

*Q2 Edition*

# THE **FOUR SEASONAL**

APR/MAY/JUN '23

**MERCHANDISING TIPS & IDEAS  
FOR INDEPENDENT RETAILERS**



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# APRIL 2023

## FEATURE ITEMS

- Strawberries
- Asparagus
- Cluster Tomatoes
- Cocktail Tomatoes
- Mangos
- Navel Oranges
- California Mandarins

## BEST OF SEASON

- Honey/Ataulfo Mangos
- Blackberries
- Strawberries (California)
- Artichokes
- Golden Nugget Mandarins
- Heirloom Navel Oranges
- Cara Cara Oranges
- Pixie Tangerines
- Rhubarb
- Watermelons (begin in FL & MEX)
- Sweet Corn (begin in FL)
- Vidalia Sweet Onions (begin)

## GREENHOUSE PRODUCE

- Campari/Cocktail Tomatoes
- Beefsteak Tomatoes
- Cluster Tomatoes
- Rainbow Snacking Tomatoes
- Hydroponic Basil
- Color Bell Peppers
- Mini Seedless Cucumbers
- Seedless Cucumbers

**CLICK HERE  
FOR MORE INFO**



MARCH 2023						
S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
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# APRIL 2023



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MAY 2023						
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

## THINK SPRING! / SPECIALTY CITRUS SEASON / LENT

WEEK 13

26

27

28

29

30

31

1

## EASTER MEALS / PASSOVER MEALS / NEW CROP GREENHOUSE PRODUCE

WEEK 14

2

3

4

5

6

7

8

Passover Begins  
at Sundown

Good Friday

## PASSOVER MEALS / NEW CROP GREENHOUSE PRODUCE / THINK SPRING!

WEEK 15

9

10

11

12

13

14

15

Easter Sunday

Passover Ends  
at Sundown

## EARTH WEEK & ORGANICS / NEW CROP GREENHOUSE PRODUCE

WEEK 16

16

17

18

19

20

21

22

Tax Day

Earth Day

## FLORIDA SWEET CORN & WATERMELON SEASON / VIDALIA SWEET ONIONS SEASON

WEEK 17/18

23

24

25

26

27

28

29

30



# 2023 Easter & Passover Notes

## EASTER IS APRIL 9

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

## Traditional "Must-Haves" Checklist

### VEGETABLES

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

### FRUIT

- ☐ Berries (all varieties)
- ☐ Cantaloupes
- ☐ Grapes (red & green seedless)
- ☐ Honeydew
- ☐ Kiwifruit
- ☐ Lemons & Limes
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular, mini seedless, cuts)

### DECORATIVE

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



### HARD GOODS

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

### BAKING

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



## Planning Tips



- **Plan out your ordering and delivery timelines with your rep.** See next page for the Four Seasons Easter schedule.
- **If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible.** Your time will be more productive working on the sales floor, engaging with your customers.
- If you **bring in your holiday tonnage items early**, it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- **Order holiday semi-perishable and hard tonnage items early.** Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- **Develop an off-hour or evening fill schedule for your hard goods.**
- **Stay ahead with tomato and banana color on hand** in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business can come late. Historically, **Friday and Saturday are busy days.**



# PASSOVER

**PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 5<sup>TH</sup> AND CONTINUE THROUGH APRIL 13<sup>TH</sup>.**

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

## IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the **Seder Plate** - Horseradish, Dill, Endive, Escarole, Romaine Lettuce, Leeks, Onions, Ginger, and Soup Mix.

Book orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

## VEGETABLES:

Beets, Carrots, Parsley & Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

## FRUITS:

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

## OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Passover dried fruits & honey

## CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

<b>Dole</b> - YES	<b>Attitude/Veg Pro</b> - NO	<b>Earthbound Kosher Items:</b>	
<b>Fresh Express</b> - YES	<b>Olivia's Salads</b> - NO	222825 - OG Green Beans	2229824 - OG Broccoli Slaw
<b>Olivia's Butternut Squash</b> - YES	<b>Eat Smart</b> - NO	222819 - OG Broccoli Florets	222823 - OG Vegetable Medley
<b>organicgirl</b> - YES	<b>Taylor Farms</b> - NO	222820 - OG Broccoli & Carrots	230599 - OG Snap Peas
<b>Bowery</b> - YES	<b>Superior Fresh</b> - NO	222821 - OG Broccoli & Cauliflower	



## 2023 Easter Schedule

**FRIDAY 4/7:** Normal office and delivery schedule.

**SATURDAY 4/8:** Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

**SUNDAY 4/9:** Office **CLOSED**. Modified delivery schedule.

**MONDAY 4/10:** Normal office and delivery schedule.





# WHY *greenhouse* GROWN?

## GREENHOUSE GROWN ADVANTAGES

### FROM MUCCI FARMS:

The Greenhouse growing environment offers the cleanest farming conditions for crops, labour and food safety. We protect our plants from adverse weather conditions that allow us to control the environment, temperature, sunlight, humidity and nutrients so that our crops can be housed in optimal growing conditions.

With an extended growing season across the board, we also use LED and High Powered Sodium (HPS) lighting systems to allow us to be #GreenhouseGrown365 for several commodities. The supplemental lighting system, commonly referred to as “Lit Culture” simulates sunlight so that we can provide locally grown product year’ round.

Effectively replacing the need for pesticides, we use Integrated Pest Management (IPM) which is a proactive program designed to control the population of undesirable pests with the use of natural predators, a system commonly known as “good bugs (such as ladybugs) fighting bad bugs”. IPM identifies potential pest problems, monitors the population and evaluates the effectiveness of treatments.

With our plants being grown on elevated benches and troughs, not only are we able to maintain a high calibre of cleanliness, our harvesting team can pick product comfortably at waist height, reducing physical strain.



## OUR OTHER GREENHOUSE PARTNERS



[savoura.com/en/home](http://savoura.com/en/home)



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



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



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



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



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



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

**AND MORE!**



# NATURESWEET OFFERINGS



221550 CV Tomatoes Cherubs (Grape) 15/10 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666771550



224577 CV Tomatoes Cherubs (Grape) 9/24 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666776050



229016 CV Tomatoes Comets (Gold) 15/10 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666950054



234773 CV Tomatoes Constellation 9/24 oz NatureSweet Seasonal  
Size: 15/10 oz UPC: 751666416659



222648 CV Tomatoes Constellation 15/10 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666416451



229017 CV Tomatoes Constellation 15/16.5 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666414051



219134 CV Tomatoes D'Vines (Cherry) 12/9 oz NatureSweet OTV Clam  
Size: 15/10 oz UPC: 751666165052



204906 CV Tomatoes Eclipses (Brown) 8/3 ct NatureSweet Tray  
Size: 15/10 oz UPC: 751666651050



221551 CV Tomatoes Glories (Cherry) 15/10 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666103054



229015 CV Tomatoes Twilight (Mini Br) 15/10 oz NatureSweet Bowls  
Size: 15/10 oz UPC: 751666480056



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

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# ATAULFO HONEY MANGO SEASON

Mangos are an important fresh fruit staple around the world. Are you maximizing your selling opportunities?

During the spring and early summer, a popular variety that generates initial impulse sales followed by many repeat sales is the Ataulfo Mango. They are super versatile, and when handled and ripened properly, they are a fantastic tropical treat. Mangos are primarily eaten as a snack, but are also ideal in smoothies, salads, salsas, jams, and ice creams.

Ataulfos, also known as Honey Mangos, are identified by their light lime green skin that ripens to gold, and they are super sweet, lightly tangy, and have a smooth flesh. Delicious!

## ATAULFO MANGO FACTS:

- Ataulfos are in peak season from March-June out of Mexico.
- Ataulfos are ripe when the fruit gives to gentle pressure and the skin has turned to a golden color.
- Ataulfos are less fibrous than most other varieties.
- Ataulfos are often called Honey Mangos and Ciruli Brothers brands their premium Ataulfos as “Champagne” Mangos.
- Ataulfos are super rich in Vitamins A, B, and C and are a great source of dietary fiber.



## MERCHANDISING IDEAS:

- Find an area of the department that is high traffic and build an large or creative display. While some shoppers might shy away from this type of mango because it is not like the normal ones consumers are so used to seeing, a stop-traffic display will get them intrigued on what it might be.
- Be sure to always put ripe fruit on top or in the front of your display. Setting fruit aside in its own section and labeled “ripe & ready” takes all the guesswork out for your customers. Additionally when receiving and storing, make sure you follow ripeness rules when it applies to rotation.
- Offer samples. Once a consumer gets this mango in their mouths, they will be hooked. Sampling is a complete surefire way to build sales and consumer confidence in what they are buying.
- Merchandise your “regular” round mangos with Ataulfos to build sales.
- Offer Ataulfos in two areas for better visibility, one on a standalone and more in your regular tropical set. More exposure generally means more sales!
- Price mangos in multiples for best results. For example, 3 for \$5.00 will generate more sales than \$1.69 each.

Create some “Mango Madness” in your stores this spring!



# CHAMPAGNE® MANGO

## *Exceptionally Sweet*

The taste of a Champagne® Mango is exceptionally sweet and full.

## *Silky Smooth*

The inside of a Champagne® Mango is velvety smooth, with almost no fibrous texture.

## *Naturally Nutritious*

Mangos contain over 20 vitamins and minerals. Just one serving of mango provides half of your daily Vitamin C needs. With just 70 calories per serving (about 3/4 cup), each serving of mangos is fat free, sodium free, and cholesterol free.

## *Seasonal Star*

Champagne® Mangos are only available from February until July, so savor them while you can!

## *Unlimited Uses*

From savory dishes to sweet desserts, this versatile fruit has endless tasty possibilities.



## **Firm = Not Ripe**

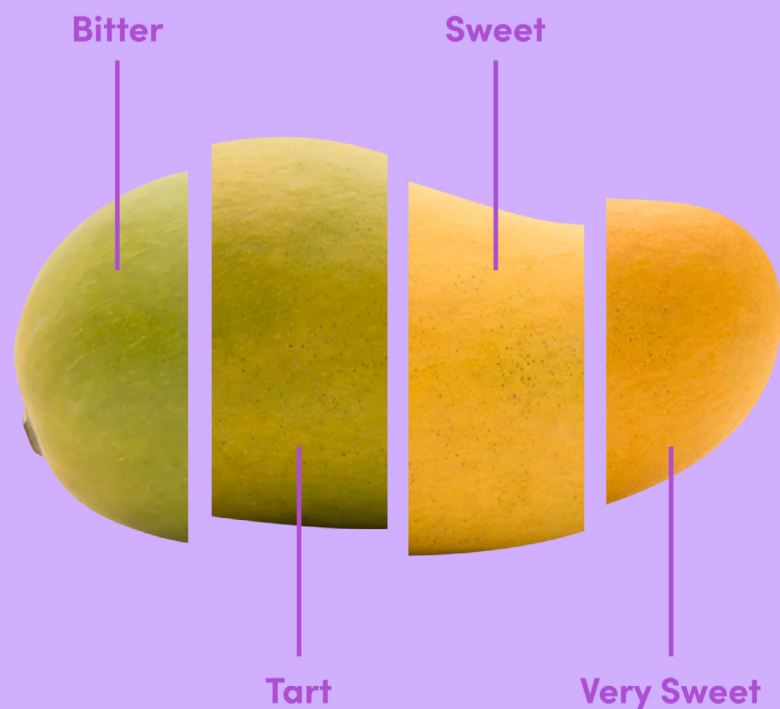
If your mango is green in color and hard as a rock when you apply gentle pressure, it is a sign it is not ready yet.

Allow firm fruit to ripen at room temperature, never in the fridge.

## **Soft = Ripe**

Champagne® mangos turn a deep golden yellow when fully ripe.

Mangos are usually very sweet and fully ripe when their skin starts to show signs of shriveling.







For more info: [www.vidaliaonion.org](http://www.vidaliaonion.org)

# VIDALIA SWEET ONION TIPS FOR SUCCESS

In the Northeast and Mid-Atlantic, the words “Vidalia Sweet Onion,” immediately make consumers think spring and grilling! Genuine Georgia-grown Vidalia Sweet Onions will start shipping during the week of April 17, and the season should continue into July.

- With Vidalia's being a lower shrink risk item in your department, **make displays large** and get these bad boys seen!
- **Merchandise secondary displays in high traffic areas** for good visibility, including near the meat section.
- **Cross merchandise** with batter mix, herbs, olive oil, and cheeses (where refrigeration allows); or in grilling themed displays
- **Recipe suggestions** at point of sale go a long way in potentially building up a shopping cart.
- **Tie in other spring seasonal crops** such as artichokes or asparagus. Corn and tomatoes are also a natural tie in, and the color really adds nice visuals to displays.
- **Offer both bagged and loose options** to target 2 different types of purchases.







# MAY 2023

## FEATURE ITEMS

- Berries
- Vidalia Sweet Onions
- Sweet Corn
- Watermelons
- Mangos
- Grapes (begin from Mexico)

## BEST OF SEASON

- Strawberries
- Raspberries
- Blueberries
- Watermelons
- Florida Sweet Corn
- Vidalia Sweet Onions
- California Cherries
- California Apricots
- Artichokes

## LOCAL (MID-ATLANTIC)

- Asparagus
- Lettuce
- Herbs
- Rhubarb
- Leeks
- Radishes
- Kales & Collards
- Chards & Dandelion

**CLICK HERE  
FOR MORE INFO**






APRIL 2023						
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MAY 2023



JUNE 2023						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY						
CINCO DE MAYO & DERBY DAY PARTIES						
WEEK 18		1	2	3	4	5
						6
					Cinco de Mayo	Kentucky Derby
MOTHER'S DAY / BERRY SEASON / COLLEGE GRADUATIONS						
WEEK 19	7	8	9	10	11	12
			<div>  <p>Four Seasons Supplier Showcase &amp; Customer Open House Event</p> </div>			
BERRY SEASON / COLLEGE GRADUATIONS / GRILLING SEASON						
WEEK 20	14	15	16	17	18	19
	Mother's Day					20
						Armed Forces Day
MEMORIAL DAY PARTIES / GRILLING / BERRY SEASON						
WEEK 21	21	22	23	24	25	26
						27
GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES						
WEEK 22	28	29	30	31		
		Memorial Day				

# Cinco de Mayo!

## MERCHANDISING TIPS

Want to add some excitement to your Produce Department and stores? Celebrate Cinco de Mayo by building attractive displays that catch your customers' eyes!

Cinco de Mayo is a fun holiday to merchandise fresh produce and it creates impulse sales and gives a festive look to your department.

### AVOCADOS:

The centerpiece of any Cinco de Mayo display! Be sure to have ripe avocados on your displays leading up to, and into, May 5th. Set up an in-store ripening program to ensure you have the desired amount of fruit ripe and ready for your customers to pick up!

For more information on how to do this, check out: [youtu.be/\\_vjeUUg5JF8](https://youtu.be/_vjeUUg5JF8)

### ONIONS:

Red or yellow onions will work best, though some shoppers prefer sweet or white onions.

### TOMATOES:

Roma/Plum Tomatoes are preferred for their firmness and lower gel content, but all varieties of tomatoes can be included.

### JALAPEÑO PEPPERS:

Kick it up a notch by adding some heat with jalapeños, or REALLY turn up the heat by adding habaneros!

### LIMES:

Limes are perfect to squeeze over your guacamole, slice for Mexican beer, or for making fresh margaritas!

### MANGOS:

Mangos will be a great sell over the Cinco de Mayo week-end and look great tied into your displays. Four Seasons Produce will have both Tommy Atkins and Ataulfo (Honey) Mangos ready for your displays!

### KEY INGREDIENTS:

- Cilantro
- Garlic

### TIE-IN ITEMS:

Some great tie-in items include tortilla chips, taco shells and seasonings, hot sauces, and of course, Corona!

Avocados from Mexico offers display bins from time to time. Contact your Four Seasons Rep for more information.







berry  
season



# Driscoll's®

Only the Finest Berries™

# Available at Four Seasons



## Strawberries



### Strawberry 1 lb Clamshell

Pack: 8 x 1 lb (16 oz) clamshells per tray  
Palletization: 120 trays per 40" x 48" pallet,  
6 per layer x 20 high  
Tray Dimensions: 19.81"L x 15.56"W x 3.50"H  
Tray Weight: 9.33 lbs Gross; 8.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0001; UPC: 7 15756 20002 3



### Strawberry 2 lb Clamshell

Pack: 4 x 2 lb (32 oz) clamshells per tray  
Palletization: 120 trays per 40" x 48" pallet,  
6 per layer x 20 high  
Tray Dimensions: 19.31"L x 14.63"W x 3.38"H  
Tray Weight: 9.21 lbs Gross; 8.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0010; UPC: 7 15756 20006 1



### Certified Organic Strawberry 1 lb Clamshell

Pack: 8 x 1 lb (16 oz) clamshells per tray  
Palletization: 120 trays per 40" x 48" pallet,  
6 per layer x 20 high  
Tray Dimensions: 19.81"L x 15.56"W x 3.50"H  
Tray Weight: 9.33 lbs Gross; 8.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0005; UPC: 7 15756 20011 5  
Fair Trade Item # 0068; UPC: 7 15756 20037 5

## Blueberries



### Blueberry 6 oz Clamshell

Pack: 12 x 6 oz clamshells per tray  
Palletization: 240 trays per 40" x 48" pallet,  
12 per layer x 20 high  
Tray Dimensions: 15.38"L x 8.89"W x 3.19"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's, Berry Valley (BV)  
Driscoll's Item # 0007; UPC: 7 15756 30002 0  
Fair Trade Item # 0354; UPC: 7 15756 50014 7  
Berry Valley Item # 0033; UPC: 7 15756 50002 4



### Blueberry 1 Dry Pint Clamshell

Pack: 12 x 1 Dry Pint clamshells per tray  
Palletization: 144 trays per 40" x 48" pallet,  
12 per layer x 12 high  
Tray Dimensions: 15.44"L x 9.63"W x 5.13"H  
Tray Weight: 10.4 lbs Gross; 9.0 lbs Net  
Labels: Driscoll's, Berry Valley (BV)  
Driscoll's Item # 0025; UPC: 7 15756 30004 4  
Fair Trade Item # 0350; UPC: 7 15756 50011 6  
Berry Valley Item # 0066; UPC: 7 15756 50003 7



### Certified Organic Blueberry 6 oz Clamshell

Pack: 12 x 6 oz clamshells per tray  
Palletization: 240 trays per 40" x 48" pallet,  
12 per layer x 20 high  
Tray Dimensions: 15.38"L x 8.89"W x 3.19"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's, Berry Valley (BV)  
Driscoll's Item # 0017; UPC: 7 15756 30009 9  
Fair Trade Item # 0238; UPC: 7 15756 30032 7  
Berry Valley Item # 0077; UPC: 7 15756 50008 6



### Certified Organic Blueberry 1 Dry Pint Clamshell

Pack: 12 x 1 Dry Pint clamshells per tray  
Palletization: 144 trays per 40" x 48" pallet,  
12 per layer x 12 high  
Tray Dimensions: 15.44"L x 9.63"W x 5.13"H  
Tray Weight: 10.4 lbs Gross; 9.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0043; UPC: 7 15756 30021 1  
Fair Trade Item # 0239; UPC: 7 15756 50015 4

## Raspberries



### Raspberry 6 oz Clamshell

Pack: 12 x 6 oz clamshells per tray  
Palletization: 216 trays per 40" x 48" pallet,  
12 per layer x 18 high  
Tray Dimensions: 15.75"L x 10.0"W x 3.63"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0002; UPC: 7 15756 10001 9  
Fair Trade Item # 0353; UPC: 7 15756 10062 0



### Raspberry 12 oz Clamshell

Pack: 6 x 12 oz clamshells per tray  
Palletization: 216 trays per 40" x 48" pallet,  
12 per layer x 18 high  
Tray Dimensions: 15.63"L x 9.88"W x 3.13"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0006; UPC: 7 15756 10003 3  
Fair Trade Item # 0355; UPC: 7 15756 10061 3



### Certified Organic Raspberry 6 oz Clamshell

Pack: 12 x 6 oz clamshells per tray  
Palletization: 216 trays per 40" x 48" pallet,  
12 per layer x 18 high  
Tray Dimensions: 15.75"L x 10.0"W x 3.63"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0004; UPC: 7 15756 10004 0  
Fair Trade Item # 0067; UPC: 7 15756 10059 0



### Blackberry 6 oz Clamshell

Pack: 12 x 6 oz clamshells per tray  
Palletization: 192 trays per 40" x 48" pallet,  
12 per layer x 16 high  
Tray Dimensions: 15.56"L x 9.88"W x 3.50"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's, Berry Valley (BV)  
Driscoll's Item # 0003; UPC: 7 15756 10020 0  
Fair Trade Item # 0358; UPC: 7 15756 50204 2  
Berry Valley Item # 0022; UPC: 7 15756 50201 1



### Certified Organic Blackberry 6 oz Clamshell

Pack: 12 x 6 oz clamshells per tray  
Palletization: 192 trays per 40" x 48" pallet,  
12 per layer x 16 high  
Tray Dimensions: 15.56"L x 9.88"W x 3.50"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0012; UPC: 7 15756 10022 4  
Fair Trade Item # 0236; UPC: 7 15756 10057 8

## Blackberries

## Seasonal Items



### Long Stem Strawberry 16 oz Clamshell

Pack: 4 x 1 lb (16 oz) clamshells per tray  
Palletization: 120 trays per 40" x 48" pallet,  
6 per layer x 20 high  
Tray Dimensions: 19.93"L x 15.87"W x 3.12"H  
Tray Weight: 5.08 lbs Gross; 4.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0046; UPC: 7 15756 20008 5



### Certified Organic Strawberry 2 lb Clamshell

Pack: 4 x 2 lb (32 oz) clamshells per tray  
Palletization: 120 trays per 40" x 48" pallet,  
6 per layer x 20 high  
Tray Dimensions: 19.31"L x 14.63"W x 3.38"H  
Tray Weight: 9.21 lbs Gross; 8.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0026; UPC: 7 15756 20022 1  
Fair Trade Item # 0071; UPC: 7 15756 20038 2



### Blueberry 18 oz Clamshell

Pack: 12 x 18 oz clamshells per tray  
Palletization: 80 trays per 40" x 48" pallet,  
5 per layer x 16 high  
Tray Dimensions: 23.56"L x 15.12"W x 4.12"H  
Tray Weight: 14.2 lbs Gross; 13.5 lbs Net  
Labels: Driscoll's, Berry Valley (BV)  
Driscoll's Item # 0058; UPC: 7 15756 30016 7  
Fair Trade Item # 0351; UPC: 7 15756 50012 3  
Berry Valley Item # 0183; UPC: 7 15756 50005 5



### Certified Organic Blueberry 18 oz Clamshell

Pack: 12 x 18 oz clamshells per tray  
Palletization: 80 trays per 40" x 48" pallet,  
5 per layer x 16 high  
Tray Dimensions: 23.56"L x 15.12"W x 4.12"H  
Tray Weight: 14.2 lbs Gross; 13.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0072; UPC: 7 15756 30029 7  
Fair Trade Item # 0244; UPC: 7 15756 30031 0



### Blackberry 12 oz Clamshell

Pack: 12 x 12 oz clamshells per tray  
Palletization: 117 trays per 40" x 48" pallet,  
9 per layer x 13 high  
Tray Dimensions: 19.25"L x 15.75"W x 5.13"H  
Tray Weight: 10.28 lbs Gross; 9.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0014; UPC: 7 15756 10024 8  
Fair Trade Item # 0349; UPC: 7 15756 50203 5



# 7oz. Rainbow Pack™



## UPC:

7 15756 50018 5

## GROWING REGIONS:

- Central Mexico
- Baja California, Mexico
- Multiple Locations, US

# 16 oz. Berry Big™ Strawberries



## UPC:

7 15756 21134 0

## GROWING REGIONS:

- Watsonville, CA
- Salinas, CA

## BENEFITS:

- A bigger strawberry with endless everyday eating possibilities. Share 'em, Dip 'em, Slice 'em!
- The pop in size is all from Mother Nature - No GMOs.
- Packed in a single layer corrugate clamshell with a plastic film window.





≡ Sweetest Batch™ ≡  
≡ Rosé Berries™ ≡

### **What Are Sweetest Batch™ Berries?**

Driscoll's Sweetest Batch™ berries are a premium segment focused on exceptionally sweet flavor. Only Driscoll's grows Sweetest Batch™ strawberries, blueberries, raspberries, and blackberries from proprietary varieties selected for their extra-sweet profile. These varieties are grown by select growers and harvested in a manner that allows fruit to ripen to its optimal flavor.

### **What Makes Sweetest Batch™ Berries Different Than Conventional?**

Our Sweetest Batch™ berries come from varieties that perform consistently higher on our flavor and sweetness scales. Quality assurance mechanisms, like brix thresholds, are put in place to ensure product consistency. Sweetest Batch™ berries also score higher in other attributes that are important to consumers such as; higher juiciness, crispness and less tart!

### **What Are Rosé Berries™ and How Do They Taste?**

Rosé Berries™ are a small-scale specialty fruit grown from proprietary berry varieties. Their flavor profile is a smooth, silky texture with sweet peachy flavor notes and a soft floral finish.

### **Are Rosé Berries™ Ripe?**

Yes! These berries are only picked at peak ripeness. The unique blush color of these special berries comes from a natural blend of light and dark berries mixed with the power of the sun.

### **Are Sweetest Batch™ Berries and Rosé Berries™ Genetically Modified?**

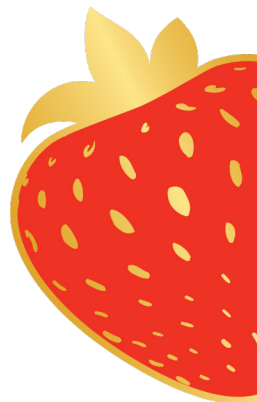
Driscoll's Sweetest Batch™ Berries and Rosé Berries™ are non-GMO. We only use traditional and natural methods of plant breeding, like cross-pollination.





# ≡ Sweetest Batch™ ≡

Driscoll's Sweetest Batch™ berries are a specialty berry segment grown from proprietary varieties selected for their consumer-validated, extra-sweet and juicy flavor profiles to create special, memorable moments of happy indulgence.



## Sweetest Batch™ Blueberry 11 oz Clamshell

Pack: 8 × 11 oz clamshells per tray

Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high

Tray Dimensions: 15.95" L × 10.0" W × 3.75" H

Tray Weight: 6.47 lbs Gross; 5.5 lbs Net

Labels: Driscoll's

Driscoll's Item # 0385; UPC: 7 15756 50017 8



## Sweetest Batch™ Blackberry 10 oz Clamshell

Pack: 12 × 10 oz clamshells per tray

Palletization: 144 trays per 40" × 48" pallet,  
12 per layer × 12 high

Tray Dimensions: 15.63" L × 9.63" W × 5.875" H

Tray Weight: 9.6 lbs Gross; 7.5 lbs Net

Labels: Driscoll's

Driscoll's Item # 9519; UPC: 7 15756 10066 8



## Sweetest Batch™ Strawberry 14 oz Clamshell

Pack: 8 × 14 oz clamshells per tray

Palletization: 117 trays per 40" × 48" pallet,  
9 per layer × 13 high

Tray Dimensions: 14.88" L × 12.88" W × 4.63" H

Tray Weight: 8.9 lbs Gross; 7.0 lbs Net

Labels: Driscoll's

Driscoll's Item # 0411; UPC: 7 15756 20054 2



## Sweetest Batch™ Strawberry 10 oz Clamshell

Pack: 16 × 10 oz clamshells per tray

Palletization: 108 trays per 40" × 48" pallet,  
6 per layer × 18 high

Tray Dimensions: 19.0" L × 14.88" W × 3.63" H

Tray Weight: 12.51 lbs Gross; 10.0 lbs Net

Labels: Driscoll's

Driscoll's Item # 0370; UPC: 7 15756 20051 1



## Sweetest Batch™ Raspberry 6 oz Clamshell

Pack: 12 × 6 oz clamshells per tray

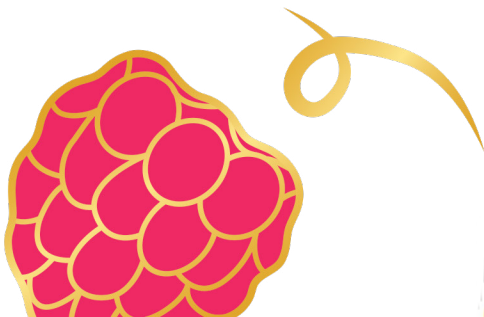
Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high

Tray Dimensions: 15.75" L × 10.0" W × 3.63" H

Tray Weight: 5.7 lbs Gross; 4.5 lbs Net

Labels: Driscoll's

Driscoll's Item # 0372; UPC: 7 15756 10063 7



**Driscoll's**  
Only the Finest Berries™

# Rosé Berries™

Driscoll's Rosé Berries™ are a specialty berry segment focusing on extra sweet flavor with a unique summery blush color. Only Driscoll's grows Rosé Berries™ from proprietary berry varieties selected for their smooth, silky and creamy texture with sweet peachy flavor notes and a soft floral finish.



#### Rosé Berries™ Strawberry 10 oz Clamshell

Pack: 16 × 10 oz clamshells per tray  
Palletization: 108 trays per 40" × 48" pallet,  
6 per layer × 18 high  
Tray Dimensions: 19"L × 14.88"W × 3.63"H  
Tray Weight: 12.51 lbs Gross; 10 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0368; UPC: 7 15756 20050 4



#### Rosé Berries™ Strawberry 14 oz Clamshell

Pack: 8 × 14 oz clamshells per tray  
Palletization: 117 trays per 40" × 48" pallet,  
9 per layer × 13 high  
Tray Dimensions: 14.88"L × 12.88"W × 4.63"H  
Tray Weight: 8.9 lbs Gross; 7.0 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0417; UPC: 7 15756 21130 2



#### Rosé Berries™ Raspberry 6 oz Clamshell

Pack: 12 × 6 oz clamshells per tray  
Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high  
Tray Dimensions: 15.75"L × 10.0"W × 3.63"H  
Tray Weight: 5.7 lbs Gross; 4.5 lbs Net  
Labels: Driscoll's  
Driscoll's Item # 0369; UPC: 7 15756 10064 4

**Driscoll's**  
Only the Finest Berries™





# BERRY MERCHANDISING & HANDLING

## THE BERRY CATEGORY IS IN PEAK SEASON FROM SPRING THROUGH EARLY SUMMER

During April and to kick off May, your shoppers are ready to switch out of snacking on citrus, apples, and pears, and into fresh berries! Be ready with full, well-merchandised displays.

Berries have become arguably the most important volume category for a produce department, yet they require some finesse in managing, handling, and merchandising for success. Ordering too much will create shrink. Ordering too little will lead to lost sales.

Proper planning and handling, from in the back door to the floor, will impact what kind of freshness you can expect from your berry sections. Follow these easy steps to make sure you get the “berry” best out of your berry sections!

## TIME & TEMP

Once harvested and forced air-cooled, berries are shipped on trucks ideally at 32°F to preserve freshness and shelf-life. The better the cold chain is kept, and the faster the berries are sold, the better quality and eating experience shoppers will have.



## RECEIVING -- A CRITICAL PROCESS AT STORE LEVEL

- **Inspect berries** to make sure they are free and clear of any heavy bruising, wetness, leaking, decay, or mold
- **Put berries in the cooler as quickly as possible.** Berries, just like packaged salads, are a HIGHLY perishable commodity. Proper refrigeration, especially in the warmer months, is vital to shelf life.
- **Follow FIFO (first in, first out) rotation protocol.** It is recommended you clearly mark received dates on your boxes so your entire staff knows when product arrived at the store.

## MERCHANDISING TO INSPIRE PURCHASES

- **Berry quality and shelf-life are best protected by keeping them cold!** Ideally, your berries are always displayed in refrigeration. That said, there are times of the year when berries are hardier and price points allow for quick sales from large non-refrigerated displays. This would typically be around heavy “berry holidays” such as Memorial Day and July 4th, but a super sharp price point might warrant a display like this too. Use good judgment on whether to merchandise them out of refrigeration in your locations. Consider moving berries that did not sell from a non-refrigerated display into refrigeration the next day.
- **Cull and rotate!** Just like receiving, rotation on the counters is super important. Culling through clamshells to pull out bad berries when needed will keep the packs fresh for your customers. Removing packs that aren’t easily sortable, and converting them into value in your fresh cut section, can turn possible shrink into sales.
- **Have a full variety of berries on hand.** Sales are best when you have multiple varieties available and both conventional and organic. Larger pack sizes add convenience for your customers and bigger rings at the register during the peak seasons for each berry variety.



# MEMORIAL Day MERCHANDISING TIPS

## MEMORIAL DAY IS MONDAY, MAY 29

### MERCHANDISING ACTIONS

- **Timing!** Your fruit counters should be reset with fresh **crop Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 25. Cut back on apples, pears, and citrus. Don't play catch-up through the holiday weekend, especially on the seasonal product.
- **Expand your berry sections.** Full variety is available on organic and conventional berries during the spring peak!
- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. Key items to expand: **Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.**
- **Drive sales and margin through melon displays.** Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



### POPULAR DISPLAY THEMES

#### VEGGIE GRILLING:

Try a display that includes: **Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.**

You might even want to try a combination of these items at a common price per pound. Tie in **"Garlic Expressions"** and other marinades, and minced garlic.

#### CORN CRAZY:

Build a large, secondary display of **Sweet Corn**, using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of **Sweet Corn** and get premium retail for the added value and convenience.

#### TOMATO PATCH:

Create mass displays using **Grape, Vine Ripe, Beefsteak, Cocktail, Heirlooms, Mixed Cherry, and Cluster Tomatoes.** Be sure to add **Basil** to these displays.





## DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 23 or Wednesday, May 24. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: **Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.** Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by Thursday, May 26. These lines and items include: **Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.**

- There is no need to be overly cautious with bin **Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by Thursday, May 25, and Friday, May 26, and keep it watered or iced down. 42 cases per pallet.



## FOUR SEASONS MEMORIAL DAY SCHEDULE

### SATURDAY 5/27:

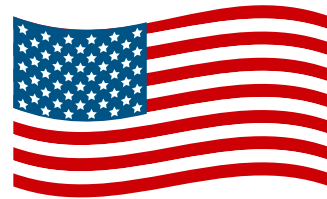
Normal office and delivery schedule.

### SUNDAY 5/28:

Normal office and delivery schedule.

### MONDAY 5/29:

Normal delivery schedule, office open 8:00am - 12:00pm, taking orders for Tuesday 5/30 delivery.



Please contact your sales representative with any questions.

***Have a happy and safe Memorial Day!***



A close-up photograph of several triangular slices of watermelon with bright red flesh and green rinds, arranged on a rustic wooden cutting board. In the background, a whole watermelon with dark green stripes is visible, slightly out of focus. A wooden-handled knife lies on the right side of the board.

# JUNE 2023

## FEATURE ITEMS

- Grapes
- Berries
- Cherries
- Watermelons
- Vidalia Sweet Onions
- Sweet Corn
- Peaches

## BEST OF SEASON

- Athena-style Cantaloupes
- Mangos
- Portabella Mushrooms
- Apricots & Apriums
- Peaches (early varieties)
- Nectarines (early varieties)
- Rainier Cherries (begin)
- Cotton Candy Grapes (begin)

## LOCAL (MID-ATLANTIC)

- Lettuces
- Herbs
- Leeks & Scallions
- Radishes
- Kales & Collards
- Chards & Dandelion
- Cabbages
- Blueberries (begin from NJ)
- Sweet Corn (begin)
- Grape Tomatoes (begin)

**CLICK HERE  
FOR MORE INFO**





MAY 2023						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

# JUNE 2023



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JULY 2023						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY	
GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES													
WEEK 22	28	29	30	31	1	2	3						
GRADUATION PARTIES / GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES													
WEEK 23	4	5	6	7	8	9	10						
FATHER'S DAY & GRADUATION PARTIES / BERRY SEASON / LOCAL VEGGIES													
WEEK 24	11	12	13	14	15	16	17						
				Flag Day									
CHERRY & GRAPE SEASON / LOCAL PRODUCE													
WEEK 25	18	19	20	21	22	23	24						
	Father's Day	Juneteenth	First Day of Summer										
4 <sup>TH</sup> OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL PRODUCE													
WEEK 26	25	26	27	28	29	30	1						



# Cut up a watermelon in 4 steps



- 1** Cut off the ends, providing a base and access to the peel and rind.



- 2** Angle the knife, placing it where the white rind meets the red flesh and following the curve of the fruit, cut off the rind.



- 3** Cut the whole watermelon into disks, widthwise in the desired size of cubes.



- 4** Lay the disks face down, pushing the smaller disks to one side and cut same size strips in both directions.

## YIELD

Size	60	45	36
Time (min)	2.50	2.58	3.05
Flesh (lbs)	8.61	9.54	10.67
Skin (lbs)	3.61	4.24	7.17
Flesh (lbs)	70.5%	69.2%	59.8%



This cutting and yield study was conducted at the Food Innovation Center, a part of Oregon State University, on behalf of the National Watermelon Promotion Board in 2015.

**FOR WATERMELON.ORG'S FULL RETAIL KIT, CHECK OUT: [WATERMELON.ORG/AUDIENCES/RETAILERS](https://watermelon.org/audiences/retailers)**



# Market watermelon with 10 tips!



1

## Make the most of displays!

Colorful bins and large displays grab attention and grab sales.

**2. Display whole and cut watermelon side by side.** Create great eye appeal and increase sales for both.

**3. Get the word out – watermelon is delicious and nutritious.** Include nutrition information not only in newsletters and ads, but on signs and displays.

**4. Easy to reach. Easy to sell.** Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.

**5. Take them off the floor.** You wouldn't eat off the floor, so why would your customers?

**6. Lose the leakers.** Look at your display from a customer's point of view and remove damaged watermelons.

**7. Keep watermelons away from bananas.**

Store these separately. Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.

**8. Avoid mis-rings and lost revenue.**

Every penny counts! Use proper labeling so customers get what they pay for and you get the profits you deserve.

**9. Give customers what they crave all year long.** Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.

**10. Ensure the tastiest watermelon.**

Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

**FOR WATERMELON.ORG'S FULL RETAIL KIT, CHECK OUT:  
WATERMELON.ORG/AUDIENCES/RETAILERS**



# 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.

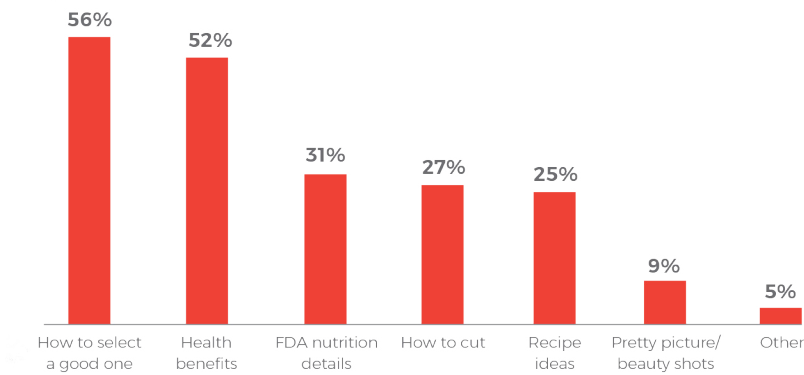
This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.





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

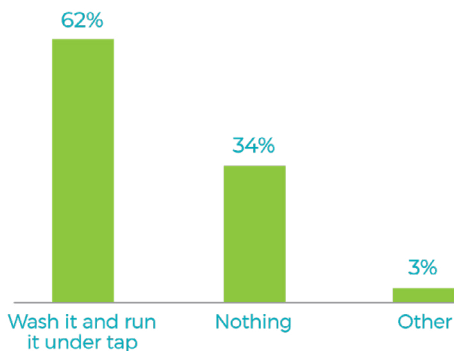
Which type of information would you prefer to see displayed with watermelon at a retail store?



Host a demo.  
Tasting is believing!

Make recipe cards available!

Do you know how to handle a watermelon before eating?



Do you know how to pick a good watermelon?

77%  
yes

23%  
no

Display the Selection Poster with watermelon. It also includes safe handling tips!



How to choose the best watermelon ...

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.





Warmer weather means it's time to dust off those grills and get ready for some outdoor cooking and entertaining. With the change of weather comes a change in meal ideas and planning, and nice weather is always a reason to grill and enjoy the outdoors!

Customers will be looking to buy products they can put on the grill, and having the right items racked and ready in your departments is key to maximizing sales during the warmer months.

## CONCENTRATE YOUR DISPLAYS ON:

### FRUIT:

- Avocados
- Peaches
- Nectarines
- Pineapples
- Bananas
- Mangos

### VEGGIES:

- Artichokes
- Asparagus
- Brussels Sprouts
- Portabella Mushrooms
- Corn
- Eggplant
- Cauliflower
- Peppers
- Tomatoes
- Sweet Onions
- Zucchini
- Potatoes

### QUICK TIP!

Offer pre-made "Veggie Kabobs" in your departments for a cool, quick premade meal option for consumers to buy! Easy to make and an added value to the customer!

## MEATLESS GRILLING:

Tofu's and Tofurkey products: Brats, Italian Sausages, Kielbasas, and Chicken are great grill items for the vegetarians!

### Setting up grilling sections in your departments is a great way to build sales across the store.

There are so many tie-ins you can include with displays. Olive oil, pepper, balsamic vinegar, honey, hot sauce, brown and cinnamon sugar, lemons, limes, corn skewers, and of course, charcoal. The possibilities are endless! Create a one-stop shop for all your customers' grilling needs!







# GRILLING PRODUCE

## AVOCADOS

Just brush with oil and/or lime juice and throw on the grill. Grilling gives avocados a smoky flavor, and they just look awesome!

## MANGOS

Slice lengthwise a little off-center, avoiding the seed. For a fun twist, try drizzling with lime juice, and add a little bit of salt, chile powder, and lime zest!

## PINEAPPLES

They have a great flavor, especially when drizzled with honey or hot sauce!

## PEACHES & NECTARINES

A perfect dessert that taste incredible with brown sugar or cinnamon! To prevent sticking, brush with butter or oil.

## PEARS

A perfect dessert that taste incredible. Pair with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.

## BANANAS

Cut ripe, but firm bananas in half lengthwise and leave the peel on!

## ONIONS

Try rubbing BBQ sauce, honey mustard, balsamic vinegar, or another dressing instead of butter or oil for a flavorful twist.

## SWEET CORN

Sweet Corn can be grilled a couple of ways. Try grilling in the husk by placing it directly on top of the grill. The outside will be completely black, but the inside will be delicious and flavorful!

## MUSHROOMS

Large Portabellas are ideal for grilling. Marinate with dressing. Grill 3-4 mins per side.



## EGGPLANT

Cut ripe, but firm bananas in half lengthwise and leave the peel on!

## PEPPERS

Grill whole peppers, or cut peppers lengthwise in half, and remove the seeds and stem.

## ASPARAGUS

To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

## SUMMER SQUASH

Slice squash lengthwise and brush with olive oil and fresh herbs!



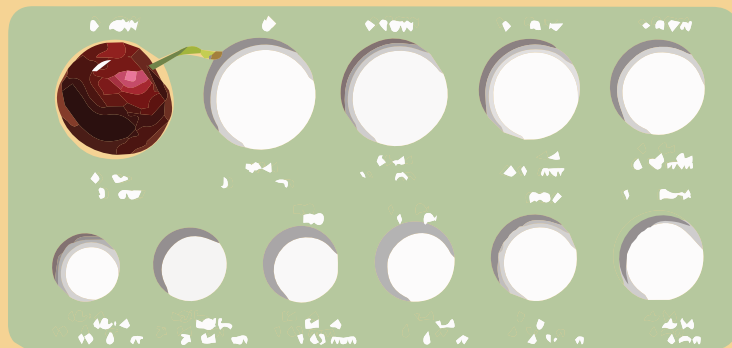


# CHERRY SIZING

## WHAT DOES THE “ROW” COUNT MEAN IN CHERRY DESCRIPTIONS? ➡

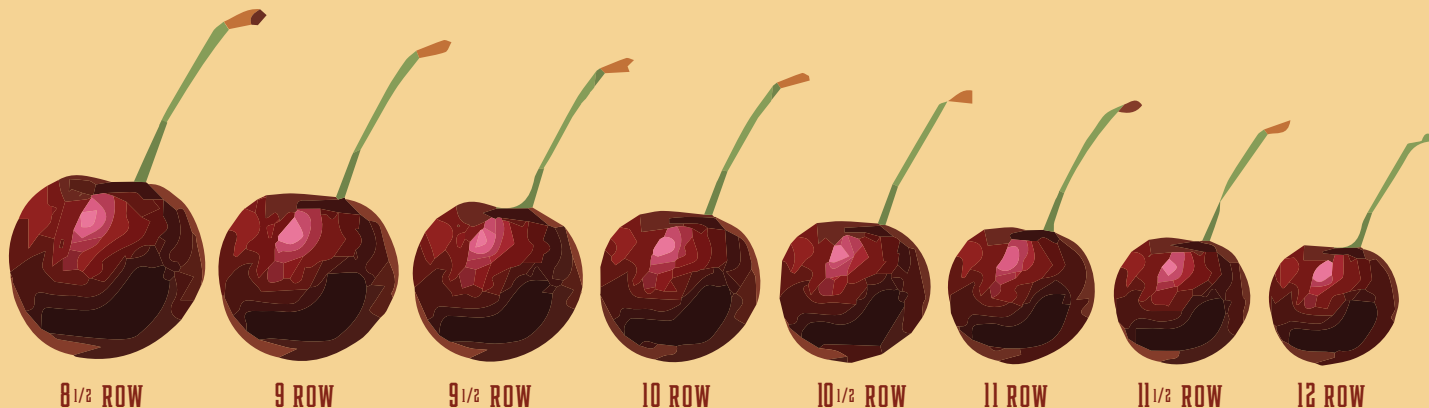
Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top became the sizing scale.

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.







## 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™

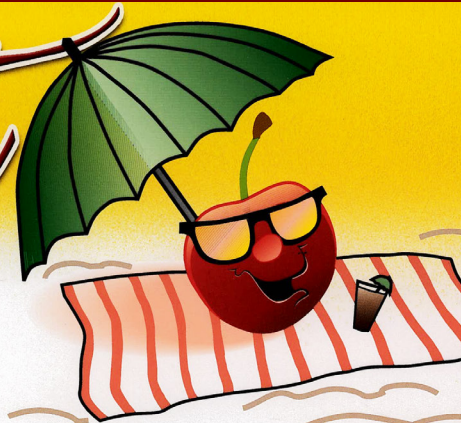
A popular dark red cherry that is fairly large in size. Reginas™ have a firm texture and sweet flavor that is driving demand for this variety.

Available  
late June – late July





# Northwest Cherries



## How to Increase Cherry Sales

- ✓ Display in a prime, high traffic location to increase impulse buys.
- ✓ Build secondary displays in the department and throughout the store.
- ✓ Actively promote "Cherries are Here" to drive impulse sales.
- ✓ Have recipes and usage tips available to show the versatility of cherries.
- ✓ Promote freezing cherries so your customers can enjoy cherries off-season.
- ✓ In-store sampling drives cherry sales, especially on Rainiers!
- ✓ Promote the health benefits of cherries in your promotions.



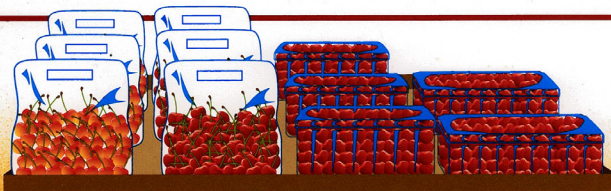
## handle with care and reduce shrink

- Handle with care to avoid bruising.
  - Don't pile cherry bags on top of each other and don't stack clamshells more than 2-3 high. Mounded displays can cause bruising. Allow plenty of shelf space and build attention getting displays.
- Remove defective fruit frequently.
- Keep cherries cool.
  - Refrigerated displays maintain the best fruit quality.
  - Tip: Keep them cool as much as you can!
- Keep cherries dry.
  - Cherries absorb water and will soften if sprinkled.
- Refrigerate your display supplies overnight.
  - The cooler they are, the longer they'll last.
- Order adequate supplies to avoid out-of-stock situations.
- Train baggers to place cherries at the top of the grocery bag to prevent bruising.
  - Satisfied customers will return to buy again and again!

## Promote for profit

During the 10-12 week Northwest Cherry season, many retailers find cherries actually outsell other produce items that are available year-round. Maximize your season.

Northwest Cherries are a great impulse item. Make it easy for your customers to find and buy Northwest Cherries.



### BAGS

- Convenient
- Excellent value
- Don't mound, a single layer works the best
- Maximize your profits by offering multiple packaging options
- Great for Rainier cherries

### CLAMSHELLS

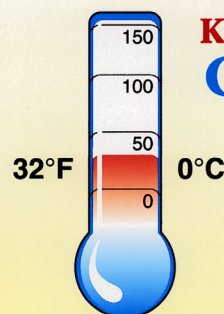
- Excellent storage and protection
- Promote in larger displays
- Don't stack more than 2-3 high
- Convenient
- Great for Rainier cherries
- Available in a variety of sizes

## Keep cherries out of sunlight.

As temperatures warm, fruit becomes limp and stems quickly brown and shrivel.

## Avoid sprinkling cherries with water.

Cherries will absorb water and soften. Water spreads decay.



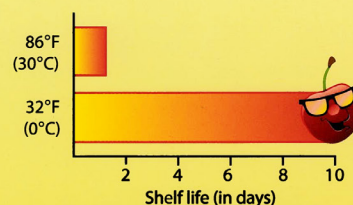
## Keep cherries COOL.

## The higher the temperature ...the shorter the life.

Cherries lose more quality in 1 hour at 68°F (20°C) than in 24 hours at 32°F (0°C).

- 32 Fahrenheit (0 Celsius)
- 90% - 95% humidity

Under these conditions, fresh cherries will keep for several days.



## Secondary Displays Drive Sales!



[www.nwcherries.com](http://www.nwcherries.com)



WE ARE ALL ABOUT

# LOCAL

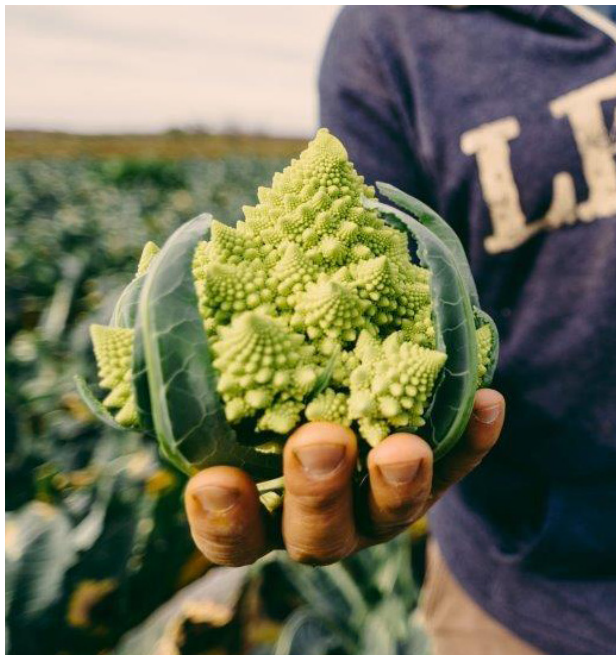
At Four Seasons Produce, we partner with many organic and conventional growers during the spring, summer, and fall growing seasons in PA, NY, NJ, VA, MD, & DE.

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?

LOCAL GROWING REGIONS:  
PA, NY, NJ, VA, MD, & DE.

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

