



# WATERMELON DISPLAY CONTEST

## JULY 8 - SEPTEMBER 15, 2024

Four Seasons Produce has teamed up with the National Watermelon Board to bring you a display contest sure to drive your sales throughout the summer months with, you guessed it—WATERMELON! Watermelon is the quintessential summer staple fruit, and Four Seasons Produce will be offering some awesome promotional opportunities through-out the rest of the summer! Quality of the fruit this year has been outstanding, on all colors and sizes! We have some really great prizes ripe for the taking, so start planning your melon masterpiece and enter for a chance to win!

## DISPLAY CONTEST CRITERIA:

- Build a dynamite display watermelon. **Any variety or size** of watermelon (CV or OG) will qualify for entry.
- All watermelon **MUST** be purchased from Four Seasons Produce.
- Must keep your display up for at least **one week**.
- Send all pictures in to [contests@fsproduce.com](mailto:contests@fsproduce.com) **Thursday, September 19, 2024**.

## PRODUCT CODES:

(Availability subject to change. Check with your Four Seasons Sales Rep or Merchandiser for availability.)

### ORGANIC

41434 - OG Watermelons Mini 30 lb 8 ct  
 43805 - OG Watermelons Mini 35 lb 6 ct  
 43796 - OG Watermelons 60 lb 4 ct Carton  
 43765 - OG Watermelons 60 lb 5 ct Carton  
 43806 - OG Watermelons Seedless 60 ct 11# Average

### CONVENTIONAL

12026 - CV Watermelon Mini 35lb 6ct  
 12028 - CV Watermelons Mini 35 lb 8 ct  
 12035 - CV Watermelons Seeded 35 ct 20# Average Bin  
 12004 - CV Watermelons 55 lb 5 ct Carton  
 12003 - CV Watermelons 60 lb 4 ct Carton  
 11991 - CV Watermelons 60 ct 11# Average Bin  
 11997 - CV Watermelons 45 ct 15# Average Bin

## DISPLAY CONTEST PRIZES:

### GRAND PRIZE

Judged on overall eye appeal and creativity



# \$750

### MOST CREATIVE

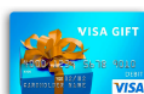
Judged on creative use of watermelons, boxes, bins, or watermelon signage



**1<sup>st</sup> Place** **2<sup>nd</sup> Place**  
**\$300** **\$200**

### BEST YOY INCREASE

In lbs. based on YOY sales results. Will need store sales data in order to qualify



**\$300** **\$200**

### BEST SMALL STORE

3 registers or less



**\$300** **\$200**



PHONE: 1.800.422.8384

www.fsproduce.com





# MERCHANDISING WATERMELONS

**FREE TRAINING!** Watermelon Retail Learning Lab from the National Watermelon Promotion Board:  
[watermelon.org/wp-content/uploads/2023/02/LEARNING-LAB-LESSONS-sm.pdf](http://watermelon.org/wp-content/uploads/2023/02/LEARNING-LAB-LESSONS-sm.pdf)

## Make the most of displays!

- Colorful bins and decorated displays grab attention and grab sales

## Display whole and cut watermelon side by side

- Creates great eye appeal and increases sales for both

## Get the word out — watermelon is nutritious and delicious

- Include selection and nutrition information not only in newsletters and ads but on signs and displays



## Avoid mis-rings and lost revenue

- Every penny counts! Use proper labeling so customers get what they pay for, and you get the sales you deserve

## Ensure the tastiest watermelon

- Continue the cold chain if applicable for whole water
- Always keep fresh-cut refrigerated

## Keep watermelon away from bananas

- Store these separately
- Bananas emit ethylene gas, which changes the flavor and appearance of watermelon

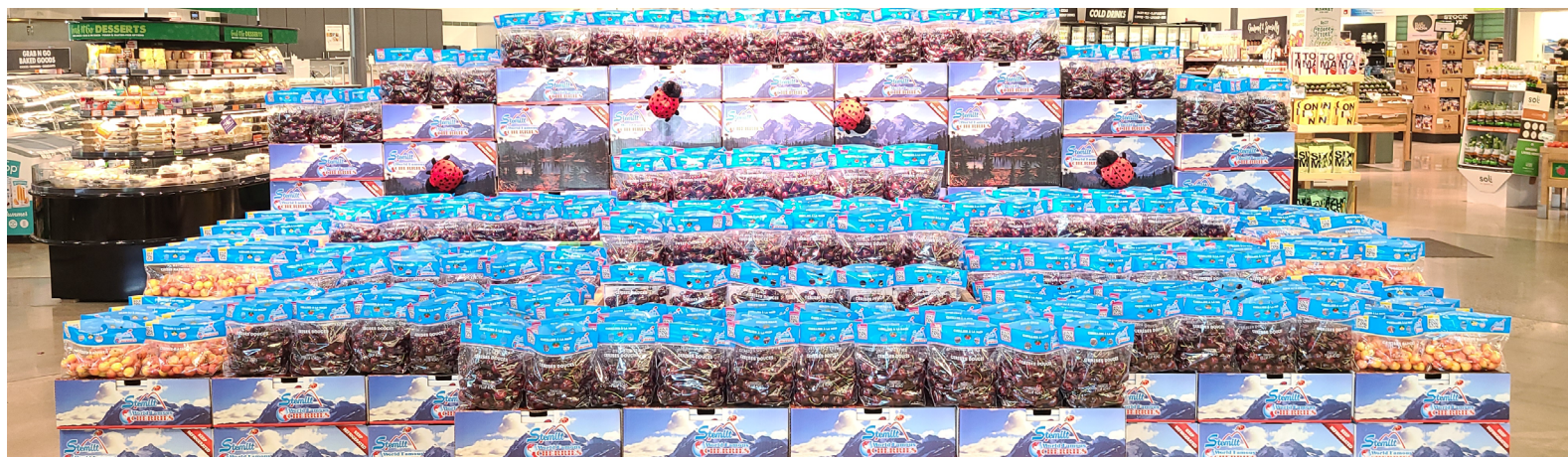
# NORTHWEST CHERRY DISPLAY CONTEST

## JULY 1 - JULY 28, 2024



Four Seasons Produce and the Northwest Cherry Commission have partnered to bring you a Cherry Display Contest! Washington State grown Cherries are now in season and ready to showcase on your department floors and counters. Cherries are sure to be in high demand, and with an abundant crop with excellent quality in the forecast, it is a great time for promoting fresh Cherries.

Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's grow your sales of this super seasonal consumer favorite!



## DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL cherry display in your department using fresh Northwest Cherries! ALL fruit MUST be purchased from Four Seasons Produce. Product and point of sale material codes can be found on page 2.
- 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 or Merchandiser.
- All displays must remain up for at least one week.
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, August 1, 2024

## DISPLAY CONTEST PRIZES:

**Grand Prize**  
(Cherry Champion)

**\$500**

Display will be judged on creativity and overall eye appeal

**BEST YOY INCREASE**  
(Cherry Changer)

(based on 2023 YOY sales results.  
Will need store sales data in order to qualify)

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

**BEST SMALL STORE**  
(Cherry Fairy)

(3 registers or less)  
1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**Most Creative**  
(Cherry Charmer)

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



**Best All Organic**  
(Cherry Cherish)

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

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

Best Rainier Cherry display (this will include Skylar Rae) -- \$200

**EVERYONE IS A WINNER!**

Every qualified entry will receive a super cool Stemilt cherry hat!



PHONE: 1.800.422.8384

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# NORTHWEST CHERRY DISPLAY CONTEST

JULY 1 - JULY 28, 2024



## DISPLAY CONTEST CODES:

### CONVENTIONAL CODES:

- 15033 CV Dark Cherry 8.5 row 18lb\*
- 15050 CV Dark Cherry 9.5 row 18lb
- 15052 CV Dark Cherry 10.5 row 18lb
- 15049 CV Dark Cherry 11.5 row 18lb
- 15072 CV Rainier 9.5 row 15lb
- 15063 CV Rainier 10.5 row 15lb
- 14873 CV Rainier 10.5 row 16x1lb clamshell
- 209725 CV Skylar Rae 10.5 row 15lb
- 220513 CV Skylar Rae 10.5 row 16x1lb clamshell

### ORGANIC CODES:

- 43264 OG Rainier 9.5 row 15lb\*
- 43253 OG Rainier 10.5 row 15lb\*
- 225248 OG Rainier 10.5 row 16x1lb clamshell \*
- 41263 OG Dark Cherry 9.5 row 18lb
- 43257 OG Dark Cherry 10.5 row 18lb
- 43256 OG Dark Cherry 11.5 row 18lb

### POS CODES:

- 231735 POS Box Empty Cherry CV
- 231736 POS Box Empty Cherry OG
- 231737 POS Box Empty Cherry Export
- 237350 POS Display Bin CV Cherry
- 236177 POS Box Cherry Skylar Rae

**\*SOME ITEMS MAY NOT BE AVAILABLE AT ALL TIMES**



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.



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# Homegrown Organic Farms Organic Stone Fruit Display Contest

## July 1 - July 28, 2024

The annual Homegrown Organic Farms Organic Stonefruit Display Contest has finally arrived!

Four Seasons Produce has once again partnered with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits, as well as move some serious tonnage through your departments. Delicious Organic Stone Fruit is in full swing with excellent quality in all varieties. July is the perfect month to promote this seasonal fruit while having fun showing off some creative flair! Create excitement for your customers and drive your case growth in the stone fruit category! Enter today for your chance to win!

### DISPLAY CONTEST CRITERIA:

- Build a super fun, super creative display of Homegrown Organic Stone Fruit in your departments. ALL fruit **MUST** be purchased from Four Seasons Produce.

The contest codes are as follows:

- 43853--OG Yellow Peach 40/56 2-layer 18lb
- 44338--OG Yellow Nectarine 40/56 2-layer 18lb
- 43832--OG White Peach 40/56 2-layer 18lb
- 43843--OG White Nectarine 40/56 2-layer 18lb
- 43855--OG Red Plum 60/64 18lb
- 42723--OG Black Plum 60/64 18lb
- 43958--OG Apricot 60/70 2-layer 14lb\*
- 225356--OG Apricot 16/1lb clamshell\*
- 44686--OG Pluots 70 2-layer 18lb\*
- 220443--Homegrown Display Box 1ct

**\*While supplies last**

- Must have a **minimum of four varieties** of fruit in your displays.
- Must use Homegrown Organic Farms point of sale cards and EFI decals, OR have Homegrown Organic Farms branded boxes within your display. Point of sale and EFI stickers can be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- Displays must remain up for **at least one week**.
- Please send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Thursday, August 1, 2024**.



### DISPLAY CONTEST PRIZES:

#### CATEGORIES:

The top 2 stores from each of the following categories will receive their choice of prizes from the list below.

- Largest Display
- Most Creative
- Best Small Store Display (3 registers or less)

#### HONORABLE MENTION:

There will be an honorable mention in each category as well with a \$75 gift card.

#### SOCIAL SOUVENIR:

Separate participation prize (\$50 Visa Gift Card) for stores who use social media to promote the contest by tagging @hgofarms.

#### ENTRY PRIZE:

Each qualified entry will receive the amazing Carhartt lunchbox, just for entering!



#### PRIZES:

- Yeti Cooler
- AirPods Pro
- Blackstone Grill
- Solo Stove
- Ninja Creami Deluxe



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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™**



# CRESPO ORGANIC MANGOES SUMMER MANGO MANIA DISPLAY CONTEST

## JUNE 3 -JULY 28, 2024

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

### CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

#### DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

#### 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

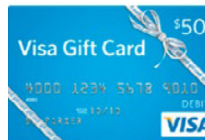
#### POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for at least **one week**.
- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **August 1, 2024**.

### CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card

- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



### EVERYONE IS A WINNER!

Every qualifying entry will also receive some SHARP Crespo gear!



Code:  
239637

Code:  
239641



To read about the Crespo Organic story and get some really cool recipe ideas, please visit [www.crespoorganic.com](http://www.crespoorganic.com).

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

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



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