GOOD NEWS! Chilean **Nectarines** are expected to be promotable until mid to late February.

Chilean Peaches are in good steady supply.

Cherries from Chile remain in good steady supply with Jumbo sizing. Supplies will tighten as we move into February but are expected to be available all month. Markets are expected to rise.

We will welcome our first import **Black Amber Plums** of the season to end January. Sporadic availability is expected due to arrivals at the port.

NOTE: Texas Leeks are facing setbacks from colder weather, while Florida supply remains available, albeit with rising market prices.

NOTE: Bunch Mint is experiencing some challenges due to cold in Texas, but the Florida market is stable, and we are working hard to maintain full order fulfillment.



chelan fresh

SUGARBEE APPLE DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025



Want to sweeten your sales and add some “sting” into your apple category? Four Seasons Produce has partnered with Chelan Fresh to once again bring to you our annual SugarBee Apple Display Contest that is sure to create some serious “buzz” in your store. SugarBee Apples have rocketed to the top of consumers shopping lists in recent years, and now is the time to capture some added sales through some creative and fun merchandising. With awesome point of sale display bins and boxes as well as some attractive pricing, your eye catching SugarBee Apple display is sure to bring customers over to your apple hive!

DISPLAY CONTEST CRITERIA:

- Build a BUZZworthy display of SugarBee Apples in your produce department or store. **All fruit MUST be purchased from Four Seasons Produce** in order to qualify for entry.
- You must purchase a **minimum of 8 cases of SugarBee Apples** during the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- **Utilize the high graphic display boxes and bins** in your displays highlighting the SugarBee branding.
- All displays must remain up for a **minimum of one week**.
- Send all contest photos to contests@fsproduce.com by **Thursday, March 6, 2025**.

Conventional:

- Code 222529
CV SugarBee 72/88ct
- Code 237758
CV SugarBee 12/2lb Pouch Bag

Organic:

- Code 222328
OG SugarBee 80/88ct
- Code 226404
OG SugarBee 12/2lb Pouch Bag

POS:

- Code 223135
SugarBee Pop Up Bin
- Code 238037
OG SugarBee Pop Up Bin
- Code 222612
OG SugarBee Display Box
- Code 242903
OG Euro Carton
- Code 237756
CV SugarBee Empty Box
- Code 242902
CV SugarBee Euro Carton

DISPLAY CONTEST CODES:



Code 223135



Code 222612



Code 242903



Code 237756



Code 242902



PHONE: 1.800.422.8384

www.fsproduce.com





SUGARBEE APPLE DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025

DISPLAY CONTEST PRIZES:

THE QUEEN BEE - GRAND PRIZE:

An all-expense paid trip out to Washington State to witness the Fall apple/pear harvest in late September 2025. You will tour apple and pear orchards, visit Chelan Fresh packing sheds and facilities, and learn and see more on how product gets from tree to box to your display counters.

**2
WINNERS**

1 Large Store

(4 registers or more)

1 Small Store

(3 registers or less)



GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Grand Prize winners will be chosen on creativity, overall eye appeal, use of SugarBee point of sale, and % of increase YOY. We will need scan data from stores in order to qualify.

BONUS POINTS:

Bonus points will be given for sampling sessions and use of social media posts creating the "Bee" excitement!

"BEE CREATIVE"

Most Creative Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

"THE BEE COLONY"

Largest Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

"BABY BEE"

Best Small Store Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50



For more information of tips on building an amazing SugarBee apple display, please contact your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued support of Four Seasons Produce.



PHONE: 1.800.422.8384

| www.fsproduce.com





Homegrown Organic Farms Organic Citrus Display Contest January 20 - February 9, 2025

ORGANIC CITRUS EXTRAVAGANZA!

Four Seasons Produce has partnered with Homegrown Organic Farms to bring you a display contest sure to brighten up your produce department. Beautiful, bright, and vibrant Organic Citrus, grown by our amazing partner at Homegrown Organic Farms, is primed and ready for some promotions. Help your customers beat the winter blues by adding a display as bright as the sun on your department floors!



DISPLAY CONTEST CRITERIA:

- Build a display of Organic Citrus using Homegrown Organic Farms' amazing fruit! **ALL fruit MUST be purchased from Four Seasons Produce** in order to qualify.
- Displays **MUST contain at least 4 varieties** in your displays. These can be a combination of bulk and bagged fruit.
- Displays **must have Homegrown Organic Farms/EFI signage** in them OR use the **HGO boxes** in your displays. Get your point of sale signage from your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of one week**.
- Send all contest pictures to contests@fsproduce.com by **February 13, 2025**.

DISPLAY CONTEST CODES:

- 43994 - OG Grapefruit Red/Pink FCY 40 ct
- 43978 - OG Grapefruit Red/Pink FCY 10/4 lb bag
- 44019 - OG Lemons FCY 115 ct
- 44020 - OG Lemons FCY 18/2 lb Bag
- 44040 - OG Mandarins Satsuma CA 25lb
- 44125 - OG Oranges Blood 72/113 sz 1/2 carton
- 43571 - OG Oranges Cara Cara CA 56 ct
- 234488 - OG Oranges Cara Cara 12/3 lb
- 44121 - OG Oranges Navel CA FCY 56 ct
- 44100 - OG Oranges Navel CA FCY 88 ct
- 44099 - OG Oranges Navel CA 10/4 lb Bag
- 44249 - OG Pummelos USA 12-18 ct
- 232602 - Homegrown Organic Farms citrus display box

DISPLAY CONTEST PRIZES:

CATEGORIES:

The **top 2 stores** from each of the following categories will receive their choice of prizes (see list to right):

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

PRIZES:

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



HONORABLE MENTION:

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

ENTRY PRIZE:

Each qualified entry will receive a **Homegrown Organic Farms beanie** just for entering!



For more information on Homegrown Organic Farms, please visit www.hgofarms.com.

For Citrus merchandising tips and contest info, please contact your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

| www.fsproduce.com





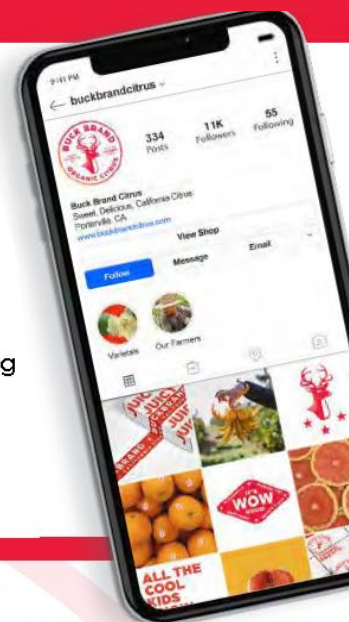
SPECIALTY CITRUS

★ GOLDEN GOODNESS, HARVESTED AT THE PEAK OF PERFECTION ★

Not your ordinary citrus! An exclusive specialty citrus program with more than 40 unique varieties focused on exceptional flavor. Organically grown on over 200 acres, the hillside ranch in California maintains a specific microclimate that best serves each specialty citrus variety. This one-of-a-kind program will continue varietal developments and anticipates a 10% increase in volume over the next five years.

Operating on a self-sustaining labor model, the same hands grow, harvest, and pack all the citrus. All Buck Brand Citrus is packed on a dry line that uses horsehair brushes to buff the fruit using natural oils from the citrus itself. This water and wax-free packing process is both sustainable and vegan-friendly.

Exclusive branding and marketing support provides stand-out packaging, retail-ready POS materials, digital media, social media, and online varietal profiles.



★ BUCK BRAND ITEMS ★

BLOOD ORANGES

Moro: Sweet and tart with floral and berry notes; Good volume
Sanguinelli: Mostly sweet, with some tartness; Good volume

GRAPEFRUIT

Melogold: Very sweet, low acidity with a juicy pulp; Great volume
Oroblanco: Very sweet, low acidity with a juicy pulp; Limited volume

PUMMELOS

Shaddock: Subtle but pleasant flavors; Great volume
Thal Sweet: Lightly sweet, slightly tart; Limited volume
Chandler: Very sweet with a juicy pulp; Great volume
Red Globe: Sweet & floral flavors; Good volume

KUMQUATS

Calamondin: Sweet skin and tart pulp; Limited volume
Centennial: Sweet skin, moderately acidic pulp; Great volume
Limequat: Sweet skin, acidic pulp; Good volume
Mandarinquat: Tart flavors; Good volume
Mlewa: Sweet skin and pulp; Good volume
Nagami: Sweet skin with tart pulp; Good volume

LEMONS

Lemonade: Light lemon flavor, sweet, low acid; Good volume
Meyer: Sweet flavor, ideal in baking, juicing and zest; Great volume
Pink: Tart and acidic with floral notes; Limited volume
Seedless: Tart, acidic flavor; Limited Volume
Yuzu: Very aromatic, with hints of mandarin flavor; Limited volume

ORNAMENTAL

Buddha Hand: Great for zest; strong citrus scent; Good volume
T'Orange: Very large in size, similar in flavor to a lemon, but less tart; Limited volume

LIMES

Finger Limes: Small beads, bursting with intense flavor; Excellent volume
Key Limes: Aromatic skin with tart and juicy pulp; Limited volume
Makrut Limes: Earthy and floral notes, tart; Limited volume
Sweet Limes: Sweet flavor, low acid, smooth skin; Good volume

MANDARINS

Satsuma: Well balanced sugar-acid ratio; Great volume
Algerian Clementine: Very sweet, seeded and easy to peel; Great volume
Gold Nugget: Aromatic with rich and sweet flavor; Good volume
Lee/Nova Mandarins: Rich, sweet flavor; Good volume
TDE: Very sweet, rich flavors; Excellent volume
W. Murcott: Juicy flesh with sweet flavor; Good volume

ORANGES

Cara Cara: Sweet flavor, with floral and berry notes; Great volume
Helio Red Navel: Classic citrus flavor; Excellent volume
LouLou Navel: Super sweet, low acid; Good volume
Valencia: Very sweet and juicy; Excellent volume
Mango Orange: Lightly sweet with hints of vanilla; Great volume
Sour Orange: Bitter taste; perfect for marmalade; Good volume

MINNEOLAS

Lavender Gem: Sweet flavors with mild acid; Limited volume
Minneola Tangelo: Sweet but tart flavor; Good volume



Homegrown Organic Farms
sales@hgofarms.com | 559.306.1770 | hgofarms.com
buckbrandcitrus.com

Four Seasons Produce, Inc. 2025 12



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POTATO LOVERS MONTH DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2025



FEBRUARY IS POTATO LOVERS MONTH!

Four Seasons Produce has partnered with the Idaho Potato Commission to bring you a display contest and promotion sure to put some muscle into the Potato category. We have some super attractive pricing, great Point of Sale kits, and exceptional quality Potatoes. Let's get creative, keep it fun, and keep it fresh!

The Idaho Potato Commission conducts their own National contest each year for Potato Lovers Month. For more information on the IPC National Contest, please visit <https://idahopotato.com/retail/2025-plm-display-contest>
You may include your entry into both contests!

DISPLAY CONTEST CRITERIA:

- Build an awesome display of Idaho Potatoes in your produce department. All product **MUST** be purchased from **Four Seasons Produce**.
- All displays **MUST** utilize the **Idaho Potato Point of Sale material**. Point of Sale kits are available through your Four Seasons Sales Rep or Merchandiser.
- All displays **must** have **Idaho Grown Russets, Red, and Gold Potatoes** in their displays to qualify and no other potatoes from other regions.
- All displays must remain up for a **minimum of one week**.
- Please send all contest entries to contests@fsproduce.com by **Thursday, March 6, 2025**.



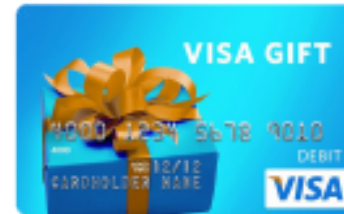
While use of social media is not required, it is a great way to promote Potatoes, as well as share recipes and ideas for your customers next meal!

DISPLAY CONTEST CODES:

- 4449 – CV Potatoes Gold 10/5lb Green Giant Bags
- 4482 – CV Potatoes Red 10/5lb Green Giant Bags
- 4540 – CV Potatoes Russet ID 10/5lb Green Giant
- 4555 – CV Potatoes Russet 5/10lb Green Giant Bags
- 4643 – CV Potatoes Russet 10/5lb
- 4504 – CV Potatoes Russet ID 60ct
- 4512 – CV Potatoes Russet ID 70ct
- 4525 – CV Potatoes Russet ID 50lb 100ct



DISPLAY CONTEST PRIZES:



The top 4 displays will receive a \$250 gift card.



Everyone is a winner!
Each qualified entry will receive a SUPER COOL Idaho Potato Commission hat, just for entering.

For more information on Idaho Potatoes, please visit <https://idahopotato.com/>

For more display contest information or for potato display tips, please contact your Four Seasons Produce Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



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