



ORGANIC MARKET NEWS



JANUARY 31 - FEBRUARY 6, 2025

ORGANIC TOMATO OUTLOOK



Canadian and Mexican greenhouse **Organic Cluster** and **Beefsteak Tomatoes** will once again be consistently available for purchase starting in February. Costs remain slightly elevated, but pricing is expected to ease in early February with the potential for promotions.

GOOD NEWS!

Organic Roma Tomatoes are coming on in improved volumes allowing for more promotable pricing.

Fair Trade **Organic Heirloom Tomatoes** from Mexico are coming into peak season with steady availability.



Support USA family and women-owned farming!

Lady Moon Farms' Florida grown **Organic Snacking Tomatoes** are starting to yield better harvests following disruptions from fall hurricanes and January cold weather. Lady Moon **Organic Grape, Cherry, Orange Cherry, and Rainbow Cherry Tomato** 12/1pt clamshells are improving in availability for February.



OG AVOCADOS

NOTE: **Organic Hass Avocado** supplies have rebounded and availability should be better at the start of February. However, pricing has not declined as quickly as it previously increased. Costs are expected to remain slightly elevated as the Big Game approaches.

Four Seasons will be offering free Avocados from Mexico point of sale display bins with purchases for display builds. Ask your rep for details.

NOTE: Equal Exchange **Organic Hass Avocados** will remain limited for the duration of the 2025 Mexican season. 48 ct and 60 ct **Organic Fair Trade Hass Avocados** will be available in smaller amounts along with an 8/4 ct ReadyCycle Tray option.



OG LADY MOON FL VEG

GOOD NEWS! Lady Moon Farms' **Organic Kale** from their Florida farm is of exceptional quality, and looks outstanding on display this winter.

Premium, Florida Lady Moon **Organic Lacinato & Red Kale, Collards, Fennel, Bok Choy, Baby Bok Choy, and Green & Red Cabbage** are in season.

GOOD NEWS! There are still plenty of Lady Moon Farms **Organic Romaine Hearts** available and promotional opportunities are favorable.

Florida's **Organic Romaine, Red and Green Leaf and Lettuce** yields remain strong as February begins. In early to mid-February, there should not be any disruptions to cost or supply consistency.



OG BERRIES

GOOD NEWS! **Organic Blackberries** remain promotable out of Mexico with steady supplies and pricing on shipper labels. Higher priced Driscoll's **Organic Blackberries** are showing excellent quality and good flavor with steady volume.

Organic Blueberries will remain available from Chile and Mexico. Supplies from Mexico are lighter, with the majority of volume coming from Chile. Quality has been excellent.

Organic Strawberry harvest production is increasing out of Baja, MX. Pricing has eased significantly ahead of Valentine's Day and supplies are in good shape. Quality on new fruit has been outstanding.

NOTE: **Organic Raspberries** remain limited and priced higher than usual. These conditions are expected to persist through most of February. However, quality has been excellent for available fruit.



OG ASPARAGUS

Organic Asparagus production in Mexico is ramping up quickly. Lower pricing is anticipated by mid-February along with excellent quality.



OG BRUSSELS SPROUTS

GOOD NEWS! Mexico's production of **Organic Brussels Sprouts** remains in peak condition during late January. As February gets underway, promotional pricing remains available and advertisements are encouraged. Mesh bag packs are available as a grab and go option.



OG CUCUMBERS

GOOD NEWS! **Organic Cucumbers** from Mexico continue to show good availability, and pricing remains favorable. This **Organic Cucumbers** pricing will start February with a great opportunity for promotions.



OG GRAPES

Organic Grapes have a consistent supply though high pricing from Peru and South Africa.

The organic market will not become promotable in the same way as the conventional market since there are no **Organic Grape** imports from Chile.



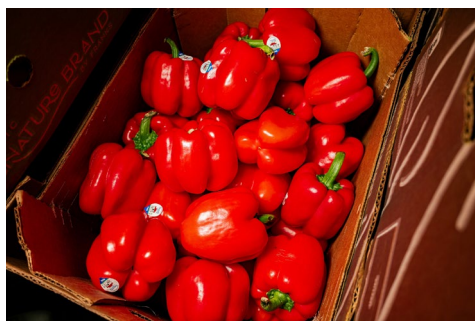
OG PINEAPPLES

NOTE: **Organic Pineapple** supplies have tightened to start February. 6 ct, 7 ct, and 8 ct sizes will be available but in limited volumes. Expect slight price increases.



OG CELERY

For February, **Organic Celery** conditions are improving. Costs continue to decline as more volume becomes available. By mid-February, expect stable prices, consistent availability, and high quality.



OG COLOR BELL PEPPERS

As February approaches, Mexico's production of **Organic Color Bell Peppers** continues to increase. Higher volumes will result in more affordable pricing.

Israeli production remains consistent, providing a steady supply of high quality fruit.

Promotional opportunities for **Organic Peppers** are encouraged in February.



OG CITRUS

GOOD NEWS! **Organic Mandarin Oranges** have mostly transitioned to the **Organic Tango** variety. Known for its outstanding flavor and quality. **Organic Cuties** and **Halo** brands will be steady. **Organic Poppies** brand **Organic Mandarins** will be promotable.

GOOD NEWS! **Organic Navel Oranges** have strong quality and good supply out of California. Prices continue to decline gradually across all sizes.



OG SPECIALTY CITRUS

Organic Cara Cara Oranges are in peak season with spot buys on Jumbo sizing.

Organic Blood Oranges are showing deep burgundy flesh color at this point in the season. 1/2 carton bulk are readily available and new 18/2lb bags will arrive by 2/5.

Organic Heirloom Navel Oranges and **Kumquats** are in season.

Ask your rep about Buck brand **Organic Specialty Citrus** availability which changes weekly.



OG SOFT SQUASH

ALERT! **Organic Green Squash** continues to face challenges with both availability and high prices. **Organic Green Squash** remains in short supply to start February.

ALERT! **Organic Yellow Squash** is also facing limitations, and quality issues have been observed when available. High prices for **Organic Squash** will linger until the weather warms in Mexico and Florida growing regions.



OG GREEN BELL PEPPERS

Florida **Organic Green Bell Peppers** faced a small gap heading into February with some supply issues. However, Lady Moon Farms is back up and running at full capacity.

In the meantime, Mexican product has been sourced, leading to a blended market. We anticipate being back in full supply with Lady Moon Farms **Organic Green Bell Peppers** as February continues.



OG KIWI

Homegrown Organics' **Organic Mammoth Kiwi** Clamshells remain a great option from California and will be available at the start of February.

NOTE: **Organic Sungold Kiwi** supplies from Zespri's Italian crop are becoming limited and are expected to decline by early February.



OG APPLES

The **Organic SugarBee Apple** promo and contest is currently underway for February. This is a great opportunity to sample and showcase this excellent apple.

Washington **Organic Fuji, Gala, Granny Smith,** and **Honeycrisp Apples** are becoming more limited with prices on the rise. This trend is expected to continue for the remainder of the season. Most noticeably on **Organic Honeycrisp**.

To make up for the inability to promote **Organic Honeycrisp** this season, retailers are encouraged to promote **Organic Cosmic Crisp Apples**, which are affordable. **Organic Envy Apples** are another good option.

Organic Royal Star Papayas are in good supply from Mexico as February begins. The quality has been strong.

ALERT! **Organic Green Bean** production in Mexico has been affected by cooler temperatures. This may lead to temporary supply gaps as harvesting remains limited.



OG MANGOS

GOOD NEWS! **Organic Mangos** will be promotable as the Organic Peruvian season winds down. Larger fruit like 7 ct will become more prevalent, allowing for excellent promotions on premium sizes.

First of the Mexico season **Organic Ataulfo Mangoes** are now available with more fruit arriving in the first week of February. Currently, smaller 20 ct fruit is being offered. A limited supply of premium twelve count fruit will become available soon. Pricing at the start of the 2025 season remains elevated.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! There are a plentiful amount of **Organic Cauliflower** and **Organic Broccoli** being harvested in the West Coast desert areas. These two items continue to make excellent promotional choices with their outstanding quality and affordable prices.

Promote these leading up to the Big Game as they are great candidates for vegetable platters. Prices will start to change in mid-February due to colder temperatures in these growing regions. Seize any sales opportunities before prices start to shift.

OTHER STORIES

Organic Eggplant supply is becoming limited, and quality issues have been noted. Pricing for **Organic Eggplant** is beginning to rise due to these factors. Improved quality is expected in early February.

NOTE: **Organic Spaghetti Squash** is expected to be limited through early February as supply transitions between Mexican growing regions.

NOTE: **Organic Delicata Squash** supplies are tightening with multiple shippers expected to experience gaps through April. One shipper is anticipating limited supply during this period, but availability will be sporadic.

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).



IN STOCK NOW!



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 31 - FEBRUARY 6, 2025

PROMOTABLE GRAPES



GOOD NEWS!

Grape prices are dropping. There are price differences in variety and region, but overall this market has dropped, creating value and excellent promotions for this category on all **Grape** colors. Promote aggressively now through February, especially on large sized **Reds** and **Greens** from Chile. XL and Jumbos will be at a higher money than the Large.

Specialty Grape varieties and packs are coming into peak supply from the South American import season. These items will be stocked at Four Seasons Produce in February and allow for enhancements to retailer grape sets:

- 228335 CV **Grapes Red & Green Bi-Color** 8/2lb Clamshells
- 232019 CV **Grapes Candy Snaps** (extra sweet red variety) 10/1lb Clamshells
- 228965 CV **Grapes Mango Splash** (tropical tones, red/green blush) 10/1lb Clamshells
- 217470 CV **Grapes Cotton Candy** 10/1lb Clamshells
- 10570 CV **Grapes Cotton Candy** 16lb random weight pouch bags



CV IDAHO POTATOES

February is **Potato Lovers Month**. Now is the perfect time to start building large, impactful **Idaho Potato** displays. Retailer customers of Four Seasons can participate in both the FSP customer contest and the national Idaho Potato Commission contest.

To kick off the celebrations, Green Giant branded **Minute Masher Potatoes** will be back in stock. These products are just in time for the Potato Lovers Month contest and are perfect for promotions.

In addition to bulk loose **Idaho Russet Potatoes**, a full line of Green Giant **Red, Gold, and Russet Potatoes** are in stock from Idaho. Plus, Spuddy Buddy brand **Idaho Russet** value bags are available.

Green Giant **Minute Masher Potato** options include:

- Potatoes Buttery Salt & Pepper
- Potatoes Buttery Chive & Dill
- Potatoes Buttery Roasted Garlic
- Potatoes Brown Gravy
- Potatoes Chicken Gravy



CV APPLES

Our Washington **SugarBee Apple** display promo and contest starts on February 3rd. Participate for your chance to win prizes including a grand prize of an all expenses paid trip to Washington to meet the grower and tour the fields with Chelan Fresh.

GOOD NEWS! Washington **Cosmic Crisp Apples** remain the most promotable **Apple**. Continue to feature this item.

NOTE: Eastern and Western **Honeycrisp Apples** continue to tighten in supply and markets continue to rise.

Eastern **Ruby Frost Apple** demand has increased over the last month and supplies are more limited and peaking on larger fruit.

If you want to try a delicious yellow apple out of Washington be sure to give the **Opal Apple** a shot and sample them to your customers.



CV BERRIES

GOOD NEWS! **Blueberry** supplies will be promotable as Chilean fruit becomes more abundant. Central Mexico fruit continues to be available at a premium, offering outstanding quality and taste on the Driscoll's brand.

Blackberry production is set to improve as weather conditions stabilize. Rains and cold temperatures had previously halted production, but conditions are now improving, and supplies should begin to increase and become steady again. While the quality has generally been good, some pockets of issues due to rain damage are expected.

Strawberries will continue to be available from both Mexico and Florida. Both regions were affected by rain, which slowed production, but weather conditions have since improved. Quality has been excellent from both regions.

NOTE: **Raspberry** production will remain tight through early to mid-February, as crops begin to gap. Expect high pricing and limited availability during this period. Quality has been very good overall, despite the supply limitations.



CV ARTICHOKE

GOOD NEWS! During their prime Coachella, CA season, **Jumbo Artichokes** continue to yield exceptional quantities. Expect outstanding quality and lower prices in February. Create eye-catching displays to boost sales of your products.



CV AVOCADOS

Hass Avocado supplies are improving from Mexico, and prices are moving downward a bit from the highs of January. 60 ct and 70 ct will show the best price point value and availability for the Big Game.

All sizing and bagged options will be available for large displays along with some point of sale material supplied to us by Avocados From Mexico and Calavo Growers.



CV KIWI

Red Kiwi will be available in an 8/1 lb clamshell for the first part of February before finishing their season. The **Red Passion Kiwi** has some tinges of red flesh and is a nice addition to the Kiwi category.

Green Kiwi from Europe will be available in fair to good supplies for the start of February. **Sun-gold Kiwi** from Zespri's Italian crop is expected to last into February.



CV CELERY

GOOD NEWS! California continues to supply a consistent amount of **Celery** in February. The quality continues to be favorable, and the price is fair.



CV BRUSSELS SPROUTS

GOOD NEWS! California **Brussels Sprouts** will be consistently available throughout February. Throughout the month, you can count on outstanding quality and affordable prices.



CV MANGOS

Import **Kent Mangos** will be promotable into the beginning of February.

OUTLOOK: Mexico is expected to start soon and should have some limited **Ataulfo Mangos** and a few **Tommy Atkins Mango** varieties as well. The Mexican season will start slowly with limited availability to start February, but volume should increase by March.



CV POMEGRANATES

The last of the season California **POM POM Wonderful Arils** will be available before a smooth transition to imported **Arils** around the middle of February. Four Seasons will carry the Sun Belle **Pomegranate Aril** Cups when the import season begins.

Import **Pomegranates** from Israel are very nice, and availability provided a smooth transition from the California crop. 6 ct single layer cases on the imported fruit are in stock.



CV CAULIFLOWER

GOOD NEWS! **Cauliflower** heads into February with good volumes and promotability.

Cooler temps in growing regions in the Southeast and Southwest may push pricing back up later in February.



CV CUCUMBERS

GOOD NEWS! Volumes of **Euro Seedless Cucumbers** are still in peak season from Mexico. There is plenty of Canadian production available at the same time. Extend displays to encourage more movement and boost sales with these lower prices.



CV BROCCOLI

GOOD NEWS! Broccoli Crowns are still primarily being sourced on the East Coast, especially in Florida. Regular pricing combined with outstanding quality has created a great opportunity to highlight in ads. In addition, production still comes from Mexico and the desert growing areas of the West Coast. Overall, each of the three areas provides favorable accessibility and quality.



CV LETTUCE

GOOD NEWS! The Lettuce category is still continuing with significant supply through the start of February.

Despite some cooler temperatures, the desert growing areas of the West Coast are producing Lettuce very well. The West Coast has an exceptional supply of Iceberg and Romaine Hearts with promo pricing, while the East has more to offer. Leaf and Romaine Lettuce yields continue to generate competitive prices and superior products.



CV CITRUS

GOOD NEWS! California Navel and Heirloom Navel Oranges have a strong supply and excellent quality. This is a great time to promote for flavor and price.

Mandarins are in good shape.

Specialty Citrus is a great way to zest up your citrus displays. The following varieties are available. SUMOs, Minneola Tangelos, Stem and Leaf Mandarins, Blood Oranges, Cara Caras, and Pummelos.



CV TOMATOES

GOOD NEWS! The production of Roma and Vine Ripe Round Tomatoes in Mexico is robust. Early February continues to see aggressive pricing and great quality. The availability is further increased by additional Florida production. As the Big Game draws near, showcase these Tomatoes in salsa making displays.

GOOD NEWS! Early February continues to see an abundant supply of Medley, Cherry, and Grape Tomatoes. These will be fantastic additions to Big Game party vegetable platters.

Late January saw the start of an improvement in greenhouse Cluster and Beefsteak Tomato prices, which is expected to continue into February. The quality remains exceptional, and volumes are growing.

LOCAL PA Asian Pears are expected to finish for the season in early February and then gap for a period of months until the first imports arrive.

Bartlett Pears are expected to transition from Washington to new crop imports over the next few months.

ALERT! In Georgia, cold temperatures are impacting Green Bean harvest, though picking continues there could be potential gaps expected until temperatures rise in mid-February.



CV PEPPERS

GOOD NEWS! 15 lb Elongated Sweet Red Peppers are still very affordable and readily available.

GOOD NEWS! Favorable conditions for Color Bell Peppers are still present in February. Due to the high volume of supply for all three colors, which are currently produced in Mexico, prices are decreasing. In February, keep an eye out for deals and promotions.



CV STONE FRUIT

GOOD NEWS! Nectarines are delivering excellent quality with promotional supply and aggressive markets. Now is the time to promote these for the next few months.

Black Amber Plums have just arrived, and the first Lemon Plums of the season are expected next month from Chile.

Imported Cherries from Chile are in excellent supply right now but supplies will decrease over across February and cause prices to rise.

OTHER STORIES

Michigan and LOCAL storage crop Root Vegetables are in excellent supply.

Melon supply is getting stronger. However, prices are still very high due to supply catching up to demand.

GOOD NEWS! Cucumbers from Mexico are currently showing better availability and pricing. Growers continue to be very aggressive with pricing on this veg though.

NOTE: Eggplant supply is becoming limited, and there are some quality issues. Pricing is starting to rise due to these challenges. Expect quality to see improvements in February.

Asparagus supplies from Peru remain strong, while production in Mexico has slowed slightly due to cooler weather. The next peak season for Mexico will begin in mid to late February.



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

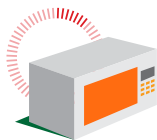
| www.fsproduce.com



Green Giant *Fresh*

**HASSLE FREE
GOURMET TASTE
IN MINUTES**

READY TO EAT IN
7
MINUTES



COOK

Microwave unopened bag on high for seven minutes. Ovens may vary; cook time is approximate.



MASH

SMASH-IN-BAG using oven mitts until desired mashed consistency is achieved. Careful, contents will be HOT.



TEAR

Tear along the RED line at the bottom of the bag marked with and empty contents into bowl.



POUR

Tear along the GREEN line at the top of the bag marked with and pour gravy onto potatoes. Watch out, steam will be HOT.

1 HOUSEHOLD CHANGES

Increase in Single Household, Working Women

2 ADDED TIME PRESSURE

Skewed Work/Life Balance
Increased Desire to Maximize Leisure Time
Rising Stress Levels

3 LACK OF MOTIVATION

Lack of Energy
Desire to Cook from Scratch

4 LACK OF KNOWLEDGE

Lack of Culinary Skills
Low Confidence in Cooking from Scratch

CODE	DESCRIPTION	UPC
234798	CV Potatoes Buttery Chive & Dill	605806003967
234800	CV Potatoes Buttery Rst Garlic	605806003981
234797	CV Potatoes Buttery Salt & Pep	605806003974
234801	CV Potatoes Brown Gravy	605806004155
234802	CV Potatoes Chicken Gravy	605806004162

Contact your sales rep or merchandiser today to add these items to your next order!



PHONE: 1.800.422.8384
www.fsproduce.com

FOLLOW US:



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!

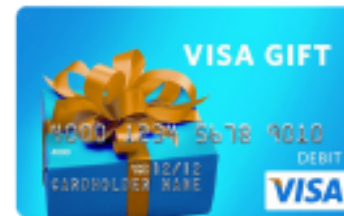
DISPLAY CONTEST CODES:

- 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

- 234797 - CV Potatoes Buttery Salt & Pep 12/11lb
- 234798 - CV Potatoes Buttery Chive&Dill 12/11lb
- 234800 - CV Potatoes Buttery Rst Garlic 12/11lb
- 234801 - CV Potatoes Brown Gravy 12/11lb
- 234802 - CV Potatoes Chicken Gravy 12/11lb

- 235030 – POS Display Shipper 1 ea GG Minute Mashers
- 235032 – POS Green Giant Cut-Out 1 ea Green Giant Man
- 235031 – POS Shelf Talkers 1 ea GG Minute Mashers

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.



PHONE: 1.800.422.8384

| www.fsproduce.com

