



ORGANIC MARKET NEWS



APRIL 4 - APRIL 10, 2025

PEAK SEASON ORGANIC CARROTS



GOOD NEWS! Organic Carrots will be in good supply for Spring and Easter demand.

Organic Carrots will be in season from California and Georgia during April, bringing in a fresh and high-quality supply with lower freight on much of the product.

Organic Cello and Baby Carrots will be very promotable through Easter. POS Materials will be available. Contact with your rep if interested.

On the specialty side, the following are available to add color to your Carrot and wet veg sets:

- OG Carrots Rainbow 24/2 lb bags
- OG Carrots Rainbow Baby Peeled 12/12 oz
- OG Carrots Rainbow Chips 12/12 oz
- OG Carrots Red Bunched 24 ct
- OG Carrots Rainbow Bunched 24 ct



OG PEARS & APPLES

GOOD NEWS! Organic Abate Pears from Argentina are arriving with fantastic quality. This is a great item to promote.

GOOD NEWS! Organic Red and Green Bartlett Pears from Argentina are in good supply and are pricing very close to conventional. This is expected to continue for all of April.

Organic Anjou Pears will be transitioning from storage crop domestic fruit to new crop Argentinean imports through early April.

GOOD NEWS! Organic Pink Lady Apples continue to be the go-to Organic Apple for promotions with good quality and strong promotional opportunities.

GOOD NEWS! Washington Organic Envy Apples will also remain promotable through April for Earth Week!

NOTE: Washington Organic Honeycrisp Apples remains very limited and are expected to run out for the season by late May. There will be a gap until a limited supply of imported fruit arrives in June.



OG TOMATOES

GOOD NEWS! Lady Moon Farms' Organic Snacking Tomatoes out of Florida continue in strong production. Promote and showcase their premium varieties including Organic Gold Cherry, Organic Golden Grape, and Organic Medley Tomatoes (which have now transitioned to high-quality plastic-free consumer packaging).

GOOD NEWS! Organic Cluster Tomatoes remain readily available from Canada and Mexico at strong promotional pricing. Production is steady and quality has been great heading into April.

NOTE: Organic Beefsteak Tomatoes saw a sharp drop in production in early April leading to shortages. Expect tight supply and constraints through mid-April.

NOTE: Organic Roma Tomatoes from Mexico remain limited to start April. Quality and production took a hit in mid-March and are expected to stay down until mid-April before showing signs of improvement.



OG BERRIES

GOOD NEWS! Organic Strawberries from Baja, Mexico remain promotable. Great quality, strong supplies, and great pricing make this a strong push item. Sell with confidence.

Organic Raspberries are steady with good quality. Pricing has come down significantly as production ramps up.

NOTE: Organic Blackberries are tightening up as cooler weather limits harvests. Expect pricing to be elevated with potential pro-rates or limits by mid-April.

NOTE: Organic Blueberries remain in tight supply as Peruvian fruit winds down. Florida/Georgia production will start slowly through April with California also seeing light volume. Quality has been excellent across all regions.



OG LADY MOON FARMS PEPPERS

Lady Moon Farms continues to have great supply and quality on **Organic Jalapeños, Shishitos, and Mini Snack Peppers.**

However, there will be a gap on their top-notch **Organic Green Bell Peppers** in mid-April. Some **ECO Organic Green Bell Peppers** will be available to help bridge the gap out of Florida.



OG GREEN BEANS

ALERT! Taylor/Earthbound is reporting that **Organic Green Beans** for their cleaned & snipped retail packages will be in very limited supply for much of April due to quality issues in the fields on their input product and growing region transition. Expect low fill-rates on this item through Easter.

Bulk **Organic Green Beans** are available for early April from some other growing regions.



OG AVOCADOS

Organic Hass Avocados are in decent supply.

NOTE: Pricing has been elevated but steady to start April. 60s and 48 ct will be the primary sizes along with a 15/4 ct bagged option.

Equal Exchange Fair Trade **Organic Hass Avocados** are now finished for their Mexican season.



OG BRUSSELS SPROUTS

GOOD NEWS! **Organic Brussels Sprouts** remain highly promotable as production from Mexico stays strong. With excellent availability, top-tier quality, and great pricing, there are strong promotional opportunities on bulk throughout April.

Bagged and mesh pack options are also available for on-the-go convenience. Promote as Easter approaches.



OG MELONS

NOTE: **Organic Mini Seedless Watermelons** out of Mexico remain limited. Availability will stay tight and pricing will be elevated through most of April.

New crop Mexico **Organic Cantaloupes** are expected to begin harvest in mid-April.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! **Organic Broccoli and Cauliflower** are in strong supply from both the southern desert regions of California and the Salinas Valley thanks to northern regions starting production in late March. Look for great promotional opportunities especially as Easter approaches.



OG GRAPES

Organic Red Grapes will remain in steady supply into early April though markets remain elevated.

NOTE: **Organic Green and Black Grapes** will be inconsistent with limited supply circulating.



OG BABY ARUGULA CONCERNS

ALERT! **Organic Baby Arugula** will face quality and fill-rate challenges over April as fields finish in Winter growing regions and start in Summer ones.

The first Salinas, CA grown Baby Leaf harvest has started, including **Spinach, Arugula, and Spring Mix Lettuces.** Quality may be impacted due to stress from recent rainstorms and hot weather. Wet weather in early April could worsen discoloration and mildew, with **Organic Arugula** being the top concern.

Taylor Farms/Earthbound, State Garden/Olivia's, and Organicgirl have similar concerns with their **Organic Baby Arugula** crop for April.



OG CITRUS

GOOD NEWS! **Organic Mandarins** from California are in promotable supply and quality for April.

GOOD NEWS! **Organic Lemons** are in abundant supply leading to lower-than-usual markets for April. Promote now while pricing is favorable as markets will tighten in May.

Organic Navel Oranges are tightening on large fruit. Promote 88s and smaller where possible, including bags.



OG COLOR BELL PEPPERS

Organic Color Bell Peppers are coming in strong from Israel and Mexico with exceptional quality.

Early April has seen a dip in production from both regions with transitions on the horizon as imports shift from Israel to Holland and Mexico to Canada as the month progresses. Despite this, expect solid supplies and great quality through mid-April.



OG CELERY

Organic Celery shortages that drove prices up in mid-March have now eased, leading to price declines as we move into April. Production began improving in late March and this trend has continued into early April creating strong promotional opportunities. Quality remains good and should hold steady through the month.



OG ZUCCHINI & CUCUMBER

GOOD NEWS! Florida grown **Organic Zucchini** remains strong and should continue through mid-April. Lady Moon Farms product is moving well and no issues are expected. Keep promoting the great quality from a family-owned USA grower.

Florida **Organic Cucumbers** should start up by mid-April later than expected. In the meantime, pricing remains consistent due to strong supply and quality from Mexico. As Florida fruit comes online expect an easing market.



OG LETTUCES

Organic Romaine Hearts and **Iceberg Lettuce** from the West Coast continue steady production. After rising through March due to growing region transitions, pricing has begun to stabilize. Supplemental supplies of **Organic Leaf** and **Romaine** from California will help mitigate shortages as Florida winds down.

NOTE: **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms in Florida is starting to see some changes despite maintaining exceptional quality. Rising temperatures will make growing conditions more challenging. Quality will remain high but quantities will start to decline.

NOTE: Lady Moon **Organic Romaine Hearts** wrapped up their Florida season in early April after a strong winter run.



OG HARD SQUASH

The **Organic Hard Squash** category remains tight heading into early April as new crop regions have been delayed due to cooler weather and slower fruit sizing. A supply gap was expected but may be avoided by utilizing a mix of different sizes.

Organic Butternut Squash is the tightest item in the category with prices jumping significantly. **NOTE:** A small amount of normal sizing 12-15 ct will be available with the remainder coming in much smaller at 22-24 ct per case.

Organic Spaghetti Squash is still coming from the old crop region with only extra-large sizes available 7-9 ct.

NOTE: **Organic Kabocha Squash** will gap until new growing regions start later this Spring.



OG TROPICALS

Organic Mango pricing is expected to start coming off as April progresses. There is steady volume on all sizes with smaller 16/18 ct **Ataulfo Honey Mangos** remaining promotable to start the month. This is a great eating piece of fruit, make sure to focus on it!

Organic Pineapples continue to be tight. The start of April should see a little better supply but things will tighten again as we approach Easter.

Organic Brown Coconuts from Mexico will be in stock starting in April. They will be available in a 20 ct box in an attractive pack.

Organic Jicama is back in stock in a 20 lb bulk box to start April.

CONVENTIONAL MARKET NEWS

APRIL 4 - APRIL 10, 2025

PROMOTABLE MANGOS FOR APRIL



GOOD NEWS! Mexico's Mango volumes continue to increase weekly and should become more promotable as April progresses. The primary variety is "**Tommy Atkins**" Round Mangos, with some "**Haden**" Round Mangos also crossing.

Four Seasons is proud to partner with the Water For All Round Mango campaign, where a portion of proceeds from each box sold supports rural Latin American communities in gaining access to clean water.



GOOD NEWS! Champagne Mangos brand will be available in steady supply in a premium 14 ct **Ataulfo Honey Mangos** offering. Look for lower pricing and display-building opportunities throughout April for this exceptional fruit.



CV BERRIES

GOOD NEWS! Raspberries remain promotable out of Mexico, with strong supply and excellent quality.

NOTE: Strawberries out of California are seeing limited harvests due to light rain and cool temperatures. Florida is basically finished for the season. Supplies will be moderate, but quality, sizing, and flavor remain excellent.

NOTE: Blackberries remain tight out of Mexico due to cool weather limiting harvests. Expect elevated pricing.

NOTE: Blueberry supplies will continue tightening as Peruvian volume declines. Mexico and Florida remain in light production but have maintained exceptional quality. New crop Southeastern U.S. volume is expected to increase by late April.



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! Broccoli Crown supplies remain steady across multiple growing regions, including Georgia, Mexico, and California, leading to stable to slightly below-average pricing in early April. Quality has been consistently strong across all regions. Expanding production will create opportunities for promotional deals as Easter approaches.

NEW! Ocean Mist has introduced a new value-added Roastables line featuring pre-cut Broccoli florets with seasonings.

Cauliflower prices out of California remain favorable with consistent yields. As April progresses, slight cost increases are expected. Quality has been stable over the past month and should hold through mid-April.

NEW! Ocean Mist's Roastables line now features pre-cut Cauliflower florets with seasonings, adding an excellent value-added option.

GAYA MELON



CV MELONS

GOOD NEWS! Melon imports on the East Coast remain steady, creating promotional opportunities for Cantaloupes and Honeydews.

South Florida has started with Athena-style Cantaloupe bins in limited volume. Ask your rep for details.

Specialty Melons are in season from Central America: **Hami Melons**, **MAGnificent Cantaloupes**, and **Gaya Melons**. **Gaya** were called "Dino" Melons in prior seasons but "Dino" can no longer be used due to trademark infringements.

Seedless Watermelons continue out of Florida in light supply with good quality. Most growers are set to begin their seasons in late April, leading to promotable volumes in May.

Mini Seedless Watermelons will continue to be available from offshore imports, though availability is light as crops transition. Mexico's supply is also limited due to the shift from winter to spring harvests. Promotable supplies from Mexico are expected by mid-May.



CV LETTUCES

GOOD NEWS! Iceberg Lettuce prices, which increased in mid-March due to production constraints, have begun to stabilize in early April. Volume is rebounding, leading to improved pricing.

GOOD NEWS! Romaine Hearts, Leaf Lettuce, and Romaine Lettuce conditions have now normalized. Expect consistent availability and competitive pricing throughout April.



CV PINEAPPLES

Pineapple supplies remain tight heading into April. "Honeybear" brand has a new boxed Pineapple label that has been performing well on shelves.

NOTE: Dole "Golden Selection" Premium Pineapples and Del Monte's "HoneyGlow" variety will also be in limited supply.

PinkGlow Pineapples from Del Monte are expected to return in early April and remain available through the Easter holiday.



CV BEANS AND PEAS

NOTE: Taylor Farms Packaged Green Beans will be in limited supply with possible pro-rates and lower fill-rates during mid-April as their input product transitions growing regions and has some quality issues.

NOTE: Taylor Packaged Sugar Snap Peas are also in short supply due to growing region transition during April.



CV MANDARINS

Mandarins from California remain in good supply with great quality, expected to last through May.

Imported prices are expected to rise, as Morocco's supply is short and Chile/Peru are not yet in full production.



CV GRAPES

GOOD NEWS! Grapes remain promotable across all colors and size specs, though pricing is inching up off the floor on new arrivals.

Jalisco, Mexico has started harvesting on new crop **Green Grape** varieties with elevated prices. FSP is continuing with the premium **Grapes** from Peru and Chile for early April.



CV POTATOES

GOOD NEWS! Florida-grown new crop **Gold, Red, and White Potatoes**, A, B, and C sizes, are now shipping, with pricing expected to decrease slightly as the full transition takes place. Promote the premium grade new Potatoes for Spring!



CV GREENHOUSE CUCUMBERS

GOOD NEWS! Euro and Mini Cucumbers from Canada continue to be readily available in April. Promotional opportunities remain strong due to competitive pricing, supporting expanded display options. These conditions are expected to last through at least mid-April.



CV SPECIALTY BERRIES

Driscoll's Sweetest Batch Raspberries are now available from California, offering outstanding flavor and quality.

Driscoll's Sweetest Batch Blackberries and Blueberries will continue in season from Mexico thought with higher pricing due to light volume.

Ask your rep about pre-booking **Long Stem Strawberries** for Mother's Day along with limited quantities of **Driscoll's Heart-shaped Strawberry** and **Raspberry** packs.



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts production remains robust out of California, with exceptional quality and competitive pricing throughout April. The Easter holiday presents a strong promotional opportunity.

Ocean Mist's new Roastables line now includes pre-cut **Brussels Sprouts** with seasonings.



CV PEPPERS

GOOD NEWS! Mini Mix Sweet Pepper supplies remain stable with steady quality into mid-April. Pricing is Promotable.

Green Bell Pepper supply remains short due to ongoing transitions in Mexico and weather challenges in Florida. Fewer growers have planted this season, further tightening the market.

Jalapeño markets have stabilized, but **Shishito Peppers** are entering a small gap due to weather-related planting losses. Mexican supply is tapering off, but Florida is heading into a "Spring Flush," improving availability across all **Special Pepper** varieties.



CV STONE FRUIT

Imported **Stone Fruit** will phase out over the start of April as California **Yellow Peaches**, **White Peaches**, and **Yellow Nectarines** begin arriving before May.

OUTLOOK: California **Apricots** are expected to begin arriving in early May, with strong supplies anticipated following the initial ramp-up.

OUTLOOK: California **Cherries** are projected to start arriving in early May. Due to cooler weather and rain, supplies will remain tight until Memorial Day, leading to strong market conditions. Post-Memorial Day will be the ideal time for promotions. A solid crop of large-size fruit is expected overall.

GOOD NEWS! Imported **Bartlett Pears** remain in promotable supply.

Washington **Bosc Pears** will finish for the season in early April and transition without a supply gap moving to fresh crop imports.



CV POMEGRANATES

Pomegranate Arils are available under the Sun Belle label, with 4.4 oz cups remaining steady throughout April.

Imported **Pomegranates** are back in stock from Chile and Peru following container delays that caused a gap. Steady arrivals are expected moving forward.



CV APPLES

Washington **Cosmic Crisp Apples** will remain promotable throughout April including for Earth Week. Prices are then expected to rise in May as the industry continues to oversell monthly allocations.

Imported **Gala Apples** have arrived in significant volume, pressuring domestic markets downward in price. With ample supply from both the East and West Coasts expected to last until the new crop. **Gala Apples** will be more affordable.

NY **Sweetango Apples** are now in good supply, with markets experiencing a significant price drop.

NOTE: Eastern **Honeycrisp Apples** supplies are dwindling quickly and are projected to finish for the season in May. Limited Canadian fruit is expected, while Washington supplies will remain firm with rising market prices from all regions.

OTHER STORIES

Green Kiwi from Europe is seeing lower volume as the season nears its end. So far, supplies have remained steady. Chile and New Zealand will be the next key supply regions later this spring.

GOOD NEWS! **Green and Yellow Squash** remains promotable with steady volume from Mexico's Sonora harvest and Florida's early-season production. These conditions are expected to persist through most of April.



CV COLOR BELL PEPPERS

GOOD NEWS! Mexican **Color Bell Peppers** and field grown **Elongated Sweet Red Peppers** remain readily available at stable pricing in early April, with Canadian production also ramping up. Strong supplies, excellent quality, and steady costs will continue into mid-April, with further pricing improvements expected later in the month.



CV TOMATOES

Canadian-grown **Cluster Tomatoes** and **Beefsteak Tomatoes** remain in ample supply through early April. Pricing is strong for premium-quality product, making this a great time for promotions.

Florida and Mexico have seen shifts in **Vine-Ripened Tomato** availability and pricing, impacting costs of Canadian product despite steady volumes.

Snacking Tomatoes, sourced primarily from Mexico and Florida, remain consistent despite slight cost increases. Production will transition back to Canadian-grown supply later in the month.

Specialty Snacking Tomato varieties such as Mucci "Savorries", a sweet on-the-vine **Strawberry Tomato**, present excellent promotional opportunities.

California **Jumbo Artichoke** production remains steady, though prices have increased. Quality continues to be exceptional, but early April has seen lower volumes due to regional transitions. This pattern is expected to persist until late April or early May.

CV MANGO
PROGRAM
NOW AT
FOUR SEASONS!

CONTINENTAL
FRESH

WATER FOR ALL



Where Produce Meets Purpose

Water For All!

WITH EVERY BOX OF SPECIALTY LABELED PRODUCE, A PERCENT OF PROCEEDS IS DONATED TO BLUE MISSIONS TO FUND CLEAN WATER AND SANITATION PROJECTS IN LATIN AMERICA.

There are 780 million people globally that lack access to clean water. Daily life for these people includes walking miles to collect water for their families, risking water-borne diseases, and missing school or work. BLUE Missions takes our donations and uses 100% of it to fund the material costs of constructing gravity-driven aqueducts in rural communities, and connects every home with a faucet. When you buy any product from Continental Fresh, you support this work, and make the world a better place.



WHY WATER?

Water is the basic foundation of a community and without it, families struggle to meet their most basic needs. Many walk hours to collect it and often times the water they find is not safe to drink. By funding water projects in rural communities, we are taking a huge step in breaking the poverty trap while bringing empowerment, health, and opportunity to locals.



NEW
AT FOUR SEASONS



CODE	DESCRIPTION	PK/SZ	UPC
243526	CV Salad Spring Mix	6/10 oz Taylor Farms	0-30223-04235-8
243527	CV Salad Spinach	6/10 oz Taylor Farms	0-30223-04234-1
243528	CV Salad 50/50 Spin/Spring Mix	6/10 oz Taylor Farms	0-30223-04236-5
243326	OG Salad Caesar Avo Oil	6/7.8 oz Earthbound Farms Kit	0-32601-95518-2
243327	OG Salad Lemon Arugula Avo Oil	6/7.1 oz Earthbound Farms Kit	0-32601-95520-5
243328	OG Salad BalsamicCrunch AvoOil	6/9.1 oz Earthbound Farms Kit	0-32601-95517-5

DELIVERY STARTING 4/8



PHONE: 1.800.422.8384 | www.fsproduce.com





MAYER BROS.

SINCE 1852

FINE BEVERAGES



NEW

- No Preservatives
- Storage Temperature 33-41 Degrees
- Made With Aspartame
- Natural Flavors
- Flash Pasteurized For A Clean Fresh Taste
- 90 Day Shelf Life Under Refrigeration from Production

CODE	DESCRIPTION	PK/SZ	UPC
243566	CV Zero Sugar Lemonade	9/52 oz Mayer Bros	0-22198-00914-6

DELIVERY STARTING 4/12



CODE	DESCRIPTION	PK/SZ	UPC
224147	CV Lemonade	9/52 oz Mayer Bros	0-22198-00397-7
224152	CV Lemonade Pink	9/52 oz Mayer Bros	0-22198-00398-4
224153	CV Lemonade Raspberry	9/52 oz Mayer Bros	0-22198-00860-6
224154	CV Lemonade Blood Orange	9/52 oz Mayer Bros	0-22198-00837-8
224155	CV Lemonade Cucumber	9/52 oz Mayer Bros	0-22198-00839-2
234984	CV Lemonade Strawberry	9/52 oz Mayer Bros	0-22198-00886-6

DELIVERY STARTING 4/7



PHONE: 1.800.422.8384

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NEW ITEM WHITE-LABEL COLD PRESSED JUICE

MAXIMIZE WHITE-LABEL JUICE SALES:

Strategic Merchandising:

White-label cold-pressed juices should be intentionally placed **away from Bolthouse Smoothies and Juices.**

Placement with Fresh Cut Fruit:

Position **in or beside the Fresh Cut fruit section** to enhance the perception of freshness.

Fresh-Made Appeal:

The **cold-pressed quality** and **basic label design** created the look of a freshly made, store-prepared product.

Consumer Perception:

The strategy was designed to make the juice appear **“Fresh Made/Fresh Squeezed”**, reinforcing its premium and natural qualities.

Brand Differentiation:

By separating from the branded Bolthouse products, the white-label juices maintained a distinct **“store brand” identity.**



CODE	DESCRIPTION	PK/SZ	UPC
243029	CV Juice Orange	6/15.2oz White LBL ColdPressed	7-62357-00047-7
243033	CV Juice Orange	4/59 oz White LBL Cold Pressed	7-62357-00044-6
243031	OG Juice Lemonade	6/15.2oz White LBL ColdPressed	7-62357-00048-4
243034	OG Juice Lemonade	4/59 oz White LBL Cold Pressed	7-62357-00049-1
243032	OG Juice Lemonade Strawberry	6/15.2oz White LBL ColdPressed	7-62357-00050-7
243035	OG Juice Lemonade Strawberry	4/59 oz White LBL Cold Pressed	7-62357-00051-4

DELIVERY STARTING 4/7



PHONE: 1.800.422.8384

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INTRODUCING NEW, CHEF-CRAFTED Roastables READY-TO-ROAST KITS



Introducing Ocean Mist Farms' latest Roastables Ready-to-Roast Kits featuring their premium washed and trimmed cauliflower and broccoli florets in a variety of exciting new flavors the whole family will love.

-  NEW, VALUE-ADDED PRODUCT
-  READY-TO-PREPARE MEAL KITS
-  PREMIUM FRESH PRODUCE
-  CONSUMER SUPPORT
-  RETAIL SUPPORT
-  FAST PREPARATION



NOW AVAILABLE AT FOUR SEASONS!

- 243557** CV Broccoli Sweet Tariyaki 6/12.6 oz Ocean Mist Roastables
- 243556** CV Broccoli Zesty Herb 6/12.9 oz Ocean Mist Roastables
- 243553** CV Brussels Sprouts Lemon Caesar 6/15 oz Ocean Mist Roastables
- 243554** CV Brussels Sprouts SunDried Tomato 6/15 oz Ocean Mist Roastables
- 243555** CV Brussels Sprouts Sweet Sesame 6/15.5 oz Ocean Mist Roastables
- 243559** CV Cauliflower Parm Blk Pepper 6/12.8 oz Ocean Mist Roastables
- 243558** CV Cauliflower Spicy Buffalo 6/12.7 oz Ocean Mist Roastables

PHONE: 1.800.422.8384



WWW.FSPRODUCE.COM

PASSOVER MERCHANDISING

PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 12TH AND CONTINUE THROUGH APRIL 20TH.

***Foods consumed during this period should be Kosher.*



IMPORTANT PASSOVER HOLIDAY ITEMS:

VEGETABLES:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Beets | <input type="checkbox"/> Red Cabbage |
| <input type="checkbox"/> Carrots | <input type="checkbox"/> Turnips |
| <input type="checkbox"/> Parsley & Parsley Root | <input type="checkbox"/> Parsnips |
| <input type="checkbox"/> Kirby & Euro Cucumbers | <input type="checkbox"/> Fennel |
| <input type="checkbox"/> Green & Colored Peppers | <input type="checkbox"/> Garlic |
| <input type="checkbox"/> Celery & Celery Root | <input type="checkbox"/> Rosemary |
| <input type="checkbox"/> Scallions | <input type="checkbox"/> Basil |
| <input type="checkbox"/> Spinach | <input type="checkbox"/> Thyme |
| <input type="checkbox"/> Green Vegetables (No Beans) | <input type="checkbox"/> Oregano |

FRUIT:

- Pineapple
- Apples
- Oranges
- Berries
- Melons
- Grapes
- Peaches
- Apricots
- Nectarines

OTHER GOODS:

- Sweet Potatoes & Yams
- White, Gold, and Red Potatoes
- Walnuts (in-shell & meats)
- Kosher for Passover Dried Fruits & Honey

BITTER HERBS FOR SEDAR PLATE

- Horseradish
- Dill
- Endive
- Escarole
- Romaine Lettuce
- Leeks
- Onions
- Ginger
- Soup Mix

Book orders now for:

- 50lb Horseradish
- 25 lb Turnips
- Beets & Parsnips
- Full Case Dill
- Root Parsley
- Leeks

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS:

- Dole - YES
- Fresh Express - YES
- organicgirl - YES
- Little Leaf - NO
- Attitude/Veg Pro - NO
- Olivia's Salads - NO
- Olivia's/State Garden Butternut - YES
- Taylor Farms - NO
- Earthbound - YES



2025 Easter Merchandising



EASTER IS SUNDAY, APRIL 20

A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality produce for you to meet all of your customers' special variety and traditional holiday needs.



Traditional "Must-Haves" Checklist

VEGETABLES

- Acorn & Butternut Squash
- Artichokes
- Asparagus & Asparagus Tips
- Baby Peeled Carrots
- Beets
- Broccoli
- Broccoli Rabe
- Brussels Sprouts
- Cabbage (red, green, savoy)
- Carrots
- Cauliflower
- Celery & Celery Root
- Cole Slaw Kits
- Cucumbers (field grown & euro)
- Eggplant
- Endive
- Escarole
- Fennel (Anise)
- Fresh Cooking Greens Garlic
- Green Beans
- Herbs (especially Parsleys)
- Leeks
- Lettuce (Romaine & Leaf)
- Mushrooms
- Parsley Root
- Peas (Snow & Sugar Snap)
- Peppers (all colors)
- Radishes (bunched)
- Salad Mixes
- Shallots

HARD GOODS

- New crop Red & Yellow Potatoes
- White & Russet Potatoes
- Sweet Potatoes

FRUIT

- Strawberries
- Blueberries
- Blackberries
- Raspberries
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Lemons
- Limes
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular, mini seedless, cuts)

BAKING

- In-shell Nuts & Nut Meats
- Pine-nuts
- Dates
- Figs
- Raisins
- Prunes
- Coconuts

DECORATIVE

- Potted Bulbs & Flowers
- Fresh-Cut Flowers
- Palm Crosses
- **all of these items had to be pre-ordered*



Easter Planning Tips



Plan Your Ordering and Delivery Timelines for Easter

To ensure smooth and efficient department operations, **work with your rep to plan your ordering and delivery schedules in advance.** Having product on hand - rather than waiting on trucks - allows you to focus on the sales floor and engage with customers effectively.

Order Early to Avoid Delays

Bringing in holiday tonnage items ahead of time helps reduce pressure on warehouse selectors, loaders, and trucks, minimizing late deliveries in the critical days leading up to Easter weekend.

- Order semi-perishable and hard tonnage items early and have them in stores by the **Tuesday before Easter.**
- Develop an **off-hour or evening fill schedule for hard goods** to maintain organization and efficiency.



Stay Ahead with Key Items

- **Keep tomato and banana color on hand** to ensure ready-to-eat, mature fruit is available for customers looking to consume it immediately.
- Expect **Friday and Saturday to be high-traffic days**, as Easter business tends to peak late.



Planning ahead will help your department run smoothly, ensuring a successful holiday weekend.

2025 Easter Schedule

FRIDAY 4/18:

Normal office and delivery schedule.

SATURDAY 4/19:

Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/20:

Office **CLOSED**. Modified delivery schedule.

MONDAY 4/21:

Normal office and delivery schedule.