



# CRESPO ORGANIC MANGO MANIA DISPLAY CONTEST

## JUNE 12 – JULY 30, 2023

Well, its that time again!!! Mango Mania is finally here and we are going to celebrate it in style! Four Seasons Produce has again teamed up with Crespo Organic to bring you the annual Mango Mania promotion and display contest. BEAUTIFUL organic mangoes from Mexico are in full swing with AMAZING quality fruit coming off of the trees and onto your department displays and counters. It is the PERFECT time to promote this PERFECT fruit! Remember, BIG mango displays will lead to BIG mango sales for sure, so plan out your next mango masterpiece and watch your mango sales soar.



### CONTEST CRITERIA

• Build a BEAUTIFUL and impactful mango display in your produce department. ALL fruit MUST be purchased from Four Seasons Produce. Product codes are below:

#### Mango Product Codes:

- 44169—OG Mangoes Mex 8ct
- 44163—OG Mangoes Mex 10ct
- 44165—OG Mangoes Mex 12ct
- 44177—OG Mangoes Ataulfo 12/14ct
- 44185—OG Mangoes Ataulfo 16/18ct
- 234668—OG Mangoes 8/6ct Club pack

#### Mango Bin Codes:

- 230749—POS Display Bin Ataulfo/Honey
- 224210—POS Display Bin Mango
- 235364—POS Display Bin Mango Crespo

#### Dried Mango Codes:

- 235754—OG Dried Mangoes 12/4 oz Crespo
- 235041—OG Dried Mangoes 60/4 oz Crespo
- 235755—OG Dried Mangoes Ataulfo 12/4 oz Crespo
- 235044—OG Dried Mangoes Ataulfo 60/4 oz Crespo

- All displays must include round (Tommy Atkins/Kent/Keitt) mangoes, Ataulfo (Honey) mangoes as well as at least one of the SKU's of Crespo dried mangoes.
- Displays must remain up for at least one week
- Displays must have Crespo point of sale posters/cards in it or have the Crespo graphic boxes built into the display. Point of sale signs, posters and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase a total of 25 cases of mangoes within the contest period
- Send all display contest photos to [contest@fsproduce.com](mailto:contest@fsproduce.com) by Thursday August 3rd 2023



### CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

#### 1ST PLACE

Four Seasons Jacket + \$50 Gift Card



#### 2ND PLACE

Four Seasons Hoodie + \$25 Gift Card



#### 3RD PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card

### EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!



### MANGO MERCHANDISING TIPS

- Merchandise mangoes in a high traffic area to give them great visibility and create some impulse sales
- Be sure to rotate fruit on display and in backroom areas to control ripening.
- Be sure to have both ripe and unripe fruit on display. This allows for a consumer to eat one immediately and buy a few for later in the week
- BIG displays sell BIG amounts of mangoes. Don't be afraid to shoot for the stars when it comes to display size. With the popularity that mangoes now have, these are now on a lot of consumers shopping lists.
- Sell in multiples for the best results (2/\$3.00 over \$1.49 each)

For more information on mangoes and for display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser



PHONE: 1.800.422.8384 | WWW.FSPRODUCE.COM



# NORTHWEST CHERRIES DISPLAY CONTEST JULY 3-30, 2023



Four Seasons Produce has partnered with the Northwest Cherry Commission to bring you one “cherry” of a display contest! BEAUTIFUL red and white Washington State grown cherries are in season and ready to showcase on your department floors and counters. These seasonal gems will be in high demand for sure and with an abundant crop in the forecast it is an excellent time for promoting fresh cherries. Cherries are a high tonnage commodity with high sales and volume potential, so let’s get creative, have fun and grow your sales of this super seasonal consumer favorite!

## CONTEST CRITERIA:

• Build a BEAUTIFUL cherry display in your department using fresh CV or OG (or both!!) Northwest Cherries! All fruit MUST be purchased from Four Seasons Produce. Codes are as follows:

- 15033 CV Dark Cherry 8.5 row 18 lb.
- 15050 CV Dark Cherry 9.5 row 18 lb.
- 15052 CV Dark Cherry 10.5 row 18 lb.
- 15049 CV Dark Cherry 11.5 row 18 lb.
- 15072 CV Rainier 9.5 row 15 lb.
- 15063 CV Rainier 10.5 row 15 lb.
- 14873 CV Rainier 10.5 row 16x11lb clamshell

- 209725 CV Skylar Rae 10.5 row 15lb.
- 220513 CV Skylar Rae 10.5 row 16x11lb clamshell
- 43264 OG Rainier 9.5 row 15 lb.
- 43253 OG Rainier 10.5 row 15 lb.
- 225248 OG Rainier 10.5 row 16x11lb clamshell
- 41263 OG Dark Cherry 9.5 row 18 lb.
- 43257 OG Dark Cherry 10.5 row 18 lb.
- 43256 OG Dark Cherry 11.5 row 18 lb.



220570 Red/Rainier Stemilt  
Cherry Display Bin

- Use of Northwest Cherry Point of Sale material is required for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep of Merchandiser.
- All displays must remain up for one week
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday August 3rd 2023
- \*\*While use of social media is not required it is strongly recommended, as it is a great way to bring cherry awareness to your customers and get creative with advertising!



## CONTEST PRIZES:

**Grand Prize** **\$1,000**  
(Cherry Champion)

Display will be judged on creativity, overall eye appeal and use of both Stemilt and Northwest Cherry point of sale materials.

**National Rainier  
Cherry Day is July 11th**

Best display and promotion celebrating all things Rainier will win **\$100!**  
All entries for this category must be received by July 12th 2023



**Best All Organic**  
(Cherry Planet)

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

**Most Creative**  
(Cherry Crafter)

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

**Best Skylar Rae**  
(Skys the Limit)

- \$200
- Display may include red cherries as well with Skylar Rae being the highlight in your display



**Every qualified entry will receive a super cool Stemilt World Famous Cherry Hat!**

Want to learn more about growing, packing and shipping fresh cherries?  
Click on the link below to attend the amazing Stemilt Online Cherry University!  
<https://www.stemilt.com/university/>

For more cherry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



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





# ORGANIC STONE FRUIT DISPLAY CONTEST

## JULY 3, 2023 - JULY 30, 2023

Four Seasons Produce has again teamed up with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits. Organic stone fruit is in full swing and quality is OUTSTANDING on all varieties! We have some awesome prizes up for grabs so now is the time to promote these sweet tastes of summer, create some excitement in your stores, and drive cases in the stone fruit category!

### CONTEST CRITERIA

• Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The contest codes are as follows:

**OG Yellow Peach 40/56 2-layer 18lb** (Code: 43853)

**OG Yellow Nectarine 40/56 2-layer 18lb** (Code: 44338)

**OG White Peach 40/56 2-layer 18lb** (Code: 43832)

**OG White Nectarine 40/56 2-layer 18lb** (Code: 43843)

**OG Red Plum 40/64 18lb** (Code: 220429)

**OG Black Plum 40/64 18lb** (Code: 42723)

**Homegrown Display Box 1ct** (Code: 220443)

• (There may be times where either red or black plums are gapping.) Please check with your sales rep or merchandiser for availability.

• Displays must remain up for at least one week.

• Displays must include EFI and Homegrown point of sale material. Signage can be obtained through your FSP sales rep or merchandiser.

• Please send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday August 3rd 2023.

### STONE FRUIT HANDLING & MERCHANDISING TIPS

• Stone fruit is best stored and merchandised outside of your refrigerated cases. It allows the fruit to ripen properly and avoids it from being in the flavor kill zone!

• Place small brown paper bags on your displays to suggest ripening at home.

• Variety offerings are key in successful stone fruit sales. Be sure to carry a full array of fruit to offer to your customers. It might also expose them to varieties that they might have tried before.

• Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

• Stone fruit bruises very easily, so handle with care, both in the backroom and on your display.

For more stone fruit handling and merchandising tips, contact your Four Seasons sales rep or merchandiser.



### About the Homegrown Organics and EFI partnership:

Growing our fruit is not possible without the care and passion of our employees and farmworkers. We are proud to partner with Equitable Food Initiative (EFI) to provide transparency, innovation, and progress in the workplace. The EFI label is rooted in forward-thinking ideas ensuring the worker are treated well, compensated fairly, and engaged to identify problems and solutions that prevent food safety issues.



### LARGEST DISPLAY

**1st PLACE**

Trager Grill with Custom Grill Cover

**2nd PLACE**

BBQ Tool Set and Apron

**3rd PLACE**

Personalized Cutting Board

### MOST CREATIVE

**1st PLACE**

YETI Cooler

**2nd PLACE**

Carhartt Backpack

**3rd PLACE**

YETI 64oz Rambler

**ENTRY PRIZE FOR ALL STORES THAT SUBMIT AN ENTRY**



Yeti Tumblr

A Yeti 10oz Rambler will be awarded to all stores that use social media to promote the contest by tagging @hgofarms on social media platforms.



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# CALIFORNIA Stonefruit

## That's Equitable Food Initiative Certified

We have achieved more than 300 of the industry's highest standards in social responsibility to earn EFI certification, which provides the transparency and assurance consumers are looking for. Our stonefruit programs were the first of their kind to achieve EFI certified in 2020. This certification has provided the foundation for a collaborative team approach and continuous improvement.



Scan to learn more:



[equitablefood.org](https://equitablefood.org)

## That's Regenerative Organic™ Certified

We have a Regenerative Organic Certified™ stonefruit program. This newly developed certification is overseen by the Regenerative Organic Alliance, a group that promotes regenerative organic farming as the highest standard for agriculture. ROC builds on a foundation of organic principles with strict standards and regenerative practices that improve soil health, ensure animal welfare, and promote fairness for farmers and farmworkers.

Scan to learn more:



[regenorganic.org](https://regenorganic.org)



**Regenerative  
Organic  
Certified™**