

Q1 Edition

JAN/FEB/MAR '22

# THE FOUR SEASONAL

MERCHANDISING TIPS &  
IDEAS FOR INDEPENDENT RETAILERS





# 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](http://avocadosfrommexico.com/shopper/avo-101/for-retailers)



## SELECTION, RECEIVING AND HANDLING TIPS

# STAGES OF RIPENESS

A diagram showing five stages of avocado ripeness, each with a corresponding colored 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).

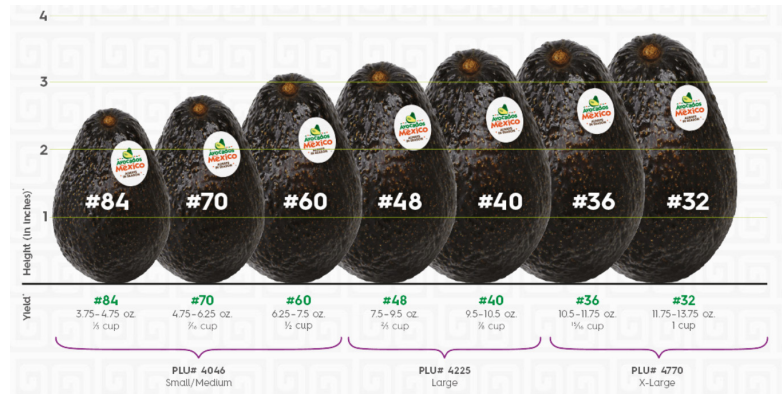
STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Very hard fruit. Usually green in color. During certain times of year, mature hard fruit can be black in color. Ripens in approx. 7 days (25 lbs. pressure)	Pre-conditioned fruit is ready to eat in approx. 3 to 5 days if held at room temperature. (15-25 lbs. pressure)	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.



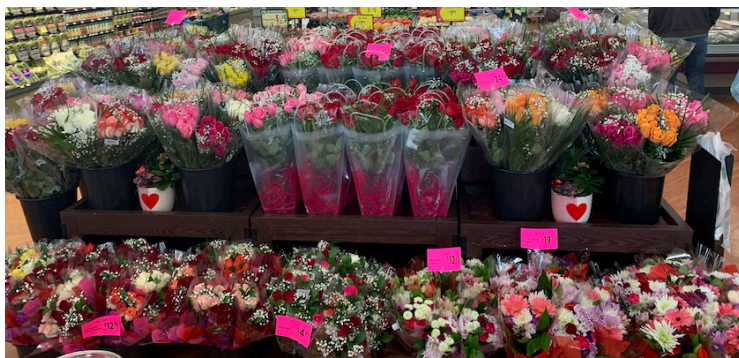
# Set New Records with Floral in February!

*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](http://www.producemarketguide.com/news/handling-avalanche-citrus)

pmg A PRODUCT OF THE PACKER

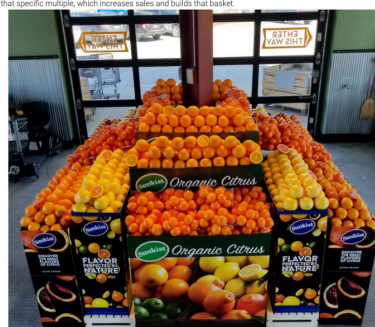
Handing that avalanche of citrus

RETAIL DETAIL WITH BRIAN DEY

© 2018, www.essential-citrus.com. 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 navel 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.





# 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
	<b>CITRUS SEASON / POTATO LOVER'S MONTH</b>						
WEEK 6			1 <small>Chinese New Year</small>	2 <small>Groundhog Day</small>	3	4	5
	<b>VALENTINE'S DAY / "BIG GAME" SUNDAY / POTATO LOVER'S MONTH</b>						
WEEK 7	6	7	8	9	10	11	12
	<b>SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH</b>						
WEEK 8	13 <small>"Big Game" Sunday</small>	14 <small>Valentine's Day</small>	15	16	17	18	19
	<b>SPECIALTY CITRUS SEASON / POTATO LOVER'S MONTH / HEALTHY COMFORT FOOD</b>						
WEEK 9	20	21 <small>Presidents' Day</small>	22	23	24	25	26
	<b>SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD</b>						
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
	<b>SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD</b>						
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
	<b>ST. PATRICK'S DAY THEMED DISPLAYS / SPECIALTY CITRUS SEASON</b>						
WEEK 11	6	7	8	9	10	11	12
	<b>ST. PATRICK'S DAY THEMED DISPLAY / SPECIALTY CITRUS SEASON</b>						
WEEK 12	13  Daylight Saving Time Starts	14	15	16	17  St. Patrick's Day	18	19
	<b>THINK SPRING! / SPECIALTY CITRUS SEASON</b>						
WEEK 13	20  First Day of Spring	21	22	23	24	25	26
	<b>THINK SPRING! / SPECIALTY CITRUS SEASON</b>						
WEEK 14	27	28	29	30	31		



# 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](mailto:contests@fsproduce.com) no later than Monday, 2/28



## PRIZES:

**1<sup>ST</sup> PLACE**  
**\$250 VISA GIFT CARD!**

**2<sup>ND</sup> PLACE**  
**\$200 VISA GIFT CARD!**

**3<sup>RD</sup> PLACE**  
**\$150 VISA GIFT CARD!**

**4<sup>TH</sup> 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



# ORGANIC BLUEBERRY DISPLAY CONTEST

## January 31 - February 27, 2022

### It's Feb-BLUE-ary!

Four Seasons Produce is holding our 5th Annual Organic Blueberry Display Contest, and this year we have partnered with Hippiie Organics to bring this to you in the month of February! Organic Blueberry season from Chile will be in the sweet spot, with a great crop projected with amazing quality fruit. Blueberries are a perfect snack for consumers and great tonnage item for your stores. So, time to “peace out”, build some amazing displays, and add some positive “vibes” into your Organic Blueberry sales.

### CONTEST CRITERIA:

- Build an “righteous” display of Hippiie Organics Blueberries somewhere in your department that will blow the judges’ minds!
- Fruit purchased from Four Seasons Produce is not only super “groovy”, but a requirement for entry. A minimum of 16 cases of fruit must be purchased during the contest period in order to qualify. Product code will be 216708.
- All displays must have **BOTH** Hippiie Organics and Blueberries from Chile point of sale signage on your displays. Point of sale kits are available through your “hip” Four Seasons Sales Rep or Merchandiser.
- Contest displays must remain up for at least one week, “ya dig”?
- Send all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by March 4, 2022.



### CONTEST PRIZES:



**“THE OUT OF SIGHT”**  
(BEST OVERALL DISPLAY)

**\$750 Gift Card**

(Displays will be judged on creativity, use of Hippiie Organics and Blueberries from Chile signage, and overall eye appeal)



**“THE FAR OUT”**  
(LARGEST DISPLAY)

1st Place - **\$500 Gift Card**  
2nd Place - **\$300 Gift Card**  
3rd Place - **\$150 Gift Card**



**“THE FREE SPIRIT”**  
(MOST CREATIVE DISPLAY)

1st Place - **\$500 Gift Card**  
2nd Place - **\$300 Gift Card**  
3rd Place - **\$150 Gift Card**



There will be five Honorable Mentions in each category with each receiving a **\$75 Gift Card!** So many chances to win!



Get a **free t-shirt** just for entering!

Get ready for a GREAT month of selling fresh organic blueberries from Chile! For more blueberry contest information, display tips or ideas, please contact your Four Seasons Sales Rep or Merchandiser.



# OCEAN MIST FARMS JUMBO ARTICHOKE DISPLAY CONTEST

## FEBRUARY 7 - FEBRUARY 27, 2022

Four Seasons Produce has partnered up with **Ocean Mist Farms** to bring you an awesome promotion to get all “choked” up about!

BIG, beautiful artichokes are in great supply and promotable, so now is a great time to build some creative displays and spread some artichoke love! These jumbo 12ct chokes are complete show stoppers, and will look amazing gracing the counters in your departments. And some even better news is these artichokes have been “Frost-Kissed”, and are the best tasting artichokes of the year!



### THE RULES HERE ARE SIMPLE:

- Build a super attractive and creative artichoke display using Ocean Mist Farms artichokes purchased from Four Seasons Produce and submit all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, March 4.
- Utilize the Ocean Mist Farms Point of Sale material in your displays. We have some sharp bins also available (code: 218367), and great informational sign cards. These must be used on displays to quality.
- You must include at least 2 artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, and olive oil.
- All displays must be kept up for at least 1 week.
- There is an 8 case minimum for stores to quality.
- Judging will be based off creativity, eye appeal, and the use of Point of Sale material and tie-ins. Please tag Ocean Mist Farms in all social posts @oceanmistfarms.



### PRIZES:

There will be **SIX WINNERS** chosen and each will receive a \$250 voucher to spend in the Ocean Mist Online Store for branded merchandise that includes jackets, shirts, vests, hats, etc.



FOR MORE INFORMATION ON ARTICHOKE AND GREAT RECIPES, CHECK OUT [OCEANMIST.COM](http://OCEANMIST.COM)!



PHONE: 1.800.422.8384 | [www.fsproduce.com](http://www.fsproduce.com)





# 2022 ARTICHOKE SEASON MARKETING CAMPAIGN

JANUARY 23 – APRIL 23

## Maximize your artichokes sales in 2022 with Ocean Mist Farms!

Beginning with our proprietary winter variety grown in the Coachella Valley to our Gold Standard spring artichokes and limited-quantity purple variety both out of Castroville, we're engaging shoppers and driving interest in Ocean Mist Farms branded artichokes with three months of activations.

## KEY MARKETING ACTIVATIONS

### 1. IN STORE MERCHANDISING

Bringing awareness at store-level with promotional inserts

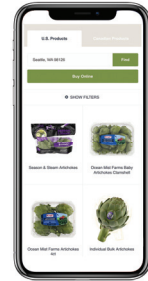
*Capturing shoppers' attention in store to elevate promotional awareness*



### 2. GOOGLE ADS & DESTINI STORE LOCATOR

Driving foot traffic to stores with Google advertising and our Destini store locator

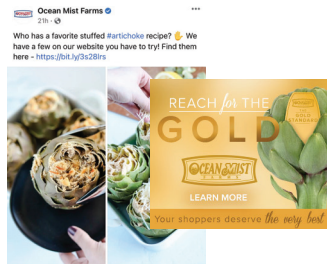
*Educating shoppers and supporting in-store sales*



### 3. SOCIAL ADVERTISING

Achieving increased brand awareness and elevated website traffic through social media advertising

*Driving viewers to our seasonal content to inspire purchase*



### 4. TRADE EMAILS

Bi-weekly trade communications with promotional highlights and crop updates

*Educating buyers with relevant, timely information*



### 5. INSPIRATIONAL CONTENT

Delivering relevant & engaging content with recipes and nutrition resources

*Supporting shopper's healthy lifestyles when they are seeking it most*



### 6. CHANCE TO WIN (FEB 1-APR 8)

Building brand affinity with a prize winning opportunity

*Sweepstakes continue to be the #1 way to keep shoppers engaged in our brand*



### 7. INFLUENCER PARTNERSHIPS

Leveraging four influencers to inspire and educate shoppers

*Expanding our brand reach to new shoppers*



Visit [www.oceanmist.com](http://www.oceanmist.com) to see all the ways Ocean Mist Farms is inspiring your shoppers this spring.

# aisle OF RED PEARS

## DISPLAY CHALLENGE

SHOW YOUR RED PEAR LOVE  
AND EVERYBODY WINS!



All who enter will receive a \$25 Visa gift card as a reward for participating.

### RANDOM PRIZE DRAWING:

USA Pears will award a **\$500 GIFT CARD** for every 50 qualified entries randomly selected, with up to ten awards to be presented.

### REQUIREMENTS:

Create a beautiful red pear display that is a minimum of 6 square feet. That's it! Submit a photo, get a gift card, and share the love!

- Display any time from **January through March 2022**
- Submit a photo of your display at [trade.usapears.org/display-challenge](https://trade.usapears.org/display-challenge)  
**BEFORE April 15, 2022**

HOW TO  
ENTER:



Pears

Request Red Pear POS materials for your store at [trade.usapears.org/display-challenge](https://trade.usapears.org/display-challenge)

Pear Bureau Northwest | 503-652-9720 | Trade.USAPears.org