

JAN/FEB/MAR '22

Q1 Edition

THE FOUR SEASONAL

MERCHANDISING TIPS &
IDEAS FOR INDEPENDENT RETAILERS



Are you ready for Diet Season?

It may not be an official season or holiday, but the first few full calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season."

New Year's Resolutions focused on weight-loss and health shift eating behaviors, even in temporarily. As shoppers refill their kitchens with "fresh food" or return home from traveling there are huge selling opportunities for fruits and vegetables. Most retailers can expect a nice bump in both foot traffic and produce department sales as consumers are trying work off those holiday meals and start the new year off on the right foot health wise!

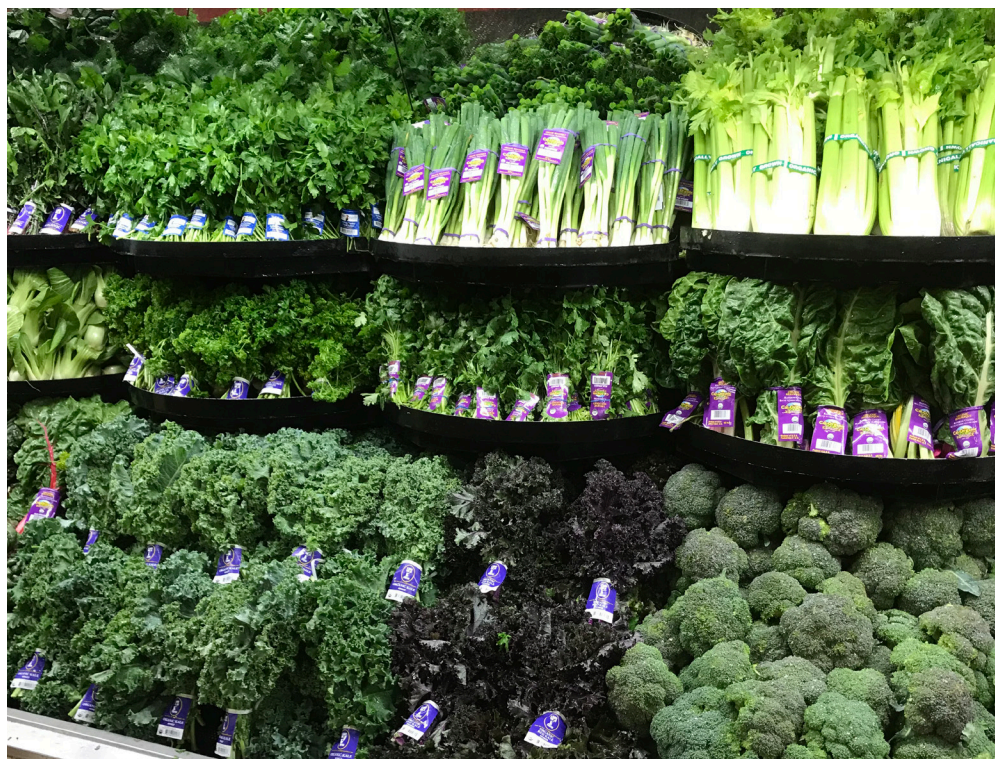


Be ready for increased demand on Salad Ingredients and Snacking Fruit.

These commodities are among the hot-sellers for much of January:

- Salads & Salad Kits
- Berries & Apples
- Oranges & Mandarins
- Lettuces & Greens
- Peppers & Tomatoes
- Avocados & Bananas
- Broccoli & Cauliflower

Imagine if half of your customers bought an extra packaged salad and an extra pack of blueberries vs. normal weeks – how much more would you need to be ready for, particularly from January 3 through January 11?



Diet Season also influences what consumers drink! Be prepared to sell more Functional Beverages and Fresh Beverages from your produce coolers:

- Fresh Orange Juice & Citrus Juices
- Kombuchas
- Protein & Keto Drinks
- Smoothies
- Cold Pressed Juices
- Wellness Shots

Another great way prepare your produce department for Diet Season is to plan for additional sales on products that are ideal for "in home" Juicing and Smoothie Blending. Many consumers may get a new Juicer for Christmas or pull their Vitamix blender out of the cabinet. Here are some ideas:

- 1) Order and merchandise for ingredients commonly used for in-home juicing and blending.

2) Create little tags reading "great for juicing" and placing by the price point sign on your display. Simple yet very effective!

3) Make specific sections in your department containing juicing items **recipe suggestion** at the point of sale, or make "juicing recipe bags" containing the ingredients for your favorite recipe in grab and go format.

4) Generate excitement in January and offer a juicer as a giveaway and add some increased interest and **exposure to the process**. The tremendous growth in the juicing and smoothie craze will only continue. Be sure to be part of the fun!

Check out our **Juicing v. Blending** Infographic for best-seller produce ingredients!



JUICING VS. BLENDING

WHAT'S THE DIFFERENCE?

JUICE



- 1** WATER & NUTRIENTS EXTRACTED FROM FRUITS / VEGGIES
- 2** JUICERS SEPARATE JUICE FROM PULP (INSOLUBLE FIBER)
- 3** GREEN JUICES DELIVER PHYTONUTRIENTS DIRECTLY TO THE BODY IN LIQUID FORM

FORMULA FOR A GREEN JUICE

[MAKES ABOUT 16-24 OZ]

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
[3 CUPS]



THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
[2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER,
OR 4 CELERY STALKS OR 1 CELERY HEART]



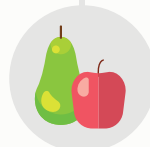
THE CITRUS CLARITY

LIME OR LEMON
[1 - MOSTLY PEELED]



THE SWEET

APPLE OR PEAR
[2-3 WHOLE APPLES OR PEARS]



THE ZING

GINGER OR TURMERIC (OPTIONAL)
[THUMB SIZED PIECE]



SMOOTHIE



- 1** ENTIRE FRUITS / VEGGIES ARE BLENDED IN A SMOOTHIE - KEEPING NUTRIENTS INTACT
- 2** BECAUSE PULP (INSOLUBLE FIBER) IS LEFT IN, THE SMOOTHIE BECOMES THICKER
- 3** SMOOTHIES ALLOW FOR EXTRA NUTRIENTS, LIKE PROTEIN - (GREEK YOGURT, POWDERS, ETC.)

FORMULA FOR A GREEN SMOOTHIE

[MAKES ABOUT 24-28 OZ]

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
[1 CUP]



THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
[1 CUP]



THE FRUIT

BLUEBERRIES, BLACKBERRIES, STRAWBERRIES, RASPBERRIES,
APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
[2 CUPS FRESH OR FROZEN]



THE PROTEIN

GREEK YOGURT, YOGURT, CHIA SEEDS, RAW ALMONDS, FLAX SEEDS
[1/2 CUP]



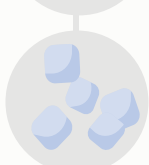
THE SMOOTH

BANANA
[1 FROZEN RIPE BANANA OR 1 WHOLE PEELED]



THE CHILL

ICE
[2 CUPS]





Avocado Merchandising Displays & Tips

Avocados are now considered one of the produce departments top selling items.

January, February and March are prime Avocados from Mexico in-seasons months.

With the fruit being so versatile, gone are the days when the fruit is just used for guacamole. Consumers are using avocados in salads, sandwiches, as toppings on burgers and just eating them by themselves. Aside from the many different ways they add substance and flavor to dishes, many health benefits, such as heart health, reducing cholesterol, and help with blood pressure have people heading to the stores to buy more avocados.

So, once they are in your store and departments, how do you keep them maximize the sales potential they offer?

Avocados have such huge sales potential, that they should be offered some additional space in your produce department. No more dinky one basket displays that are seemingly lost in your tropical sections!

IDEAS AND TIPS ON SELLING MORE AVOCADOS:

- **Highlighting avocados front and center** in your department with a mass display is sure to get anyone's attention.
- **Create a nice impact display** walking into the front door.
- **Keep your display neat & clean.** Keep all the stickers are facing down. This keeps eyes only on product and not distracted by PLU stickers.
- **End Cap Display** - A well placed display with waterfall offers more selling space and mass appeal.
- **Bin Display** - Don't have an extra endcap or larger display space on your counters? No worries! Use a bin dummied up with empty boxes and place it in your aisle!
- **Cross-merchandise** ingredients used in guacamole and salads with your avocado display.



POS MATERIALS:

Use **product info signs** in your displays to help educate customers. Talk with your Four Seasons Produce merchandiser to get some point of sale material!

More **TIPS FOR RETAILERS** can be found at:

avocadosfrommexico.com/shopper/avo-101/for-retailers



SELECTION, RECEIVING AND HANDLING TIPS

STAGES OF RIPENESS

The diagram shows five stages of avocado ripeness, each with a corresponding color-coded box and an avocado illustration above it. The stages are: Stage 1 (blue), Stage 2 (green), Stage 3 (orange), Stage 4 (purple), and Stage 5 (light blue). A small wooden display stand with avocados is visible on the right side of the diagram.

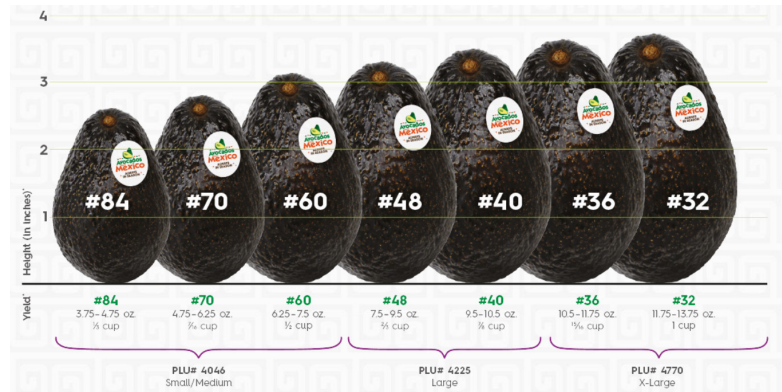
STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Very hard fruit. Usually green in color. During certain times of year, mature hard fruit can be black in color. Ripens in approx. 7 days (25 lbs. pressure)	Pre-conditioned fruit is ready to eat in approx. 3 to 5 days if held at room temperature. (15-25 lbs. pressure)	Breaking (preconditioned) fruit has slight give at top & bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)	Firm/ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe next day if held at room temperature. (5-10 lbs. pressure)	Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)

COLOR IS NOT ALWAYS THE BEST INDICATOR OF RIPENESS

PRE-CONDITIONING IN-STORE:

While it is best to offer both ripe and unripe fruit on your avocado displays, there are times when your fruit may come in hard and unripe, or you sell fruit faster than expected. Four Seasons Produce offers professionally "Pre-Conditioned" Avocados where the ripening of the fruit has been triggered in a ripening-room and sold at a pressure of 15-25lb. To pre-condition Hass Avocados yourself in the store, follow these quick steps:

- 1) Pick how many boxes of Avocados you want to ripen.
- 2) Take a banana, onion, tomato, or anything that naturally gives off ethylene, and place it in the box with the fruit.
- 3) Cover with any plastic bag—something that will trap the ethylene in and place the box back in storage.
- 4) Depending on how fast you need or want fruit to ripen, you may also cut a few holes in the plastic to allow some of the gas to escape. Simple as that!
- 5) Note — be sure to monitor your pre-conditioning fruit to insure fruit is at the ripeness you want and doesn't get overripe by keeping them covered.



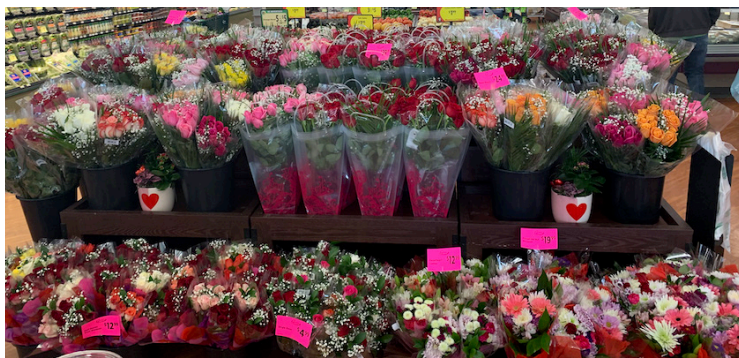
Set New Records with Floral in February!

February is the PERFECT time to capture BIG time floral sales, create new sales opportunities and draw new customers into your store by offering fresh cut flowers!

While "Big Game" avocado displays and spectacular citrus sets dominate the produce department in early February, there is ALWAYS room for flowers right? Remember, Valentine's Day is the biggest floral holiday of the year and the Four Seasons Produce is ready to help you nail it.

Ordering Tips:

- Prebook the bulk of your bouquets and arrangements to arrive by Tuesday February 8th. With Valentine's Day falling on Monday many will celebrate through the weekend.
- Plan to have your displays built by no later than Thursday February 10th with fresh orders coming in on Friday February 11th.
- Have options and multiple price points to appeal to shoppers with varying budgets. And don't be scared of having some high-end bouquets and extra fancy rose configurations featured too for this last minute gifting event.



Display Tips:

- Plan in advance to have space for a display at or near the front of the store entrance to capture as much foot traffic as possible.
- Have tie ins such as berries, baked goods, candy, balloons, cards, wine and other complimentary gift ideas incorporated into or near your floral displays.
- Make sure displays can be easily shopped with plenty of space for carts and buckets and arrangements are able to be reached without being knocked over.
- Organize displays by color and variety for a clean look.

Pro Tips:

- Upgrade some of the arrangements you've bought by adding picks, ribbon, and balloons yourself in store to create a new product you can now charge an even higher price for.
- Create a space off of the sales floor to prepare and store buckets for display.
- Print signs for your display ahead of time. Clean, clean, easy to read sign will help you sell!
- Use the in store PA audio system to advertise your floral display and tie in items.



Labor Tips:

- Schedule labor for initial display build out on the sales floor on Thursday 2/10 & Friday 2/11.
- Have enough help available on 2/12, 2/13 & 2/14 to answer customer questions, offer suggestions and upgrades, as well as consolidate and rework displays to keep from looking shopped.

Valentine's
pre-books
due 12/27



FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@floronation.com

THURSDAY:

Email Adrienne or call your Four Seasons rep with a potted plant order for delivery the following Friday.

EMAIL: adrienne@fsproduce.com

FRIDAY:

Call or email Evelin with you cut product pre-order for delivery the following Tuesday/Wednesday.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@floronation.com

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAM FROM



Dan Schantz Farm & Greenhouses, LLC





WINTER IS CITRUS SEASON

JANUARY - MARCH

Our Citrus Partners & Brands:



READ FOUR SEASONS PRODUCE'S MERCHANDISER BRIAN DEY'S ARTICLE:
www.producemarketguide.com/news/handling-avalanche-citrus

pmg A PRODUCT OF THE PACKER

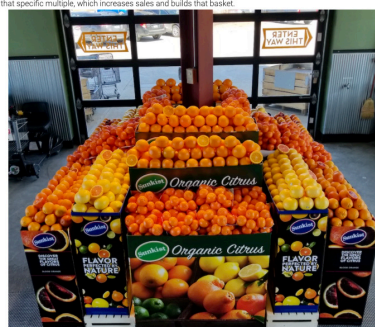
Handing that avalanche of citrus

RETAIL DETAIL WITH BRIAN DEY

© 2018 PMG. All rights reserved. Handling 10/18/2018. In the new year when so many consumers are focused on healthy eating, the citrus category's versatility shines, whether consumers buy for snacking or juicing. Winter is the ideal time to manage and promote that avalanche of citrus, reaping sweet profits.

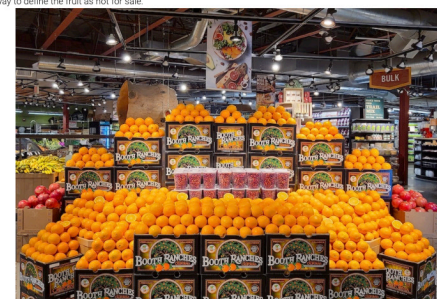
Pricing and dicing

Like most fruit commodities, citrus comes in sizes, and the size you choose is a clear matter of personal preference. Some stores might choose to carry 72 count navels exclusively, and some might go with 56- and 88-count navels on their counters to target two different customers and two different price points. Pricing structures will vary of course by store and location. In my personal experience, using the multiple size model, sold by each, yields the best results. While most retailers do offer citrus sold per piece, others also sell citrus by the pound. The benefit of selling by the pound is that it allows for multiple sizes mixed in the same display section. Quick tip on selling by the count: Try pricing in multiples (4 for \$5 or 2 for \$3) instead of by the each (\$1.25 or \$1.50). Multiple pricing triggers a consumer's mind to buy that specific multiple, which increases sales and builds that basket.



Super citrus spectacle

If you build it, they will come, right? Citrus is a category that does relatively well without refrigeration, so don't be afraid to build some waterfalls on your counters or secondary displays. Big, and I mean big, standalone citrus displays are super impactful. It's consumer eye candy. Citrus is a high tonnage category. Unlike berries, it offers a lot more leniency with shrink. If you ever wanted to try to go big with a display of fresh fruit, citrus is the perfect category to use. Risk will equal reward! Also, an excellent practice to help sell fruit is to out halves and wrap them for your displays. This gives a visual window for what the customer can expect when they buy and enjoy at home. For sanitation and safety purposes, place a small sticker on these wrapped halves and write "display only" with a small marker pen. This is a clear way to define the fruit as not for sale.



JANUARY 2022

DISPLAY PROMOS

- OPAL & ENVY APPLES
- ORGANIC SWEET POTATOES

FEATURE ITEMS

- SALADS
- JUICING & COOKING GREENS
- NAVEL ORANGES
- HASS AVOCADOS
- BLUEBERRIES

BEST OF SEASON

- HEIRLOOM NAVEL ORANGES
- CARA CARA ORANGES
- BLOOD ORANGES
- MINNEOLA TANGELOS
- GRAPEFRUIT
- MEYER LEMONS
- PUMMELOS
- ANJOU PEARS
- SUMO CITRUS (START)

SPECIALTY APPLES

- COSMIC CRISP
- SUGARBEE
- JAZZ
- ENVY
- OPAL
- RUBY FROST (EASTERN)
- KIKU (EASTERN)



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1	HOLIDAY PARTIES						
							1 New Year's Day
WEEK 2	DIET SEASON / HEALTHY EVERYTHING / NEW YEAR'S RESOLUTIONS						
	2	3	4	5	6	7	8
WEEK 3	DIET SEASON / HEALTHY EVERYTHING / NEW YEAR'S RESOLUTIONS						
	9	10	11	12	13	14	15
WEEK 4	DIET SEASON / CITRUS SEASON						
	16	17 Martin Luther King Jr. Day	18	19	20	21	22
WEEK 5 / 6	CITRUS SEASON						
	23	24	25	26	27	28	29
	30	31					



FEBRUARY 2022

DISPLAY PROMOS

- ORGANIC CHILEAN BLUEBERRIES
- SUMO CITRUS
- ARTICHOKE
- IDAHO POTATO LOVER'S MONTH

AD FEATURES

- CALIFORNIA MANDARINS
- NAVEL ORANGES
- BLUEBERRIES
- HASS AVOCADOS
- STRAWBERRIES
- IDAHO POTATOES
- CHILEAN GRAPES
- ASPARAGUS

BEST OF SEASON

- SUMO CITRUS
- HEIRLOOM NAVEL ORANGES
- CARA CARA ORANGES
- BLOOD ORANGES
- CALIFORNIA MANDARINS
- MINNEOLA TANGELOS
- BRUSSELS SPROUTS
- SWEET BABY BROCCOLI
- BROCCOLI RABE
- RED & YELLOW SWEET PEPPERS
- MEXICAN ASPARAGUS

SPECIALTY APPLES

- SUGARBEE
- COSMIC CRISP
- JAZZ
- ENVY
- OPAL
- RUBY FROST (EASTERN)
- KIKU (EASTERN)



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	CITRUS SEASON / POTATO LOVER'S MONTH						
WEEK 6			1 <small>Chinese New Year</small>	2 <small>Groundhog Day</small>	3	4	5
	VALENTINE'S DAY / "BIG GAME" SUNDAY / POTATO LOVER'S MONTH						
WEEK 7	6	7	8	9	10	11	12
	SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH						
WEEK 8	13 <small>"Big Game" Sunday</small>	14 <small>Valentine's Day</small>	15	16	17	18	19
	SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH / HEALTHY COMFORT FOOD						
WEEK 9	20	21 <small>Presidents' Day</small>	22	23	24	25	26
	SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD						
WEEK 10	27	28					



MARCH 2022

DISPLAY PROMOS

- SUNKIST CITRUS
- ORGANIC ASPARAGUS

AD FEATURES

- CALIFORNIA MANDARINS
- ASPARAGUS
- NAVEL ORANGES
- STRAWBERRIES

BEST OF SEASON

- BLACKBERRIES
- RASPBERRIES
- HONEY/ATAULFO MANGOS
- MURCOTT MANDARINS
- GOLDEN NUGGET MANDARINS
- SUMO CITRUS
- CARA CARA ORANGES
- BLOOD ORANGES
- MINNEOLA TANGELOS
- HEIRLOOM NAVEL ORANGES
- GRAPEFRUIT
- ASPARAGUS
- ARTICHOKE
- BRUSSELS SPROUTS
- BROCCOLI RABE
- RAINBOW CARROTS
- CAMPARI TOMATOES
- NEW COLORED POTATOES - FL



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD						
WEEK 10			1 Mardi Gras / Fat Tuesday	2 Ash Wednesday	3 SEPC Southern Exposure	4 SEPC Southern Exposure / National Employee Appreciation Day	5 SEPC Southern Exposure
	ST. PATRICK'S DAY THEMED DISPLAYS / SPECIALTY CITRUS SEASON						
WEEK 11	6	7	8	9	10	11	12
	ST. PATRICK'S DAY THEMED DISPLAY / SPECIALTY CITRUS SEASON						
WEEK 12	13 Daylight Saving Time Starts	14	15	16	17 St. Patrick's Day	18	19
	THINK SPRING! / SPECIALTY CITRUS SEASON						
WEEK 13	20 First Day of Spring	21	22	23	24	25	26
	THINK SPRING! / SPECIALTY CITRUS SEASON						
WEEK 14	27	28	29	30	31		

ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST



envy™



January 3 - 30, 2022



Four Seasons Produce has teamed up with First Fruits Marketing and The Oppenheimer Group to bring you some apple fun to kick off the New Year and get your customers off to a healthy start. Organic Opal and Envy apples are two of the most recent apples now appearing on every customer's shopping lists, and it's prime time to promote these now customer favorites. The color contrast between these two beautiful apples alone will allow for that sharp color visual that consumers will surely not be able to pass up. There will be a lot of focus on eating healthier as we start the New Year, so it's a great time to promote the healthy benefits. Traffic is sure to be in stores, so capitalize on this with bold displays of Opals and Envy's and have a chance to win some cool prizes!

CONTEST CRITERIA

- Build an awesome apple display with Organic Opal and Envy Apples in your departments.
- ALL fruit must be purchased from Four Seasons Produce and you must purchase a minimum of 5 cases of fruit over the duration of the contest.
- Displays must highlight the Organic Opal and Envy varieties using the displays bins or high graphic boxes
- All displays MUST contain BOTH apples and remain up for at least one week
- Submit your display photos by emailing them to contests@fsproduce.com by Friday, February 4

**Social Media is not required but is an excellent way to promote and educate your customers on the many uses of these versatile apples

CONTEST CATEGORIES AND PRIZES

BEST OVERALL DISPLAY

****\$750 Gift Card****

LARGEST DISPLAY

Display will be judged on overall size/eye appeal/bin and POS usage

- 1st Place - **55" Flat Screen TV**
- 2nd Place - **Mountain Bike with Trunk Rack**
- 3rd Place - **Smart Watch (Apple or Samsung)**

MOST CREATIVE DISPLAY

Display will be judged on the displays creativity

- 1st Place - **55" Flat Screen TV**
- 2nd Place - **Mountain Bike with Trunk Rack**
- 3rd Place - **Smart Watch (Apple or Samsung)**

3 HONORABLE MENTIONS in both categories will receive a **\$75 Gift Card**



For more information on Opal and Envy Apples and recipe ideas, visit
Opal Apple - opalapples.com
Envy Apple - envyapple.com

For contest display tips, and merchandising best practices, talk with your Four Seasons Sales Rep or Merchandiser!



PHONE: 1.800.422.8384 FAX: 1.717.721.2597 www.fsproduce.com



ORGANIC OPAL & LADY ALICE APPLE DISPLAY CONTEST



envy™



Opal
Taste the difference, make a difference.

Crispy, Flavorful and Sweet

A sweet, crispy apple with exceptional flavor and accented with natural russetting at the stem.

opalapples.com



Code: 43428

OG Apples Opal WXP 27 lb
50/60 ct



Code: 229827

POS Box Empty OG
1 EA

Code: 23375

POS Display Pop Up Empty
1 EA

Code: 23374

POS Sleeve Display Empty
1 EA



WHEN YOU'RE
THIS GOOD THEY
CALL YOU ENVY.



Code: 42089

OG Apples Envy USXF
27 lb 55 ct/80 sz



Code: 229828

POS Box Empty OG
1 EA Envy



Code: 23377

POS Display Pop Up Bin
1 EA Envy



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com





Four Seasons Produce has partnered with Chelan Fresh to bring you an awesome apple promotion for the month of January! Conventional KORU apples are in season and ready to grace the counters and displays in your department. A very unique apple sure to have consumers coming back for more. Talk with your Four Seasons Sales Rep or Merchandiser for promotional pricing and displays tips!

Escape Ordinary®!

KORU® apple is a gift from nature.

From a discarded apple in a rose garden, grew a seedling, which grew into an extraordinary new apple variety.

KORU® apples are sweet, juicy, taste of vanilla and spice and pack a big crunch! The KORU® apple is slow to brown, making it the perfect apple for snacking, baking, or cooked in your favorite recipes. EscapeOrdinary! and try a KORU® apple.

KORU® apple is multi-picked at peak perfection following specific grade standards for unique orange tinge and consistent perfect quality.

Due to KORU® apple's soaring popularity, orchards expanded from New Zealand to the Northern Hemisphere, to supply fresh fruit to you all year round.



Code 229841
CV Apples Koru WXF 12/2lb Pouch



Code 12170
Empty Koru Display Bin 1ct



Code 229840
CV Apples Koru WXF 27lb
50/60ct Euro



uses	Great for snacks, baking, for use in fresh salads, or beverages
description	Crisp, sweet and juicy with complex aromatic honey flavors, also stores well
cheese pairing	Salty goat and ewe's milk cheeses like Feta, Humboldt Fog or Pecorino
wine pairing	A crisp off-dry Gewürztraminer or Riesling, balances a cheese with a high salt content

LITTLE POTATO COMPANY DISPLAY CONTEST

January 23 - February 26, 2022

Are you ready for some football? This year Four Seasons Produce will be “kicking off” a display contest with Little Potato Company to support “The Big Game” sales. This will provide each of you with an opportunity to gain additional sales for the Big Game and beyond. The contest is geared to support the 1.5lb and 3lb bags and will entice your customers to think of creative side dishes. The contest will also run through Valentine’s Day and Presidents weekend which will provide plenty of chances to help your customers plan their parties and special dinners. So let’s “drop back” and aim for the end zone to score some additional points (Sales). Please contact your Sales Rep or Merchandiser to come up with a game plan.

CRITERIA:

- Build an inviting display using Little Potato’s 1.5lb and 3lb bags either in the Produce Department or in a strategic location in the store.
- All product must be purchased from Four Seasons Produce with a minimum purchase of five cases
- Displays must be kept in place for at least 1 week
- Use of Social media is recommended
- Send all display pictures to contests@fsproduce.com no later than Monday, 2/28



PRIZES:

1ST PLACE
\$250 VISA GIFT CARD!

2ND PLACE
\$200 VISA GIFT CARD!

3RD PLACE
\$150 VISA GIFT CARD!

4TH PLACE
\$100 VISA GIFT CARD!



CODES:

213073 - LPC Blushing Belle 16/ 1.5 lb bags
213062 - LPC Boomer Gold 16/1.5 lb bags
213075 - LPC Dynamic Duo 16/ 1.5 lb bags
213076 - LPC Fingerlings 16/ 1.5 lb bags
226693 - LPC Morning Pearl 16/ 1.5 lb bags
213074 - LPC Terrific Trio 16/ 1.5 lb bags

218907 - LPC Blushing Belle 8/ 3 lb bags
218906 - LPC Boomer Gold 8/ 3 lb bags
218908 - LPC Terrific Trio 8/ 3 lb bags
218909 - LPC Dynamic Duo 8/3 lb bags
218975 - LPC POS Display Bin 1ct

