

Q3 Edition

# THE FOUR SEASONAL

JUL/AUG/SEP '22

**MERCHANDISING TIPS & IDEAS  
FOR INDEPENDENT RETAILERS**

**Four Seasons**

Produce Inc.®

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# JULY 2022

## DISPLAY PROMOS

- STEMILT CHERRIES
- HOMEGROWN ORGANIC STONE FRUIT
- MANGOS FROM MEXICO

## AD FEATURES

- CHERRIES
- GRAPES
- WATERMELONS
- BLUEBERRIES
- STRAWBERRIES & RASPBERRIES
- SWEET CORN
- PEACHES & NECTARINES

## BEST OF SEASON

- DARK SWEET CHERRIES
- RAINIER CHERRIES
- YELLOW & WHITE PEACHES
- YELLOW & WHITE NECTARINES
- DONUT/FLAT PEACHES
- "PEACH PIE" PEACHES (BEGIN)
- "NECTAPIE" NECTARINES (BEGIN)
- "VELVET" APRICOTS & APRIUMS
- PLUOTS/PLUMCOTS
- TUSCAN CANTALOUPE
- SUGAR KISS MELONS
- SUNGOLD KIWIFRUIT
- COTTON CANDY GRAPES
- PORTABELLA MUSHROOMS

## LOCAL (MID-ATLANTIC)

- BLUEBERRIES
- ZUCCHINI, YELLOW, GOLD BAR SQUASH
- GRAPE TOMATOES
- VINE RIPE & HEIRLOOM TOMATOES
- CUCUMBERS
- ATHENA-STYLE CANTALOUPE
- SWEET CORN
- PEACHES
- PEPPERS
- EGGPLANT (BEGIN)



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 27	4TH OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL VEGGIES / BERRY SEASON						
						1	2
WEEK 28	BLUEBERRY FEST / CHERRY & GRAPE SEASON / LOCAL PRODUCE						
	3	4 Independence Day	5	6	7	8	9
WEEK 29	CORN FEST / CHERRY & GRAPE SEASON / LOCAL PRODUCE						
	10	11 Rainier Cherry Day	12	13 Organic Produce Summit	14 Organic Produce Summit	15	16
WEEK 30	CORN FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	17	18	19	20	21	22	23
WEEK 31/32	PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	24	25	26	27	28	29	30
	31						

# JULY 4<sup>TH</sup>

## MERCHANDISING TIPS

It's time to make your scheduling, ordering and merchandising plans for the Independence Day holiday sales period!

### DELIVERIES & PLANNING

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

#### MONDAY 6/27:

Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

#### TUESDAY 6/28 - WEDNESDAY 6/29:

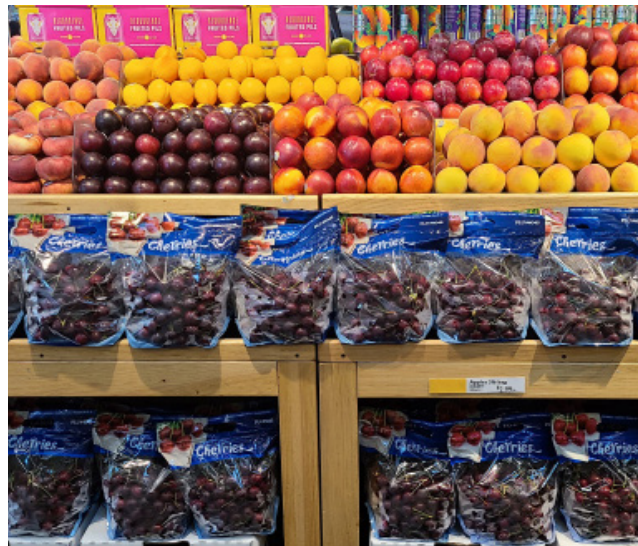
Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

#### THURSDAY 6/30 - FRIDAY 7/1:

Get your tonnage items in early. Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Saturday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Thursday and pick up momentum as you get further into the holiday weekend.

#### SATURDAY 7/2 - MONDAY 7/4:

Bring in your refill of ad items, highly perishables and product to cover your holiday weekend and Tuesday morning sales.



**Mass displays are going to sell product, so don't be bashful. Be aggressive and keep your displays full!**

### SUMMER FRUIT MERCHANDISING

Promote conventional and organic summer fruits in a big way. Consider selling stone fruit in green pint tills by the pound for a farmer market look. The eating quality and value are outstanding on all varieties. Cherries will be at their best from the Northwest and can drive massive dollars through the register. Your fruit counters should be filled with all of the available fruit varieties:

California & Eastern Peaches  
Green/Red/Black Seedless Grapes

White Flesh Peaches & Nectarines  
Black and Red Plums

Nectarines  
Dark Sweet Cherries

Rainier Cherries  
Donut Peaches

Pluots/Plumcots  
Apricots

### BERRY MERCHANDISING

Keep your berry patch full with all sizes and varieties of Strawberries, Blackberries, Blueberries, and Raspberries. This is an ideal time for big packs.

Berries can be a sales driver for the department.



## MELON MERCHANDISING

The summer heat of the holiday makes your customers crave refreshing of fresh melons. Keep your melon displays chuck full with variety. Your cut display space should be heaviest on halves giving you the higher rings.

### BUILD A MELON PATCH DISPLAY!

Whole & Cut Watermelon  
Mini Seedless Watermelon  
Specialty Melons  
Athena-style Eastern Cantaloupes  
Tuscan Cantaloupe  
Western Cantaloupe  
Honeydew



## FRESH CUT FRUIT & VEGETABLES

Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole and salsa. Prepare your in-house fresh cut team for more volume or pre-book organic and conventional fresh cut packs from Four Seasons Produce.

## VEGETABLE GRILL DISPLAY

Vidalia sweet onions, colored sweet bell peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes & Grill Pack Russet potatoes, Brussels sprouts and green & yellow squash. Try traying up a combination of these items and weigh it at \$5.99 lb. Garlic Expressions marinade and dressing is a great item for this display.

## SWEET CORN

To satisfy demand you will need to build a secondary display of corn using a bin dummed up to control your display quantities. Position a clean trash can at the display for your customers to shuck their corn. To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

**Have fun selling produce! Get all of the sales that are there for the taking.  
Make the best impression that you can on your customers.**

## 4TH OF JULY SCHEDULE

**JULY 1 - JULY 5:**  
NORMAL OFFICE AND DELIVERY  
SCHEDULES EACH DAY.

**\*\*MONDAY, JULY 4:**  
NORMAL DELIVERY SCHEDULE, SALES  
OFFICE OPEN BETWEEN 8:30AM-1:00PM

**HAPPY**  
*Fourth of July*   
★ INDEPENDENCE DAY ★





# STONE FRUIT MERCHANDISING & STORAGE TIPS

June, July, and August are peak season for Stone Fruit! This is the time to have your counters and displays sets ready for your summertime sales! Here are a few tips for stone fruit success:

- **Stone fruit does best when stored and merchandised outside of refrigeration.** Fruit stored in temp ranges of 36°F - 50°F falls into the “kill zone” and will result in flavor loss, mealy fruit and an overall poor eating experience for the customer. Product is shipped at 34°F, and the best storage temps will fall between 55°-58°F, similar to bananas, with the second best being room temp.
- **Rotate stone fruit**, both in backroom and on your counters based off of ripeness. This is one of the categories, like tropical and tomatoes, that does not follow the FIFO (First In First Out) rule.
- **Cull stone fruit** several times per day to keep displays fresh.
- **Carrying a full variety of stone fruit**, both yellow flesh and white flesh, will lead to better sales. It might also entice your shoppers to try something new, leading to repeat purchases.
- **Utilize the color in the different varieties** of stone fruit to create a nice visual and to separate the different varieties that looks similar to one another.
- Whenever possible, **try to offer both ripe and firm fruit** for consumers who want to grab a piece of fruit for immediate consumption and take some home to enjoy later as well.





# PEAK SEASON STONE FRUIT



FOR MORE INFO:  
[hgofarms.com](http://hgofarms.com)



FOR MORE INFO:  
[flipbookserver.com/?ID=10026362\\_687716](http://flipbookserver.com/?ID=10026362_687716)



FOR MORE INFO:  
[stemilt.com/farm-to-fork/organics](http://stemilt.com/farm-to-fork/organics)



FOR MORE INFO:  
[familytreefarms.com](http://familytreefarms.com)



FOR MORE INFO:  
[jerseyfruit.com](http://jerseyfruit.com)



FOR MORE INFO:  
[kingsburgorchards.com](http://kingsburgorchards.com)



FOR MORE INFO:  
[www.verrycherryplum.com](http://www.verrycherryplum.com)



## SPECIALTY FRUIT SEASON



### TROPICAL PLUMANA

A delight for all of your senses. Fragrant and exotic flavors - like a fruit-filled island drink. Beautiful red and green speckled skin.



### FLAVOR GATOR

Family Tree Farms' most intriguing plumcot is a speckled green "Flavor Gator." Slice into one and you'll find a deep, red interior that is packed with juicy sweetness.



### PLUMOGRANATE

Plumogranates are our most notable plumcot variety. Plumogranates are a black plumcot with a deep, dark red flesh. They burst with flavors of plum, berry and pomegranate. Plus, they are packed with healthy disease-fighting antioxidants.



### SUMMER PUNCH

Thousands of tiny speckles grace the rosy colored skin. The color and flavors will remind you of a delicious fruit punch.



### KING KONG

Big fruit with big taste. Pleasantly sweet, plum-like flavors highlighted with hints of almond. Very dark skin with a nicely contrasting cream-colored flesh.



### PLAPPLE

What looks and tastes like a cross between a plum and an apple, but is not a cross between a plum and an apple? It's Plapple. Once you taste the super-juicy, sweet and crisp flesh, you'll agree with us that no other name would work for this special piece of fruit.



### PEACH PIE DONUT

This variety has terrific flavor and a completely unique appearance. There's absolutely no blush, but rather a bright, golden yellow color throughout. It has a rich, melt-in-your-mouth flavor and texture.



### NECTAPIE

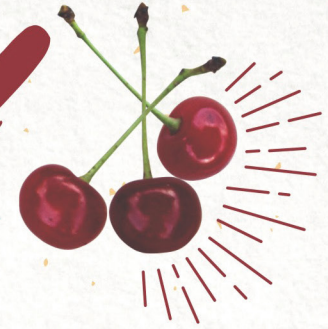
This variety is a flat yellow-flesh nectarine that has red-blush skin. Great nectarine flavor!





# Cherry

## VARIETY SHEET



### COMMON CHERRY VARIETIES

Our dark sweet and yellow cherries are recognized throughout the world for their sweetness, firmness and consistency in color. Here are some of the leading varieties we grow to provide cherries for your table from June clear through the summer.

#### CHELAN®

The Chelan variety is a leading early-ripening sweet cherry of the Pacific Northwest. They have a sweet, rich flavor and a firm texture. Chelans® have a unique round, heart-shape.

Available through June

#### TIETON™

Another early ripening cherry that is extraordinarily large in size, with excellent firmness and a mild sweet flavor. Tieton™ is a glossy mahogany-red cherry.

Available through June

#### SANTINA™

An early variety that is dark to almost black in color. It has a unique flattened heart shape with lustrous skin. Newer variety/Limited availability.

Available through June

#### EARLY ROBIN

Quite similar to Rainiers, Early Robins ripen several days earlier, giving customers the chance to enjoy a yellow fleshed cherry earlier in the season.

Available through June

#### BENTON

A mid-season, dark red cherry that closely resembles the Bing variety. This large cherry has excellent firmness with superior flavor. This cherry was developed at WSU Prosser Research Center. Newer variety/Limited availability.

Available mid June – mid July.

#### BING

The leading and best-known sweet cherry in North America. The Bing originated in Milwaukie, Oregon in 1847. They are firm, juicy, sweet and have a deep mahogany-red color.

Available mid June – mid August

#### LAPINS

A firm, large mahogany red cherry that has great flavor and good quality. It's a great backyard cherry because you can plant just one tree. This late season variety is known for it's large size

Available late June – mid August

#### RAINIER

A very attractive, exceptionally large yellow cherry with a red blush. Rainiers have a distinctive and vibrant appearance among sweet cherry varieties. Delicately sweet flavored, the flesh is pure yellow, very firm and finely textured.

Available mid June – end of July

#### SKEENA™

Large, sweet and extremely firm. Skeena™ continues to grow in popularity with consumers and growers. This dark red to almost black variety has a very firm texture. A great late-season variety.

Available early July – mid August

#### SWEETHEART™

A medium to large sized, heart-shaped cherry that is deep red in color. The Sweetheart™ has a mild, sweet flavor and outstanding firmness.

Available mid July – mid August

#### REGINA™

A popular dark red cherry that is fairly large in size. Reginas™ have a firm texture and sweet flavor that is driving demand for this variety.

Available late June – late July



CHECK WITH YOUR SUPPLIER FOR THESE AND **OTHER VARIETIES.**

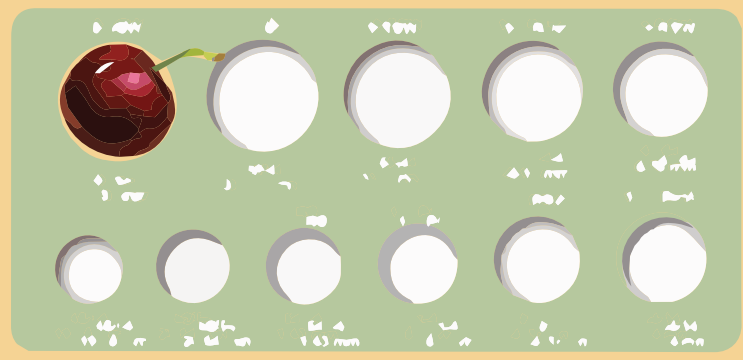
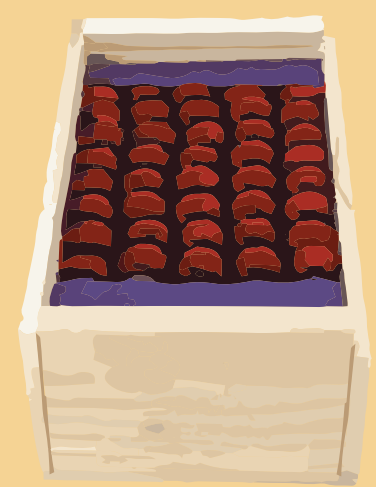



# CHERRY SIZING

## WHAT DOES THE "ROW" COUNT MEAN IN CHERRY DESCRIPTIONS?

Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top became the sizing scale.

Even when the industry began shipping in 15lb, 18lb and 20lb wood lug crates and later cardboard box – the industry stuck with the "row" sizing scale instead of a millimeter diameter.



 This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried or frozen.





# OUTDOOR SUMMER MERCHANDISING

Don't have enough room in your department or you are looking to gain extra sales but can't put that extra bin of melon or side display of mangos anywhere in the store? Then "think out-side the store" and start doing some outdoor merchandising!

Making displays outside is fun, provides a "Farmers Market" type atmosphere and allows customers to get into a produce shopping mindset before they even get into the store.

## TO BE SUCCESSFUL, HOWEVER CONSIDER A FEW THINGS:

- Pick the proper commodities and build them around the weather. If it is too hot out or product will be directly under the sun, it might be best to try it another day when conditions are a bit more pleasant.
- Plan on doing it around heavier shopping traffic days or even holidays.
- Commodities may vary depending on what you would like to push. Melons, corn, and tomatoes work well, as well as some other hardier fruit and veg such as zucchini, onions and peppers. We would recommend staying away from more perishable product such as lettuces, berries and soft fruit. Always be sure that super temperature sensitive items are stored and displayed in their proper zones.
- Be sure to check on product often to insure freshness. Rotate often and keep it moving!
- Outdoor merchandising is a great area to display your local produce as well. Be sure to highlight the farmer and area for a more personal feel. Customers love to know where their fresh produce comes from!
- Use sidewalks (where safe to do so), under awnings, or make it a BIG event by doing parking lot tent sales!



# SPECIALTY MELONS

These melon varieties, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE EACH OR BY THE POUND.  
FOR ORGANIC, THERE IS A "9" BEFORE THE PLU.

## GALIA



PLU: 4326

ROUND SHAPE,  
RICH AROMA,  
SWEET MELON FLAVOR

## ORANGE FLESH HONEYDEW



PLU: 4327

THIN SKIN,  
CREAMY FLESH

## CANARY



PLU: 4317

FIRM,  
LIGHT-GREEN FLESH,  
SWEET AROMA

## CRENSHAW



PLU: 4322

RICH, GOLDEN-PINK  
FLESH, PERSIAN  
MELON FLAVORS

## SUGAR KISS MELON



UPC: 8 57420 00615 1

SUPER SWEET,  
SOFT, ENJOYABLE  
EATING EXPERIENCE

## SUMMER KISS MELON



UPC: 8 57470 00613 7

SWEET BUT NOT  
OVERBEARING,  
MELLOW, AND CREAMY

## TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3

RICH, BRILLIANT  
ORANGE COLOR,  
"JUST RIGHT" SWEETNESS

## HAMI



PLU: 4375

SWEET & CRISP,  
CHINESE STYLE  
CANTALOUPE

# MELON MERCHANDISING

## What's tastier on a hot summer day than a juicy melon?

One of the highlights of childhood is the summer holiday picnics and eating slices of fresh watermelon! I know that might sound familiar to many of you, but it's so true... To this day, watermelon I believe rivals cherries or peaches for top spot as THE go-to summer fruit!

The melon category is so popular in the warmer months for many reasons, and can be such a great moneymaker for your department. First, a ripe melon, regardless of variety is so refreshing to eat. And although there are different flavor profiles for each, they generally are all super sweet. It is a feel good fruit in so many ways. Second, it's a pretty convenient fruit to eat, most often when chunked in cups.



So how can you maximize your melon sales? First, let's make sure you have the right variety in your department. With as many flavors of melons that there are, there are chances that your customers will pick up more than one melon to enjoy!

### WATERMELON:



Probably the king of all summer melons right? Who doesn't enjoy a nice sweet slice of watermelon on a hot summer day? Watermelons are a big time moneymaker, not always necessary on the whole melon sales side, but in the cuts and processed areas. Use different sizes of melons for wholes and cuts. The general rule is to use 60cts for whole melons and 45ct or larger for cuts. Doing cut slices of watermelons will do wonders for your sales. Offer cuts in halves, quarters or even eighths. Don't forget also that there are a few different varieties of watermelon, including the mini seedless, sugar babies and orange and yellow flesh watermelons. Watermelons should feel firm, heavy for its size, and look for a yellow patch (not white) where it laid on the ground.

### CANTALOUPE:



Ahhh.. the cantaloupe. Sweet, juicy, delicious cantaloupe. You can smell a ripe cantaloupe display 50 feet away. The fragrance is unmistakable. A ripe cantaloupe is like eating a bowl of sugar, just purely divine. Your local cantaloupe varieties (Athena etc.), during the summer months are outstanding especially, but be careful as to merchandising these in straight bins unless their bins are dummied up. In most cases, these are brought straight from the field and have not been precooled, so there will be some heat in them when they arrive. A ripe cantaloupe will is very aromatic and a treat for the olfactory senses and should be on the heavier side.

### HONEYDEW:



Probably the least popular of the "Big 3" is the honeydew. Honeydew is funny in that you either love it or hate it. A ripe honeydew smells incredible and their honey like flavor is music to your mouth! Try a nice ripe honeydew sprinkled with some hot pepper flakes or fresh chili's. Sounds odd, but for those who like spicy foods, it completely works! Honeydew is ripe when the rind has a velvety feel or is a bit tacky to the touch.

### VARIETAL MELONS:



Sometimes lost and forgotten in the melon category are what we call "The Varietals". These varieties include the Canary, Galia, Crenshaw, Orange Flesh Honeydew, Sugar Kiss, Summer Kiss, Tuscan-Style, and Hami, among some others. Some of these melons are truly the best eating when ripe, and have some really cool flavor profiles that range from pear/cucumber to spicy/tropical. Having these in your melon displays will add variety and possible entice your customers into trying something new. Ripeness indicators generally go off of color and aroma, and varies between varieties.



Try offering “Variety Slice” packs with a slice of watermelon, cantaloupe and honeydew overwrapped in the same pack! You can also halve melons, scoop out the cavity and overwrap for a quick grab and go lunch or snack. He sure to rubber band a spoon around each half for customer convenience!

## FOOD SAFETY AWARENESS!

When cutting melons, for either cuts or chunks, it is imperative that all processing be done within food safety standards. All cutting boards and knives should be sanitized and processing done in proper ambient temperature.



## SOME BASIC MELON MERCHANDISING IDEAS:

- Melons are best merchandised outside of refrigerated cases. Field or cardboard bins, A-frames, or tables will work best. Cold cases can be used, but for larger displays the sizes of the fruit take up a lot of space.
- Be sure to rotate, placing the ripest fruit on top.
- Merchandise all varieties of melons together. This keeps the whole category within a customer’s view and allows for them to choose the melon they want.
- Cut halves of melon and overwrap to show the customers the beautiful flesh of the fruit. Be sure to mark on the melon “for display only” to not confuse customers that this might be a sample.
- Don’t be afraid to go outside! Watermelon will probably do best for you outdoors as it can withstand the heat better than some of its cousins.
- Use false bottoms (dummies) to create mass with melons. Sure it might be a pain to remove each melon from the bins when it arrives only to put back into the bins, but it will be more shopper friendly and just flat out look fuller. It will also give you the opportunity to touch each melon and grade quality.
- A key with all fruit, is sampling, and nothing creates an impulse sale on melons than offering a chunk of melon.



**MAKE MELONS A CENTERPIECE FOR YOUR SUMMERTIME!**

# Keep your shoppers in the know about watermelon—here's how!

Take a look at our research about what consumers know (and need to know) about watermelon. Then consider using our free point-of-sale materials as one way to keep your shoppers up-to-date on the world of watermelon.

## Main Consumer Research Findings

- Watermelon scores very high relative to other fruits in terms of taste, safety, value, healthiness and freshness.
- Consumers want fruit that provides them with value. They are looking for fruit where they can use all of it and use it in multiple ways.
- Taste and watermelon's refreshing qualities are the main reasons watermelon is purchased.
- Availability and perceived value are the two main reasons consumers may not purchase watermelon.
- How to select and health benefits are the key points consumers would like to see displayed at retail.

**71%** of watermelon is purchased in the grocery store.

**69%** of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals.

**8.2** out of 10 is what shoppers gave watermelon for health (10 being the healthiest).

**82%** of shoppers eat their watermelon raw, but 6% would have it in a recipe.

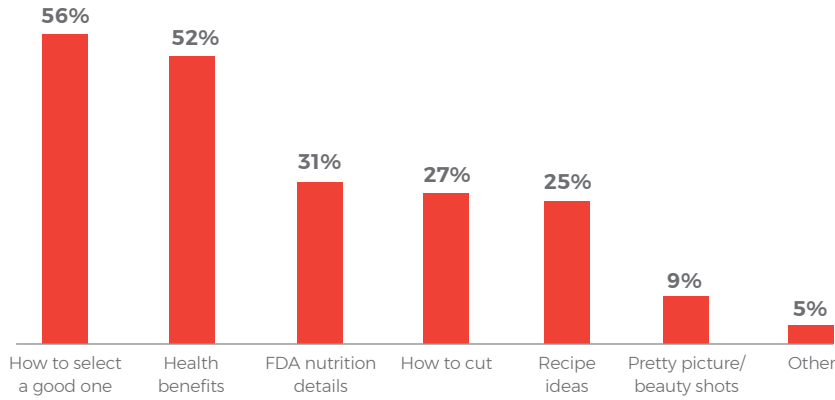
**61%** of shoppers say their children greatly or somewhat influence watermelon purchases.



This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.

For the full watermelon kit: [watermelon.org/Retailers](http://watermelon.org/Retailers)

Which type of information would you prefer to see displayed with watermelon at a retail store?



Host a demo.  
Tasting is believing!

Make recipe cards available!

# How to choose the best watermelon... and use it all up!

Look it over



A firm watermelon free from bruises, cuts or dents is best.

Lift it up

It should be heavy for its size. Most of its weight is water!



Turn it over



Make sure it has a creamy, yellow spot on its underside. That's where it sat on the ground and ripened in the sun.



For the full watermelon kit: [watermelon.org/Retailers](http://watermelon.org/Retailers)



WE ARE ALL ABOUT

# LOCAL

At Four Seasons Produce, we partner with many organic and conventional growers during the spring, summer, and fall growing seasons in PA, NY, NJ, VA, MD, & DE.

Local season kicks off with spring crop vegetables and in May. Early summer row crop vegetables ramp up in June, followed by summer crop sweet corn, cooking vegetables, tomatoes, peaches, melons, and more during July, August, and September.

Check Four Seasons' weekly Market News for more information on what local products are available each week.





# WANT MORE INFO ON OUR LOCAL GROWERS?

PRINTABLE GROWER PROFILES:  
[FSPRODUCE.COM/LOCAL](https://fsproduce.com/local)





# AUGUST 2022

## DISPLAY PROMOS

- ZESPRI KIWIFRUIT
- MELONS

## AD FEATURES

- PEACHES & NECTARINES
- CALIFORNIA GRAPES
- CANTALOUPE
- WATERMELONS
- SWEET CORN

## BEST OF SEASON

- YELLOW & WHITE PEACHES
- YELLOW & WHITE NECTARINES
- "PEACH PIE" PEACHES
- "NECTA PIE" NECTARINES
- PLUOTS/PLUMCOTS
- PLUMS
- VERRY CHERRY PLUMS
- FIGS
- THOMCORD GRAPES
- CHAMPAGNE GRAPES
- HONEYDEW
- TUSCAN-STYLE CANTALOUPE
- SPECIALTY MELONS
- GREEN & SUNGOLD KIWIFRUIT
- BARTLETT PEARS
- RAVE APPLES
- DRAGON FRUIT

## LOCAL (MID-ATLANTIC)

- VINE RIPE & HEIRLOOM TOMATOES
- GRAPE TOMATOES
- RAINBOW CHERRY TOMATOES
- ROMA TOMATOES
- SWEET CORN
- PEACHES & NECTARINES
- GREEN PEPPERS
- CHILI PEPPERS
- WATERMELONS
- EGGPLANT & SPECIALTY EGGPLANT
- PA SIMPLY SWEET ONIONS
- WHITE POTATOES (NJ/DE)



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 32	PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
		1	2	3	4	5	6
WEEK 33	TOMATO FEST / PEACH FEST / SPECIALTY STONE FRUIT SEASON / LOCAL PRODUCE						
	7	8	9	10	11	12	13
WEEK 34	TOMATO FEST / MELON SEASON / LOCAL PRODUCE						
	14	15	16	17	18	19	20
WEEK 35	TOMATO FEST / MELON SEASON / LOCAL PRODUCE / BACK TO SCHOOL						
	21	22	23	24	25	26	27
WEEK 36	LABOR DAY / BACK TO SCHOOL / GRAPE SEASON / MELON SEASON						
	28	29	30	31			

# SPOTLIGHT PICK- PLUMCOTS/PLUOTS

When you think of names like **Tropical Plumana, Plumogranate, or Summer Punch**, what comes to mind? Maybe a cool movie, throw-back soda pop or something from the old ice cream truck that came by your block. Outside of the produce world, this might hold true, but when people realize that that these name are actually names summer fruits, they go looking for them in the favorite produce department. These cool monikers are some of the names of some of the best tasting fruit on earth--pluots!

A pluot is a cross between an apricot and plum, and the many different flavor profiles of each individual variety is amazing. Super cool names aside, biting into a ripe pluot is definitely an awesome eating experience. Sweet, juicy with a myriad of crazy undertones, ranging from caramel to honey to raspberry. Some of the sweetest fruit of the year comes from this category of summer fruit. Since there are so many varieties throughout the season, these are often categorized into black, red, mottled, and yellow/green.

## SOME MERCHANDISING TIPS FOR PLUOTS:

- Pluots should be merchandised like any other stone fruit variety. Always merchandise outside of refrigeration on dry tables or stand alone displays. This goes for storage of extra fruit in the backroom as well. The cold will kill the flavor of the fruit and dramatically reduce shelf life.
- Be sure to rotate your displays based on ripeness, not necessarily when they arrived at your store.
- Like most fruit, pluots sell better when there is both ripe and firm fruit out for sale. Consumers may wish to eat a pluot or two now, and take some more home for the next few days snacking. Setting up an in-store ripening program is easy! Ask your Four Seasons merchandiser for tips on how to do so.
- Merchandise in your summer fruit sections, right alongside peaches, plums nectarines and of course other pluots There are so many different varieties of pluots, all with different, distinct flavors. Keeping multiple varieties on hand will increase your chances on increased sales and expose customers to different types of fruit.
- Great signage is a must to keep the varieties separate and for proper pluot identification Sample, sample, sample. Like most things, once a customer samples of these gems, its right into the cart they go! Also if you are carrying multiple varieties of pluots, be sure to clearly identify the variety being sampled.



*Pluots are in season from June - Sept and are high in Vitamin C and A, fiber and potassium. Pluots are also on the verge of becoming a "superfood" due to their extremely high levels of antioxidants, with similar levels to those found in blueberries.*



A promotional advertisement for Zespri kiwifruit. The top section features a green background with several whole and sliced kiwifruit. Two whole kiwifruit are on the left, one with a Zespri SunGold label. Slices of SunGold (yellow) and Green (green) kiwifruit are scattered around. The text 'ZESPRI KIWIFRUIT' is centered in white. Below this, the slogan 'REFRESHINGLY SWEET. DELICIOUSLY NUTRITIOUS.' is written in green. The middle section displays three product variants: Zespri SunGold, Zespri Green, and Zespri Organic, each with a whole fruit and a slice. The bottom section is split into two panels: the left panel has a light green background with SunGold slices and a yellow callout box; the right panel has a yellow background with Green slices and a light green callout box.

# ZESPRI KIWIFRUIT

**REFRESHINGLY SWEET. DELICIOUSLY NUTRITIOUS.**



**ZESPRI™ SUNGOLD™  
KIWIFRUIT**



**ZESPRI™ GREEN  
KIWIFRUIT**



**ZESPRI™ ORGANIC  
KIWIFRUIT**

**ZESPRI SUNGOLD  
INVIGORATINGLY SWEET**

This unexpected kiwifruit is perfect for those with a sweet tooth. Cut and scoop to satisfy your cravings with our golden kiwi's juicy, tropical flavor – an unexpected experience that you may want to just bite right in.

**ZESPRI GREEN  
TIME TO GET TANGY**

Our green kiwifruit reaches peak tastiness when it meets Zespri's high standards. This kiwifruit is for fans who love a little pucker balanced with sweet satisfaction.

# ZESPRI SUNGOLD KIWIFRUIT

SunGold Kiwifruit has rally become a customer favorite and August will be a great time to promote these little golden gems. Bursting with an intense tropical flavor, combined with a smooth texture, make this an easy sell for your department.



## SUNGOLD KIWIFRUIT FACTS:

- SunGold Kiwifruit is a patented variety which was bred in New Zealand
- SunGold Kiwifruit are distinct in appearance from their green cousin, with a much more smoother skin
- The entire kiwifruit is edible - skin and all, but the most popular way to eat SunGold is the “cut in half and spoon out” method

For more info: [www.zespri.com/en-US](http://www.zespri.com/en-US)

## MERCHANDISING SUNGOLD KIWIFRUIT:

- SunGold Kiwifruit can be merchandised in your tropical sections along with mangos, papayas, coconuts, and avocados
- Large displays of kiwifruit sell large amounts of fruit. Check out the pictures for some fun ideas that will add mass appeal to your department.
- Sample SunGold Kiwifruit to get the best results. One taste of these gems is all your customers will need before they are picking up handfuls of them!
- Be sure to place some recipe cards and product info around your displays, telling the story and singling out the differences between green and gold fruit. It's nice to slice open and overwrap a few pieces of fruit as well to show the inside flesh to the customers.



# Fall Planning.. ALREADY??

Hard to believe we are talking about this already, but fall is right around the corner! August and early September is prime time for planning for a successful fall and the starting point for the holiday season. Pretty soon your customers' tastes will change from summer type fruit such as cherries and peaches, and move into commodities like apples and pears.

## HERE ARE A FEW FALL PLANNING TIPS:

- **Now is a great time for doing deep cleans of your cases and counters.** The historically slower month should allow for a full on sanitation assault, so your counters are fresh and ready for the Fall harvests changeovers.
- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for moms to pack in the kids lunch-boxes. Opening up on bagged apples and oranges is generally a good start, but also be thinking about items like dried fruit, nuts and other dry line snacking items that are would be a healthy snack as the school day passes.
- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, nectarines and plums will still be available and great items to promote, although they should take a backseat when apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.
- **Building an outdoor display with pumpkins and other Fall ornaments** adds a Fall Harvest feel as customers walk into your store. Other commodities great to promote outdoors are local apples, broccoli and cauliflower.
- **Look at areas of your department where items may have gotten "lost".** It's a perfect time to load in on those lower risk items such as apple dips, apple crisp, juices, dressings, jarred fruit and jarred garlics to name a few.
- **Set up a cross merchandising calendar with other departments in your store** with space allocated for tie in items.

Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!



# SEPTEMBER 2022

## DISPLAY PROMOS

- ORGANIC GRAPES
- LITTLE POTATOES
- PUMPKINS & FALL ORNAMENTALS

## AD FEATURES

- CALIFORNIA GRAPES
- NEW CROP APPLES
- BARTLETT PEARS

## BEST OF SEASON

- CONCORD & THOMCORD GRAPES
- COTTON CANDY GRAPES
- GUM DROPS GRAPES
- SWEET SAPPHIRE GRAPES
- HONEYCRISP APPLES
- SWEETANGO APPLES
- GALA APPLES
- MCINTOSH APPLES
- GINGER GOLD APPLES
- APPLE CIDER
- ASIAN PEARS
- STARKRIMSON (RED) PEARS
- BARTLETT PEARS
- SECKEL PEARS
- KIWI BERRIES
- DRAGON FRUIT
- DELICATA SQUASH
- ACORN & SPAGHETTI SQUASH
- BUTTERNUT & HONEYNUT SQUASH
- CAULIFLOWER (ALL COLORS)
- HONEYDEW & CANTALOUPE
- WHITE MUSHROOMS
- BABY BELLA MUSHROOMS
- SHIITAKE MUSHROOMS

## LOCAL (MID-ATLANTIC)

- PUMPKINS & FALL ORNAMENTALS
- HARD SQUASHES
- APPLES
- TOMATOES
- POTATOES & ONIONS
- EGGPLANT
- CHILI PEPPERS



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 36	<b>LABOR DAY / BACK TO SCHOOL / GRAPE SEASON / MELON SEASON</b>						
					1	2	3
WEEK 37	<b>BACK TO SCHOOL / FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / GRAPE SEASON</b>						
	4	5 Labor Day	6	7	8	9	10
WEEK 38	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / GRAPE SEASON</b>						
	11 Patriot Day	12	13 Four Seasons Customer Appreciation Golf Outing for Make-A-Wish	14	15	16	17
WEEK 39	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
	18	19	20	21	22 First Day of Fall	23	24
WEEK 40	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
	25 Rosh Hashanah Begins at Sundown	26	27 Rosh Hashanah Ends	28	29 Expo East	30 Expo East	



# LATE SUMMER AND EARLY FALL IS PEAK SEASON FOR CALIFORNIA GRAPES!



[dulcich.com](http://dulcich.com)



[grapery.biz](http://grapery.biz)



[sunpacific.com/our-produce/table-grapes](http://sunpacific.com/our-produce/table-grapes)



[hgofarms.com/fruit/grapes](http://hgofarms.com/fruit/grapes)





# SEPTEMBER IS NATIONAL MUSHROOM MONTH!

Mushrooms: some people love them, some people don't. Some relish the earthy flavors these delicate little fungi boast, while others just can't seem to get past the texture. Whichever side of the fence you are on, the fact remains that mushrooms continue to grow in popularity!

According to a recent article in *The Packer*, mushroom sales in 2017 set an all-time record with 1.23 BILLION dollars in sales. And that, everyone, is A LOT of fungus!

But what makes mushrooms so special, and why are they an increasingly larger part of meals on dinner menus everywhere? For starters, they are extremely versatile. From sautéing criminis to add to pasta, to grilling portabellas as the meat substitute for burgers, or even using the newer "blend method" of adding mushrooms to ground beef to cut down on red meat intake, mushrooms are absolute culinary dynamos!

Some consumers (myself included) build entire meals around the mushroom. They are also a key piece to many vegetarian meals as meat substitutes, and are quite simply delicious!

## HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple five-step process, and watch your mushroom sales grow!

**Receiving and storage** - Much like berries, fresh mushrooms are very sensitive to temperature variations and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.

**Carry a great variety** - White mushrooms, Crimini, and Portabella mushrooms are staples and a must-have in any mushrooms section. But with recent added exposure mushrooms have gotten over the years, adding varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms will build sales in the category. Don't forget to offer dried mushrooms in your sets as well. Certain mushrooms not often offered commercially, such as Porcini, Wood Ear, and Morrels, are often sold in dry form and can be reconstituted to add to your favorite meal!

**Merchandising** - A nice and tight mushroom set is visually super appealing. Having a great variety on the shelves can be, even for a packaged product, a really cool looking section! Also, loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness. Larger displays of Portobella Mushrooms, especially at summer holidays for grilling, makes for an impressive looking presentation. Also, placing caps up ("Capping") adds a nice and clean look to the section.

**Care and handling** - Mushrooms bruise easily, so be sure to handle with as much care as possible.




**Education, education, education** - While cooking shows have really brought mushrooms into the spotlight a bit more, it is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. "Talk mushrooms" with your staff to offer your knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.







# Versatility In Varieties

White button mushrooms are by far the most popular mushroom variety, representing 90 percent of mushrooms consumed in the United States. Have you ever run into a shopper that claims to dislike white button mushrooms? Well, what if you had another whole arsenal of mushrooms you could recommend, all with unique taste profiles and culinary applications?

## Get To Know Your ‘Shrooms

Type	Appearance	Taste	Culinary Use	Recipe	Nutrition
<b>White Button</b> 	Classic appearance with a short, thick stalk and a white cap.	Fairly mild; blends well with most flavors. Flavor intensifies when cooked.	Try them raw on salads, or sautéed or roasted for pasta, pizza, and mains. Blend well with chicken, turkey or pork.	<a href="#">Mushroom Meatloaf with Mushroom Gravy</a>	Good source of the antioxidants selenium, the B vitamins riboflavin, niacin and pantothenic acid and copper. <sup>1</sup> Contains 2.8 mg of the antioxidant ergothioneine and 6 IU of vitamin D. <sup>2</sup>
<b>Crimini</b> (also known as baby ‘bellas or browns) 	Similar in appearance to whites but have a light-tan to rich-brown cap and a firmer texture.	Deeper, earthier, heartier flavor than whites	Full-bodied taste makes them the perfect addition to beef, wild game and vegetable dishes. Blends well with ground beef.	<a href="#">Muffin Tin Meatloaves</a>	Excellent source of the antioxidants selenium, copper, phosphorus, B vitamins riboflavin, niacin and pantothenic acid. <sup>1</sup> Contains 4.9 mg of the antioxidant ergothioneine. <sup>2</sup>
<b>Portabella</b> 	A larger relative of Criminis, portabellas have tan or brown caps and measure up to six inches in diameter.	Deep, meat-like flavor and texture	Can be grilled, broiled or roasted and served as an appetizer, entrée or side dish. A flavorful vegetarian alternative, can grill and serve as “burgers”. Blends well with ground beef.	<a href="#">Pesto Portobello Pizzas</a>	Excellent source of the antioxidant selenium. Good source of phosphorus, copper and B vitamin niacin. <sup>1</sup> Contains 4.3 mg of the antioxidant ergothioneine. <sup>1</sup>

With more varieties in your toolbox, you can recommend mushrooms to shoppers for every taste preference and occasion. Your customers will be excited to open up their taste buds to a new umami experience.

Type	Appearance	Taste	Culinary Use	Recipe	Nutrition
<b>Maitake</b> (also known as Hen of the Woods) 	A wild, rippling, feathery look with fan-like caps.	Rich, woody taste	Grill or broil maitake mushrooms as high heat develops their characteristic flavor.	<a href="#">Maitake and Porcini Mushroom Burger</a>	Excellent source of copper and niacin; more than 2 grams of fiber.
<b>Shiitake</b> 	Tan to dark brown in color, have broad, umbrella-shaped caps, wide open veils, tan gills, and curved stems that should be removed.	Meaty texture and are rich in umami and woody flavors when cooked	Add a meaty flavor and texture to soups, sides, stir-fries, and entrees. Use shiitakes in any recipes calling for mushrooms, but they especially work well when paired with Asian-inspired flavors.	<a href="#">Shiitake and Chicken Lettuce Wraps</a>	Excellent source of copper (85% when cooked), the antioxidant selenium, and pantothenic acid, <sup>1</sup> providing more than 30 percent of the Daily Value.
<b>Enoki</b> 	Tiny, button-shaped caps and long, spindly stems.	Mild tasting and crunchy	Try them raw in salads and sandwiches. Or, use them as an ingredient in soups, such as a stock made with soy sauce and tofu.	<a href="#">Mushroom Orzo with Parsley, Lemon Zest and Olive Oil</a>	Good source of B vitamins riboflavin and pantothenic acid. Excellent source of niacin. Contains more than 300 mg of potassium per serving and more than 2 grams of fiber, 8 percent of the Daily Value. <sup>1</sup>
<b>Oyster</b> 	Can be gray, pale yellow, or even blue, with a soft, velvety texture.	Very delicate flavor	Delicate and tender, oyster mushrooms cook very quickly, making them a great option for quick meals like stir-frys, and simple soups.	<a href="#">Oyster Mushroom and Lentil Soup</a>	Excellent source of copper and B vitamins riboflavin, niacin and pantothenic acid. Contains 2 grams of fiber, 7% percent of the Daily Value and nearly 3 grams of protein, 6 percent of the Daily Value. <sup>1</sup>

1. US Department of Agriculture (USDA), Agricultural Research Service, Nutrient Data Laboratory. USDA National Nutrient Database for Standard Reference, Legacy. Version Current: April 2018. Internet: <http://www.ars.usda.gov/nutrientdata>. 2. Dubost, N.J., et al. (2006). Identification and quantification of ergothioneine in cultivated mushrooms by liquid chromatography-mass spectroscopy. International Journal of Medicinal Mushrooms, 2006. 8:3. pg 221. Table 3. (attached).

Visit [mushroomcouncil.com](http://mushroomcouncil.com) for the latest news, recipes and blog posts.



# EASTERN APPLE SEASON



Content courtesy

HESS BROTHER'S  
FRUIT COMPANY  
LANCASTER, PENNSYLVANIA

- EATING
- BAKING
- SAUCES
- SALADS
- FREEZING



Evercrisp®



A yummy apple that holds a powerful crunch – combining the best features of MAIA-1's parent varieties, Honeycrisp and Fuji. The durable apple arrives late in the season and stores strongly – it maintains sweetness and firmness like no other.



Fuji



Japanese apple with American parents: Red Delicious and Ralls Janet. The Fuji apple dates back to Thomas Jefferson in 1793. A very sweet apple, the Fuji is good for applesauce as it needs little or no sugar.



Gala



Developed in New Zealand, the Gala is another kids' favorite. With a mild flavor and striking bright yellow-red color with a creamy yellow flesh, the apple is a great choice for snacking and salads.



Honeycrisp



These super crispy, sweet-tart flavored apples are a big hit since their introduction in 1991. They continue to gain popularity as a great apple for fresh eating, salads and pies.



Pink Lady



A natural cross between the Golden Delicious and Lady Williams varieties, the Pink Lady originated in Western Australia in the 1990's. The flavor of this popular apple is both sweet and tangy with a refreshing, crispy crunch! When



Ruby Frost®

Ruby Frost has the balance of sweet and tart flavors, making it perfect for eating, for baking and as a special ingredient in recipes.



SnapDragon®

A new New York apple characterized by "monster crunch." One of its parents is the Honeycrisp, and you'll love the spicy/sweet flavor. Extra sweet, and juicy with a crispy texture.



WildTwist™

WildTwist™ are an exciting new apple variety from Hess Brothers Fruit Company. Its parents are the popular Honeycrisp and Cripps Pink. WildTwist™ are very crunchy with a balanced sweet and tart profile. They are locally grown in family owned orchards. Perfect for snacking, salads and baking.

## LEGACY APPLES



Cortland



Great all-purpose apple ideal for fruit cups and fruit platters due to the fact that it resists browning when cut.



Crispin



Previously known as the Mutsu apple to reflect its Japanese heritage, it was renamed Crispin in the 1960's. Crispins are super crisp and ideal for cutting thick slices or roasting whole.



Empire



A cross between Red Delicious and McIntosh. The Empire apple has a deep red coloring and creamy, white flesh. The apple's sweet-tart flavor and extra crunchy texture make it a hit with kids!



Ginger Gold



Available early in the season, the Ginger Gold is a great choice for eating and snacking as well as an excellent choice for salads as it is slow to turn brown when cut.

# LEGACY APPLES CONT.



Golden Delicious



Sometimes mistaken as a relative of the Red Delicious apple, Golden Delicious apples only share in the name. With a honey-sweet flavor and juicy yellow flesh,



Granny Smith



The Granny Smith variety is one of the biggest sellers and boasts amazing eye appeal (sun-kissed pink blush on a green background), long shelf life, and



Jonagold



An excellent apple for baked goods, the Jonagold variety is a cross between mellow Golden Delicious and tart Jonathan. Jonagolds make great fried apples when sautéed in butter and a touch of cinnamon – no sugar needed!



Macoun



This apple was named after a famous Canadian fruit breeder in 1932. The Macoun is very aromatic and extra sweet. This tender apple with snowy white flesh is a great accompaniment with cheese on a platter.



Paula Red



A very tart apple that is available early in the season. This juicy variety with white flesh is great for eating and applesauce and needs little or no sugar.



Red Delicious



A popular apple with a mildly sweet, slightly tart flavor. Red Delicious apples have a deep, red color and remain attractive for a long time so they are the favored choice for holiday centerpieces, wreaths and decorating. Red Delicious apples are a great choice for snacking and salads.



Rome



Often the accompaniment on your dinner plate, Rome apples are an ideal variety for cooking as they retain their shape and tart flavor. This apple is an antique – dating back to 1816 and originating in Ohio. The mildly tart, firm apple with greenish white flesh is excellent for apple sauce and baking, especially when combined with other, sweeter apple varieties.



**ORNAMENTALS AND PUMPKINS WILL BE IN SEASON STARTING IN EARLY TO MID-SEPTEMBER!**

