



*Q2 Edition*

# **FOUR SEASONAL**

**APR/MAY/JUN '24**

**MERCHANDISING TIPS & IDEAS  
FOR INDEPENDENT RETAILERS**





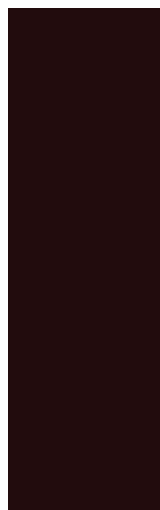
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# APRIL 2024

## FEATURED ITEMS

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

## BEST OF SEASON

- Honey/Ataulfo Mangos
- Strawberries (CA)
- Blackberries
- 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 in GA)

## GREENHOUSE PRODUCE

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

Scan for  
more info



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	THINK SPRING! / SPECIALTY CITRUS SEASON						
WEEK 14	31	1	2 National Love Your Produce Manager Day	3	4	5	6
	NEW CROP GREENHOUSE PRODUCE / THINK SPRING!						
WEEK 15	7	8	9	10	11	12	13
	EARTH WEEK & ORGANICS / NEW CROP GREENHOUSE PRODUCE / THINK SPRING!						
WEEK 16	14	15 Tax Day	16	17	18	19	20
	PASSOVER MEALS / EARTH WEEK & ORGANICS / NEW CROP GREENHOUSE PRODUCE						
WEEK 17	21	22 Passover Begins at Sundown / Earth Day	23	24	25	26	27
	CINCO DE MAYO & DERBY DAY PARTIES						
WEEK 18	28	29	30 Passover Ends at Sundown	1	2	3	4 Kentucky Derby





# PASSOVER MERCHANDISING

**PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 22<sup>ND</sup> AND CONTINUE THROUGH APRIL 30<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:

Dole - YES

Fresh Express - YES

organicgirl - YES

Little Leaf - NO

Attitude/Veg Pro - NO

Olivia's Salads - NO

Eat Smart - NO

Taylor Farms - NO

Superior Fresh - NO

Earthbound Kosher Items - NO

222825 - OG Green Beans

222819 - OG Broccoli Florets

222820 - OG Broccoli & Carrots

222821 - OG Broccoli & Cauliflower

2229824 - OG Broccoli Slaw

222823 - OG Vegetable Medley

230599 - OG Snap Peas





## Grown in Quebec

Laurentides, Montérégie, Saguenay–Lac-Saint-Jean, Mauricie, Capitale-Nationale, Estrie.

**6 regions, 12 production sites** where more than 450 people work every day.

**40 hectares** of greenhouse production, **12 organically grown, 365 days** per year.

## A pledge of high quality

**Grown in greenhouses without pesticides** and each step treated with the utmost importance.

Our products meet the **highest standards of freshness** in the food industry.

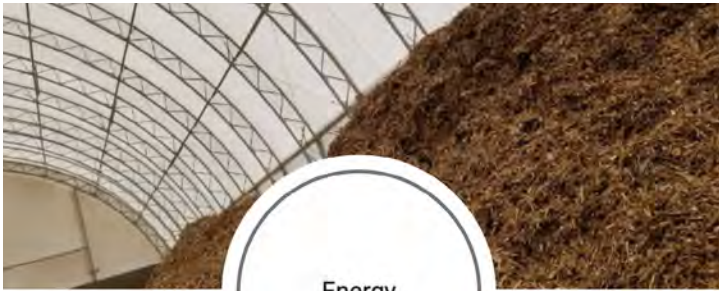




# Responsible actions

For a clean environment

# SAVOURA



## Energy

Since 2011, we've used forest biomass for heating several of our production sites in Quebec. This consists of a firm contractual commitment with the **Government of Québec** to reduce tens of thousands of tons of GHG every year.



## Water

New technologies in tributary recirculation that we use for our crops today, allows us to reuse 100% of the water and optimize this resource to the maximum while reducing our consumption.



## Packaging

We share your concerns to keep packaging to a minimum and reduce waste. Beyond the obvious environmental considerations, the economic advantage is also a beneficial impact. We're also aware that best packaging is obviously no packaging at all.

01

Some of our products are offered without packing in several grocers, including the Cerizo Bio, the Beefsteak tomatoes and the Grappe vine tomatoes.

02

The majority of our organic products are transported in a 100% compostable pulp based tray and manufactured in Canada. In regards to plastic wrap, it's also 100% recyclable and made in Canada, just like our shipping containers.

03

The majority of the large distributors we work with require packaged products. Did you know that packaging lengthens the product's lifespan by at least 10 days? An important aspect for both the environment and the economy.

Producing fruit and then throwing it out is certainly not a sustainable solution.





# SAVOURA SAVOURA

**B** GROWN IN QUEBEC



CODE: 233007  
OG Tomatoes Cherry OTV 12/6.56 oz



CODE: 42291  
OG Tomatoes Cocktail 12/8.8 oz



CODE: 223317  
OG Tomatoes Cherry OTV 3.5 lb Bulk Box



CODE: 235655  
CV Tomatoes Cherry OTV 20/5.3 oz



CODE: 41372  
OG Tomatoes Beefsteak 15 lb

CODE: 23232  
CV Tomatoes Beefsteak 15 lb

CODE: 23296  
CV Tomatoes Beefsteak XL 15 lb 20-28ct



CODE: 41334  
OG Tomatoes Cluster 11 lb

CODE: 23242  
CV Tomatoes Cluster 11 lb





*Raised Right & Transforming Lives*

## THAT'S THE NATURESWEET WAY

NatureSweet is more than the name on the freshly grown goods you see in stores. It's also the people behind the produce. We're only able to bring you the best tasting tomatoes, cucumbers, and peppers in the world because they are prepared with a belief of "Unleashing the Power of People." This is what makes "Raised Right" a quality you can truly taste.

Now  
B Corp  
Certified



## SUSTAINABILITY

We ensure that our Associates are treated with dignity, can earn transformational wages and are engaged to ensure food is safer and responsibly grown all while taking into consideration the impact on the environment.

Our Associates are the first and last hands that harvest and pack your tomatoes before you bring them home to your family. We take care of them so that they grow safer, tastier tomatoes for you!



Certified







# PRODUCTS AVAILABLE AT FOUR SEASONS



## CHERUBS

221550

CV Tomatoes Cherubs  
(Grape) 15/10 oz  
UPC: 751666771550



## CHERUBS

224577

CV Tomatoes Cherubs  
(Grape) 9/24 oz  
UPC: 751666776050



## COMETS

229016

CV Tomatoes Comets  
(Gold) 15/10 oz  
UPC: 751666950054



## SEASONAL MEDLEY

234773

CV Tomatoes Constellation  
"Spring" 9/24 oz  
UPC: 751666416659



## CONSTELLATION

222648

CV Tomatoes Constellation  
15/10 oz  
UPC: 751666416451



## CONSTELLATION

229017

CV Tomatoes Constellation  
15/16.5 oz  
UPC: 751666414051



## D'VINES

219134

CV Tomatoes D'Vines  
(Cherry) 12/9 oz  
UPC: 751666165052



## GLORYS

221551

CV Tomatoes Glorys  
(Cherry) 15/10 oz  
UPC: 751666103054



## TWILIGHT

229015

CV Tomatoes Twilight  
(Mini Brown) 15/10 oz  
UPC: 751666480056



## MINI SEEDLESS PEPS

237581

CV Peppers Mini Sweet  
Seedless 10/14 oz  
UPC: 751666590953



## OG GRAPE

235650

OG Tomatoes Grape  
15/10 oz  
UPC: 751666560758



## OG GRAPE

235652

OG Tomatoes Grape  
12/16 oz  
UPC: 751666560857





## THE MANGO DISPLAY EXCITING CONSUMERS

Connect with us



BE  
**COURAGEOUS  
& ADVENTUROUS**  
with mango merchandising!

**MANGO SHOPPERS**  
SPEND OVER  
TWICE AS MUCH AS  
non mango shoppers.

### DISPLAY

Multiple big, bold, front-and-center, vibrant displays throughout the store are known to attract shoppers. Make sure they are always fully stocked!

Show some **FLESH**. A few cut mangoes demonstrating the flesh color is a popular attraction tactic.



Secondary displays in **HIGH TRAFFIC** areas multiply sales, use free-standing displays anywhere in the store. Our **CRESPO ORGANIC** cartons stacked up make an incredible visual display.



During peak summer months use **GIGANTIC** storefront displays to drive promotions and sales.



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





### **CROSS MERCHANDISING**

Forget what you know about cross merchandising mangoes. As consumer demand increases drastically, research shows the attraction of the shopper is changing with it.

Get creative.

BE  
**COURAGEOUS**  
& **ADVENTUROUS**  
with mango merchandising!

**MANGO SHOPPERS**  
SPEND OVER  
TWICE AS MUCH AS  
non mango shoppers.

Small & **CREATIVE** displays cross merchandised with other departments are **FUN!** Try ripe mangoes on the meat counter with a recipe for **MANGO BBQ** sauce!



Display mangoes with **PEAK SEASON**, succulent **SUMMER** fruits. Take them away from the tropical section and treat them more like **STONE FRUIT**.



Set up **INGREDIENT-BASED** displays with their mango recipes. **SALSAS** (onions, cilantro & tomatoes), **COCKTAILS** (limes & tequila), or **MANGO SUMMER ROLLS** (rice paper, rice vinegar, fresh mint, peppers & cucumbers).





CV MANGO  
PROGRAM  
NOW AT  
FOUR SEASONS!

CONTINENTAL  
FRESH

WATER FOR ALL



## Where Produce Meets Purpose

### Water For All!

WITH EVERY BOX OF SPECIALTY LABELED PRODUCE, A PERCENT OF PROCEEDS IS DONATED TO BLUE MISSIONS TO FUND CLEAN WATER AND SANITATION PROJECTS IN LATIN AMERICA.

There are 780 million people globally that lack access to clean water. Daily life for these people includes walking miles to collect water for their families, risking water-borne diseases, and missing school or work. BLUE Missions takes our donations and uses 100% of it to fund the material costs of constructing gravity-driven aqueducts in rural communities, and connects every home with a faucet. When you buy any product from Continental Fresh, you support this work, and make the world a better place.



### WHY WATER?

Water is the basic foundation of a community and without it, families struggle to meet their most basic needs. Many walk hours to collect it and often times the water they find is not safe to drink. By funding water projects in rural communities, we are taking a huge step in breaking the poverty trap while bringing empowerment, health, and opportunity to locals.



# 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

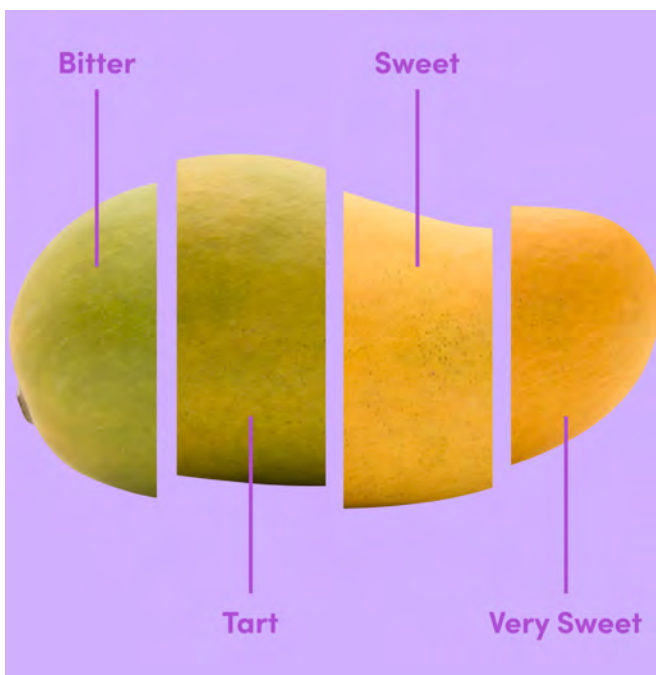
Mangos contain over 20 vitamins and minerals. Just one serving of mango provides half of your daily Vitamin C needs. With just 70 calories per serving (about 3/4 cup), each serving of mangos is fat free, sodium free, and cholesterol free.

## 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.



# INSPIRATION CORNER







On the East Coast, the words “Vidalia Sweet Onion,” immediately make consumers think spring and grilling! Genuine Georgia-grown Vidalia Sweet Onions will start shipping in mid-April, and the season should continue into July.

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

## VIDALIA SWEET ONION TIPS FOR SUCCESS

- 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.





## *At Home Storage & Handling*

Special onions require special care! See how to keep your Vidalias at their sweetest longer.

### *Handle with care!*

The water content in Vidalia onions is much higher than in regular storage onions. This characteristic contributes to Vidalias' sweet taste, but it also shortens their shelf life and makes them more susceptible to bruising.

To keep them at their sweet best, Vidalias must be handled and stored with care by the grower, the retailer, and the consumer.

### Do's and Don'ts of storing fresh sweet onions:

- 1** **DO** store onions in the veggie bin in the refrigerator. Wrap each bulb individually in paper towels to help absorb moisture and place them in the crisper with vents closed. Many will keep for months!
- 2** **DO** store in the legs of clean, sheer pantyhose. Tie a knot between each Vidalia and simply cut above the knot when you're ready to use an onion! Be sure to hang in a cool, dry, well-ventilated area.
- 3** **DO** store onions in the veggie bin in the refrigerator. Wrap each bulb individually in paper towels to help absorb moisture and place them in the crisper with vents closed. Many will keep for months!
- 4** **DON'T** store with potatoes, which can make the onions go bad faster.



# 5 FAST WAYS TO TURN Supersweet CORN into Gold



**F**resh  
Supersweet  
corn from

Florida can add a golden glow to fall, winter and spring retail promotions. With consumer demand on the rise, this category is no longer a summer loss leader but a year-round profit maker. Top tips for growing your Supersweet corn sales:



## 1 Give customers choices

- In addition to unhusked corn, sell tray packed ears, either fully or partially husked.
- Offer ears precut in chunks and/or packaged with other vegetables for stews and roasts.

## 2 To preserve its quality, keep corn cold

- For maximum freshness and flavor, keep corn well chilled—33°F to 36°F is best.
- Display corn in refrigerated cases or on ice (perhaps under misters).
- Return corn used in large bulk floor displays to the cooler after the store closes.

## 3 Price corn to move

- Consumers are willing to pay more for fresh corn in winter and spring.
- They'll also pay more for value-added offerings such as husked corn and microwave-ready packaging.
- To encourage quantity buying, price in multiples

## 4 Run fresh corn promotions

- Research shows that feature ads lead to significant volume and dollar increases, especially when combined with other merchandising techniques.
- Well-timed seasonal and holiday tie-ins attract shoppers' interest.
- The most effective signage promotes corn while educating consumers about buying, storing and preparing it.
- Creative use of cross promotions can build overall store sales.

## 5 Know Your Customer

- Consider your customer profile (age, race, ethnicity and location) when planning your Supersweet corn strategy.
- African-American and Latino customers buy more fresh sweet corn, especially during winter and spring.
- Customers in metropolitan areas are more interested in value-added corn options at a premium price.





# MAY 2024

## FEATURED 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
- Lettuces
- Bunched Herbs
- Rhubarb
- Leeks
- Radishes
- Kales & Collards
- Chards & Dandelion

Scan for  
more info



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 18	CINCO DE MAYO & DERBY DAY PARTIES						
	28	29	30	1	2	3	4 Kentucky Derby
WEEK 19	MOTHER'S DAY / BERRY SEASON / COLLEGE GRADUATIONS						
	5 Cinco de Mayo	6  Four Seasons Produce Fresh Fest! Independent Retailer Trade Show & Conference	7 	8	9	10	11
WEEK 20	BERRY SEASON / COLLEGE GRADUATIONS / GRILLING SEASON						
	12 Mother's Day	13	14	15	16	17	18 Armed Forces Day
WEEK 21	MEMORIAL DAY PARTIES / GRILLING / BERRY SEASON						
	19	20	21 Eat More Fruits & Vegetables Day	22	23	24	25
WEEK 22	GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES						
	26 Memorial Day	27	28	29	30	31	1



# 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.





# CALIFORNIA CHERRIES

## 6 WEEKS

## OF HARVEST EVERY YEAR

LATE APRIL TO EARLY JUNE

## 7 MILLION

18 POUND  
BOXES WILL BE  
HARVESTED

## MORE FACTS

- FIRST CHERRIES HARVESTED IN THE WORLD EACH YEAR
- PICKED & PACKED BY HAND
- AVAILABLE IN GROCERY STORES 96 HOURS AFTER HARVEST
- 800 CHERRY FARMS IN CALIFORNIA



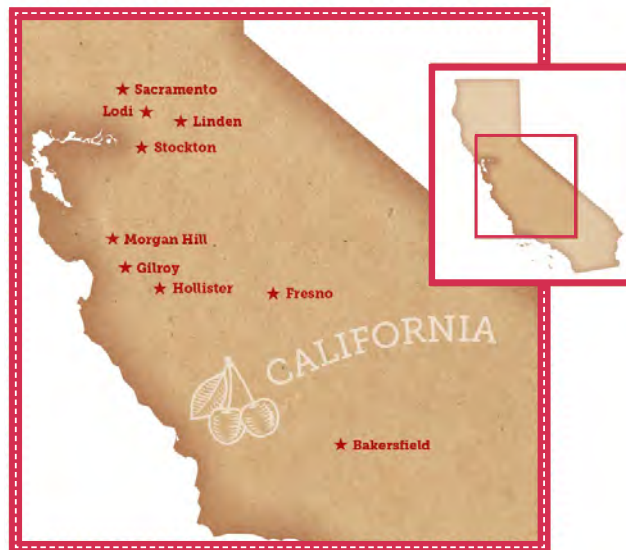




# THE CALIFORNIA CHERRY SEASON

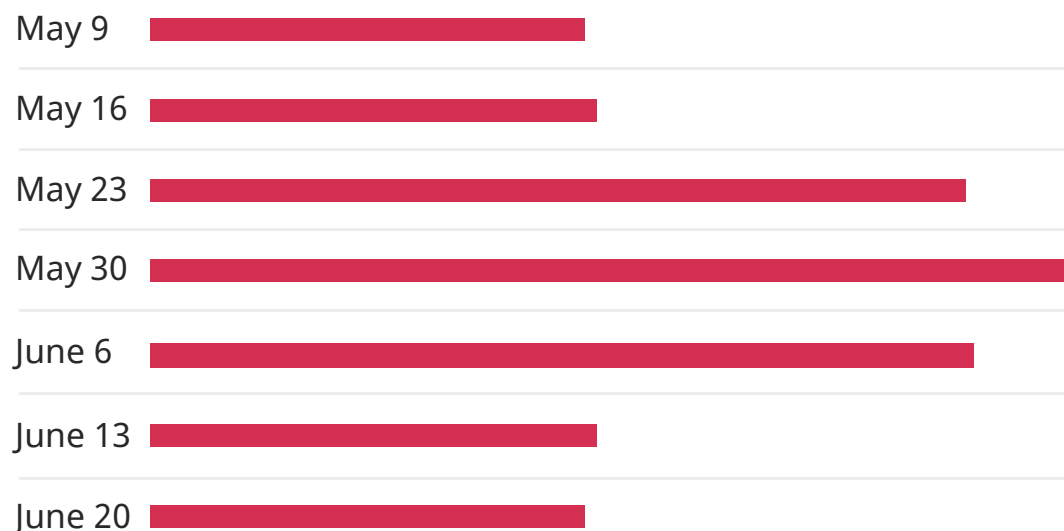
California is home to approximately 40,000 acres of cherry orchards, which have the potential to produce over 10 million 18-pound boxes of cherries each season. California cherries are grown by over 800 farmers and packed by 22 operations throughout central California. The majority of cherries are grown in the northern part of California's San Joaquin Valley, near Stockton, Linden and Lodi.

## CHERRY GROWING REGIONS



California cherries are the first in the Northern hemisphere to be harvested and reach the market each year. The season is short, but sweet — lasting only about 6 weeks between late April and mid-June. Cherry harvest begins in the southern growing areas and moves north up the state as the season progresses. Because California cherries are the first to be harvested, there is tremendous demand and consumers around the world eagerly anticipate their arrival each year.

## AVERAGE PROMOTABLE CALIFORNIA CHERRY VOLUME BY WEEK



*Average Season Timing by Week (Relative Shipping Volume)*





# BEST PRACTICES FOR MAXIMUM SHELF-LIFE

California cherries provide guilt-free indulgence for consumers and their families, making them a reliable repeat-traffic driver that boost total sales. California is the most trustworthy and regulated growing region in the world and nobody has been growing and exporting cherries longer than our California cherry farmers and shippers.

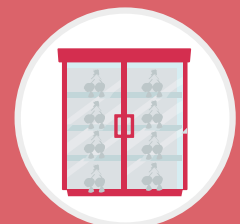
When stored and handled properly, high quality California cherries can last between 10 - 14 days in refrigeration. To achieve the maximum shelf-life the following storage and handling practices should be followed

## STORAGE

Cherries should be shipped and delivered to retailers in a 32°-34°F refrigerated truck.



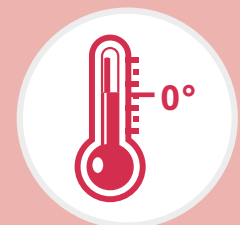
Keep cherries in the coldest part of the refrigerator whenever possible.



Never keep cherries on loading docks or near any heat. Like berries, cherries should be prioritized as the first fruits placed in the refrigerator.



California cherries should be kept as cold as possible. The ideal temperature to store them at is 32°-34°F 90-95% humidity.





A vibrant pink background is adorned with several strawberries. Some are whole, showing their characteristic red color and green leafy tops. Others are sliced in half, revealing the lighter, fleshy interior. The strawberries are scattered across the frame, creating a fresh and appetizing visual.

*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 3



### 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 # 0072; 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 6

## 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 4.12"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

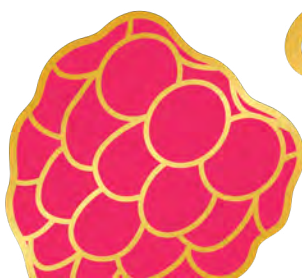
Palletization: 216 trays per 40" × 48" pallet,  
12 per layer × 18 high

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







# ≡ 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 x 10 oz clamshells per tray

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

Tray Dimensions: 19"L x 14.88"W x 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 x 14 oz clamshells per tray

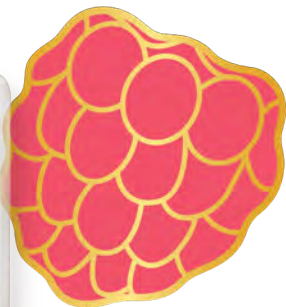
Palletization: 117 trays per 40" x 48" pallet,  
9 per layer x 13 high

Tray Dimensions: 14.88"L x 12.88"W x 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 x 6 oz clamshells per tray

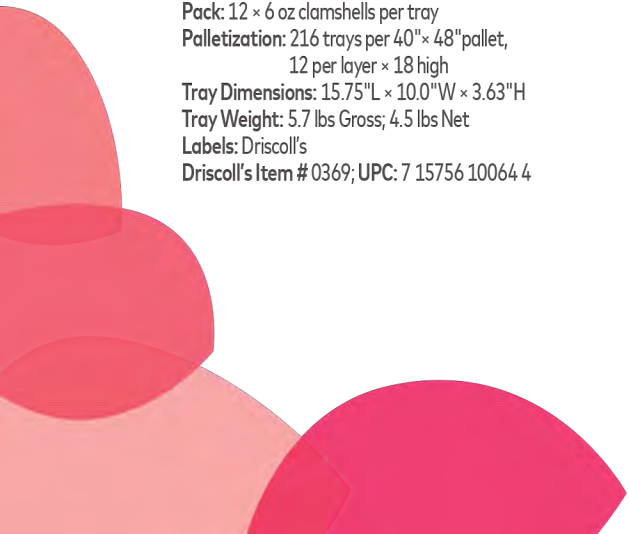
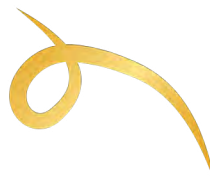
Palletization: 216 trays per 40" x 48" pallet,  
12 per layer x 18 high

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 # 0369; UPC: 7 15756 10064 4







# 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 harder 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 27

### MERCHANDISING ACTIONS

- **Timing!** Your fruit counters should be reset with fresh crop **Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 23. Cut back on apples, pears, and citrus. Don't play catchup 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 21 or Wednesday, May 22. 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 23. 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 23, and Friday, May 24, and keep it watered or iced down. 42 cases per pallet.



## FOUR SEASONS MEMORIAL DAY SCHEDULE

### SATURDAY 5/25:

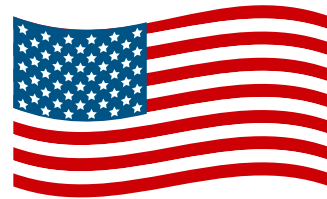
Normal office and delivery schedule.

### SUNDAY 5/26:

Normal office and delivery schedule.

### MONDAY 5/27:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/28 delivery.



Please contact your sales representative with any questions.

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



# JUNE 2024

## FEATURED ITEMS

- Cherries
- Berries
- Grapes
- 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
- Bunched Herbs
- Leeks & Scallions
- Radishes
- Kales & Collards
- Chards & Dandelion
- Cabbages
- Blueberries (*begin from NJ*)
- Sweet Corn (*begin*)
- Grape Tomatoes (*begin*)
- Zucchini (*begin*)

Scan for  
more info



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





# HOW TO PREP, SHARE, SELECT, & SELL WATERMELONS

## Food Safety

Prep

Store and display whole watermelon at 45°F–55°F (7°C–13°C).

Display cut watermelon in refrigerated cabinets at 37°F–39°F (3°C–4°C). If using ice beds, bury containers in the ice. Exposed containers warm quickly to room temperature, reducing shelf life and increasing food safety risks.

Before cutting, store watermelons at 46°F (8°C). Wear sanitary gloves, a clean apron and a hair net. Sanitize the stainless steel work surface and sharp knife. Then, wash under clean, running water and pat dry.

## Cut It Up

Prep

- 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.

## Everyday Value

Share

At only 16 cents per serving, watermelon is the #1 budget-friendly fruit!\*



Find endless recipes for watermelon flesh, juice and rind at [watermelon.org](http://watermelon.org)

\*Source: IRI FreshLook Data, 2020

## Choose the Best

Select

Easy as 1, 2, 3!

- 1 Look it over. A firm watermelon free from bruises, cuts or dents is best.
- 2 Lift it up. It should be heavy for its size. Most of its weight is water!
- 3 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!

## Top 5 Retail Tips

Sell

- 1 Easy to reach. Easy to sell. Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.
- 2 Lose the leaking watermelons.
- 3 Keep watermelons away from bananas. Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.
- 4 Display whole & cut watermelons side by side.
- 5 Ensure the tastiest watermelon. Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

## Boost Sales

Sell

- 1 Get Social. Share your own promotions and tap into the Watermelon Board posts, tweets and videos @watermelonboard
- 2 Offer Samples. Serve fresh-cut watermelon or simple recipes like Fire & Ice Salsa.
- 3 Merchandise. Set up a watermelon display—include recipes, health benefits information and storage tips. Scan here for FREE POS Materials. Or, find at [watermelon.org/Retailers](http://watermelon.org/Retailers)





## WATERMELON

# Cutting & Yield



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 (%)	70.5%	69.2%	59.8%





# 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**



# Working with Watermelon

## Take the guesswork out of switching between seedless watermelon sizes

Watermelon is grouped into many sizes, but there are six key sizes that vary throughout the year. This tool illustrates the yield for the top six sizes and how it is often handled for use on menus. Although Mother Nature offers many variables each year, this tool can be a guide highlighting average yield.



	Seedless			Mini		
Size	36	45	60	7	8	9
Total weight in pounds	20.44	15.87	11.25	6.37	5.37	5.06
Total weight in ounces	327	254	180	102	86	81
Flesh weight in pounds	13.62	10.68	6.75	3.93	3.68	3.12
Flesh weight in ounces	218	171	108	63	59	50
Number of wedges	124	98	62	50	47	40
Cubes in cups	39	32	20	12	11	9
Puree in cups	26	22	13	8	7	6
Puree in fluid ounces	210	173	104	61	58	49
Juice in cups	22	17	11	6	6	5
Juice in fluid ounces	180	135	84	47	45	42

Each cup has approximately 7, 1/2-inch cubes.

To puree, place cut watermelon in a blender and blend until smooth without any chunks.

To juice, strain the puree once through a fine mesh strainer. Consider upcycling the pulp in muffins or bread and sauces.

The wedges are approximately 1/2-inch thick and 3x3 1/2-inches, with no rind and peel.

Watermelon yield is generally between 60 and 70% depending on size, variety, and other variables.



### SEEDED

- >> Round, long, oblong
- >> 5 to 45 lbs



### SEEDLESS

- >> Round, long, oblong
- >> 10 to 25 lbs
- >> Small white seed coats in the flesh are undeveloped and edible
- >> Approximately 90% of watermelon cultivars grown today for US consumption



### MINI

- >> Round
- >> Seedless
- >> 1 to 7 lbs



### YELLOW & ORANGE

- >> Round
- >> Seeded and seedless
- >> 10 to 30 lbs



# 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.

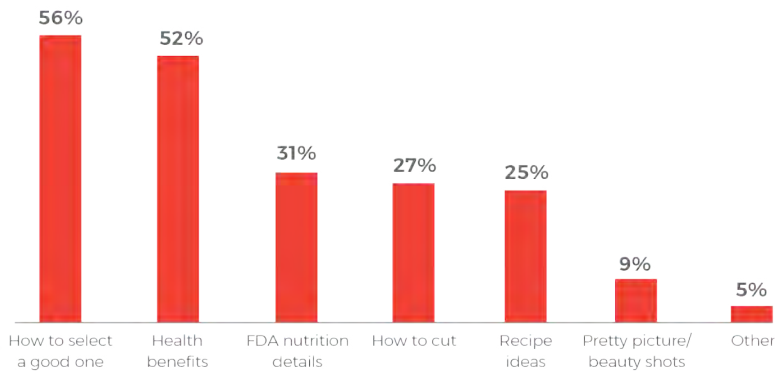
This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.





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

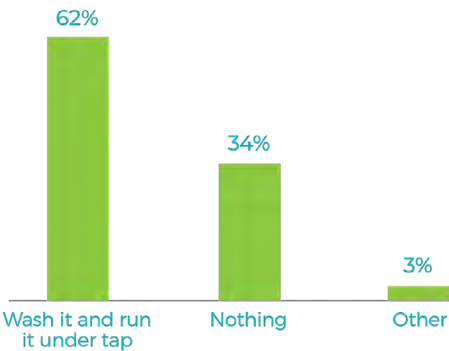
Which type of information would you prefer to see displayed with watermelon at a retail store?



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.



## ASPARAGUS

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

## PEPPERS

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

## EGGPLANT

Grill sliced eggplant and top with a bit of balsamic vinegar, some feta cheese, or a spoonful of pesto. The eggplant will be tender, but the edges will be crispy and charred.

## SUMMER SQUASH

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



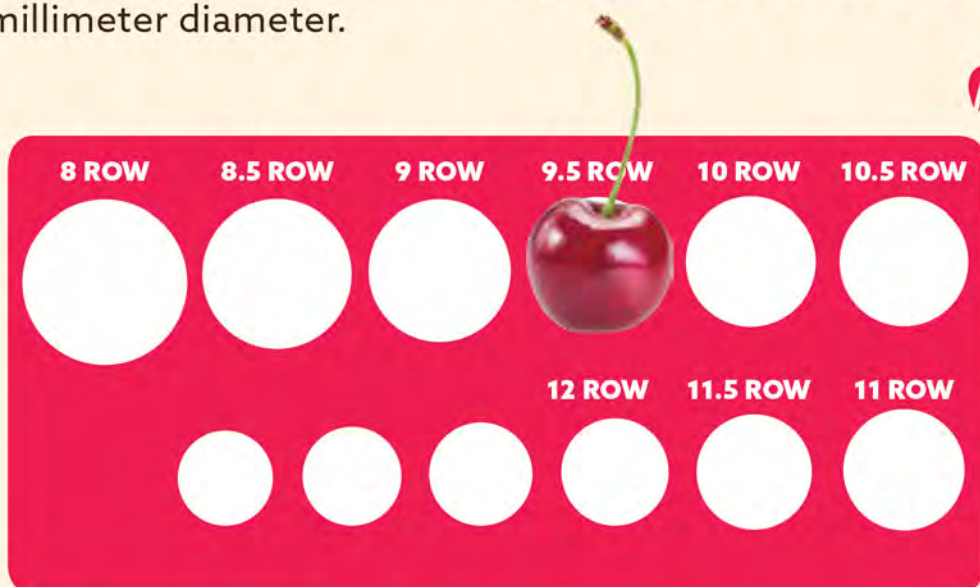
# Cherry Sizing

## 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 become the sizing scale.



Even when the industry began shipping in 15lb, 18lb, and 20lb wood lug crates, and later cardboard boxes - 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.

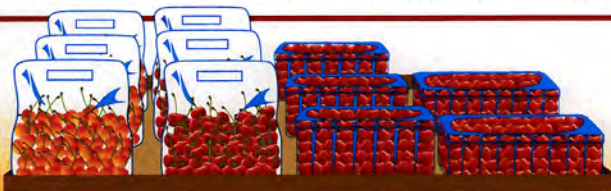


## handle with care and reduce shrink

- 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

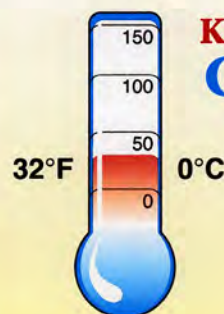
- Excellent storage and protection
- Promote in larger displays
- Don't stack more than 2-3 high
- Convenient
- Great for Rainier cherries
- Available in a variety of sizes

## 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.



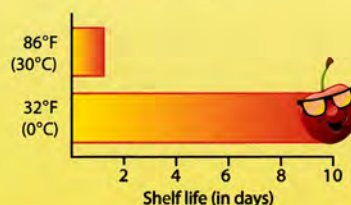
## Keep cherries COOL.

## 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)





With **86.5%** AVG Dollar Growth and **\$239 million** Y.O.Y. Absolute Dollar Growth, **cherries** led the fresh category



### FRESH SEASON

**1 in 4** shoppers made their first fresh cherry purchase in early June or before



### HEALTH BENEFITS

**78%** of surveyed cherry buyers were influenced by the health benefits of cherries when they made their decision to purchase



### FRESH SEASON

**42%** of cherry buyers bought at least some cherries online during the season and 1 in 10 shopped solely online for cherries

**4 GREAT reasons to eat cherries**

- Cherries contain antioxidants**  
Antioxidants found in cherries may help to reduce the risk of cancer and heart disease
- Good source of potassium**  
Cherries are a good source of potassium. Increasing evidence shows that a diet rich in potassium may help to control blood pressure and reduce the risk for hypertension and stroke
- Promoting overall healthy sleep patterns**  
Cherries are a source of melatonin. Melatonin is an effective means for reducing jet lag and promoting overall healthy sleep patterns
- Eating sweet cherries can have a beneficial effect**  
Beneficial effect on inflammation, arthritis, blood pressure, cancer, cardiovascular disease, diabetes, cognitive function, sleep and stress

"Results after consumption of Bing cherries are consistent with those reported with tart cherry juice in marathon runners."

**Northwest Cherries**



Check out point of sale downloads at [www.nwcherries.com/toolkit](http://www.nwcherries.com/toolkit)





# Glow up with Fresh, Sweet Northwest Cherries

Summer is here, and everyone deserves a glow up to feel their best this season. Of course, looking good on the outside relies, in part, on what goes inside. One snack provides a powerful punch of glow-friendly nutrition in a convenient, compact and naturally delicious package: sweet Northwest cherries.

Sweet cherries are more than a treat; they are a powerhouse of goodness! Here are 5 ways they can help you maintain a healthy glow all summer long.

## 1 Healthier skin

Sweet Northwest cherries give skin a boost of nourishment, especially darker varieties, like Bing cherries, which are rich in antioxidants. Antioxidants help stabilize free radicals that can otherwise lead to oxidative stress that, in turn, may speed skin's aging. Sweet cherries are also packed with vitamin C, which plays a crucial role in collagen production for a healthy complexion.

## 2 Reduced stress

Sweet cherries are a natural source of serotonin, which studies have found to be an important factor in reducing stress and improving mood. The phenolics in cherries, which work as antioxidants, also appear to offer some protection against cell-damaging oxidative stress. Plus, adding sweet cherries to the weekly shopping list can alleviate another type of stress: finding a tasty and nutritious snack that will please the entire family.

## 3 Better sleep

In addition to being a natural, plant source of serotonin, sweet cherries have melatonin and tryptophan. In studies, these three compounds have been shown to help improve the quantity and quality of sleep, both of which are critical to giving the body — including the skin — ample time for repair and restoration. Consuming a serving of cherries about an hour before bedtime may aid in stabilizing and regulating sleep patterns.

## 4 Revived muscles

Sweet cherries contain anthocyanins, which give Bing cherries their deep red color and have anti-inflammatory properties. Such qualities have been shown to help muscles recover more quickly after exercise, making cherries an ideal accompaniment to a range of summertime activities.

## 5 Steady energy

The whole family can keep glowing with the high-fiber, low-glycemic-index benefits of sweet cherries. Sweet cherries boast a lower glycemic index than most other fruits, helping blood sugar stay level while spoiling taste buds all summer long. A cup of sweet cherries also delivers about 3 grams of fiber, making sweet cherries a perfect grab-and-go snack with staying power.



# 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.





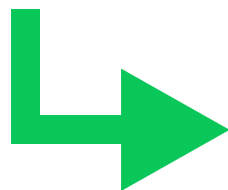


# WANT MORE INFO ON OUR LOCAL GROWERS?

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



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



**LADY MOON FARMS**  
Chambersburg, PA