

# FOUR SEASONAL

Q3 EDITION - JUL/AUG/SEPT 2025

*MERCHANDISING TIPS & IDEAS FOR INDEPENDENT RETAILERS*







5

4th of July  
Merchandising Tips



32

Local Flower Grower

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# 3rd Quarter 2025 Promos & Display Contests

## JULY



**Homegrown Organics  
Stone Fruit**

June 16 - July 13



**Crespo Organics  
Mango Mania**

June 16 - August 3



**Northwest Cherries**

July

**More Promos:**

Watermelon Board National Contest: [watermelon.org/audiences/retailers/retail-contest/](https://watermelon.org/audiences/retailers/retail-contest/)

## AUGUST



**Zespri Kiwifruit**

June 16 - August 3

**More Promos:**

Watermelon Board National Contest: [watermelon.org/audiences/retailers/retail-contest/](https://watermelon.org/audiences/retailers/retail-contest/)

## SEPTEMBER



**Air Chief  
Organic Grapes**

Mid-Sept to Mid-Oct



## FEATURED ITEMS

- Cherries
- Raspberries
- Grapes
- Sweet Corn
- Watermelons
- Peaches
- Blueberries
- Nectarines
- Strawberries
- Mangos

## BEST OF SEASON

- Dark Sweet & Rainier Cherries
- Yellow & White Peaches
- Yellow & White Nectarines
- Donut/Flat Peaches & Nectarines
- Apricots & Apriums
- Pluots/Plumcots & Plums
- Tuscan Cantaloupes
- Kiss Melons
- SunGold Kiwifruit
- Cotton Candy Grapes
- Portabella Mushrooms
- Mangos

## LOCAL (MID-ATLANTIC)

- Blueberries
- Sweet Corn
- Peaches
- Zucchini and Yellow Squash
- Grape Tomatoes
- Vine Ripe & Heirloom Tomatoes
- Cucumbers
- Athena-style Cantaloupes
- Peppers
- Eggplant (*begin*)



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



# JULY 4<sup>TH</sup> MERCHANDISING

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

## INDEPENDENCE DAY “MUST-HAVES” CHECKLIST

### GRILLING VEGETABLES

- ☐ Asparagus
- ☐ Eggplant
- ☐ Fennel
- ☐ Mushrooms - Portabella Caps & Slices
- ☐ Sweet Onions
- ☐ Peppers - Sweet Bell & Mini Sweet
- ☐ Potatoes - Russet Counts
- ☐ Potatoes - Grill-Ready Packs
- ☐ Squash - Zucchini & Yellow
- ☐ Sweet Corn - Bulk & Tray Packs

### STONE FRUIT

- ☐ Apricots/Apriums
- ☐ Cherries - Dark Sweet & Rainier
- ☐ Nectarines - Yellow, White, & Donut
- ☐ Peaches - Yellow, White, & Donut
- ☐ Plums - Red & Black
- ☐ Pluots/Plumcots

### VALUE ADDED

- ☐ Veggie Trays
- ☐ Fresh cut Fruits and Veg
- ☐ Kabob Kits
- ☐ Croutons
- ☐ Dips
- ☐ Dressings
- ☐ Garlic Expressions Marinade
- ☐ Guacamole
- ☐ Juices
- ☐ Salsa

### PICNIC INGREDIENTS

- ☐ Lettuces
- ☐ Onions
- ☐ Potatoes - Red & Gold (for potato salad)
- ☐ Slicing Tomatoes

### MELONS

- ☐ Cantaloupes - Athena-style, Tuscan, & Western
- ☐ Honeydew
- ☐ Watermelons - Mini
- ☐ Watermelons - Whole & Cut
- ☐ Specialty Melons (Kiss Melons)

### BERRIES & GRAPES

- ☐ Blackberries
- ☐ Blueberries
- ☐ Raspberries
- ☐ Strawberries
- ☐ Grapes - Red/Green
- ☐ Grapes - Cotton Candy

## ORDERING TIMELINE

### THURSDAY, 6/26

Focus: Hard Goods

- **Place orders for:** croutons, dips, dressings, snacks, juices, and other center-store or shelf-stable items.
- **Get these items received and packed out early** to clear space and focus for the busier days ahead.
- **Minimizing backroom clutter** now means smoother operations during peak periods.

### FRIDAY, 6/27 – SATURDAY, 6/28

Focus: Hard Fruits & Vegetables

- Order semi-perishables and durable produce like apples, potatoes, carrots, onions, etc.
- Assign evening crews to **pack out hard goods and prep your department** for high-volume days.
- Take time to organize storage and back rooms - being clean and prepared will make the week run much smoother.

### SUNDAY, 6/29 – MONDAY, 6/30

Focus: Tonnage & Holiday Staples

- Begin receiving large-volume items like sweet corn, watermelon, cantaloupes, and summer stone fruits.
- **Do not delay these orders until Monday 6/30** - you risk delayed delivery and missed sales windows.
- Customer traffic will begin to build on Friday and accelerate daily into the long holiday weekend.

### TUESDAY, 7/1 – THURSDAY, 7/3

Focus: Refills & Perishables

- Replenish **ad items, fresh perishables, and key promotional product** to stay fully stocked.
- Make sure product is available and fresh for **Friday morning shoppers and the start of the holiday rush.**





## MELON MERCHANDISING

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

## BERRY MERCHANDISING

- Keep your berry patch full with all sizes and varieties of **Strawberries, Blackberries, Blueberries, and Raspberries.** This is an ideal time for big packs.
- During the heat of summer, it is recommended to **solely merchandise in refrigerated cases** to keep turns fast on berries and protect shelf-life.



## CHERRIES DRIVE IMPULSE AND DOLLARS!

- **Cherries are super seasonal and the best time of the year for them is mid-June through July.** Feature them around Independence Day with price promotion, quality-size promotion, just large display - or all three - to drive impulse purchase and some serious dollars!
- Feature Dark Sweet, Rainier (gold), and Organic options.

## FRESH CUT FRUIT & VEGETABLES

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

## GRILLING DISPLAY

- Set up a display in your department to focus on items that are perfect for grilling to get your customers inspired!
- Cross merchandise with multiple items, including charcoal.
- Encourage fruit grilling as well! Print out our "Grilling Produce Infographic" to put on your display.

## SWEET CORN

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

# FOUR SEASONS 4<sup>TH</sup> OF JULY SCHEDULE

## JUNE 29 - JULY 3:

NORMAL OFFICE AND DELIVERY SCHEDULES.

## \*\*FRIDAY, JULY 4:

NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN 8:00AM-NOON, TAKING ORDERS FOR APPROVED SATURDAY 7/5 DELIVERIES

## JULY 5 - JULY 7:

NORMAL OFFICE AND DELIVERY SCHEDULES.







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!





# GEAR UP FOR GRILLING SEASON

PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

## BEEF BRANDS



CODE:

241384



241394



241387



CODE:

241817



241892



241895



CODE:

234865



234867



234859



CODE:

227616



227623



227624



CODE:

239411



239087



239085



CODE:

236087



235015



235019



PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

## CHICKEN BRANDS



CODE:



235213



235219



235217



CODE:



239173



239174



239169



CODE:



236387



236390



236401

## PORK BRANDS



CODE:



224193



224189



CODE:



237875



237876



237874





PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

## LAMB BRANDS



CODE: 239055



243135



239054

## SAUSAGE BRANDS



CODE: 44927



44928



44931



240486



CODE: 237866



237863



237864



CODE: 235185



235188



235186



CODE: 239728



243162



239104



239105



PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

## SAUSAGE BRANDS



CODE: 219699



219688



230328



CODE: 242428



242430



CODE: 232615



243073



243074

## HOT DOG BRANDS



CODE: 45648



CODE: 60736



CODE: 230964



CODE: 235130



CODE: 242426



CODE: 242506



CODE: 45638



# STONE FRUIT SIZING GUIDE













Is stone fruit sizing hard to visualize?

Try comparing to a baseball!



A baseball is 2.9" in diameter



	2-layer Sizing	2-layer Euro Ct	Diameter
	30/32	50/52	3-1/2"
	36	60	3-3/8"
	40/42	66/68	3-1/4"
	48/50	70/72	3"
	56	84	2-7/8"
	60	86	2-3/4"
	64	98	2-5/8"
	70		2-1/2"
	72		2-7/16"
	80		2-3/8"
	84		2-5/16"
	96		1-13/16"

## 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."





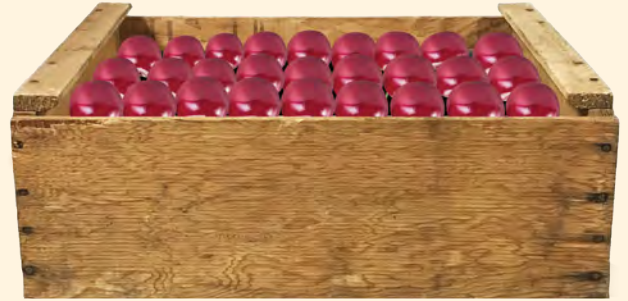
Check out point of sale downloads at [www.nwcherries.com/toolkit](http://www.nwcherries.com/toolkit)



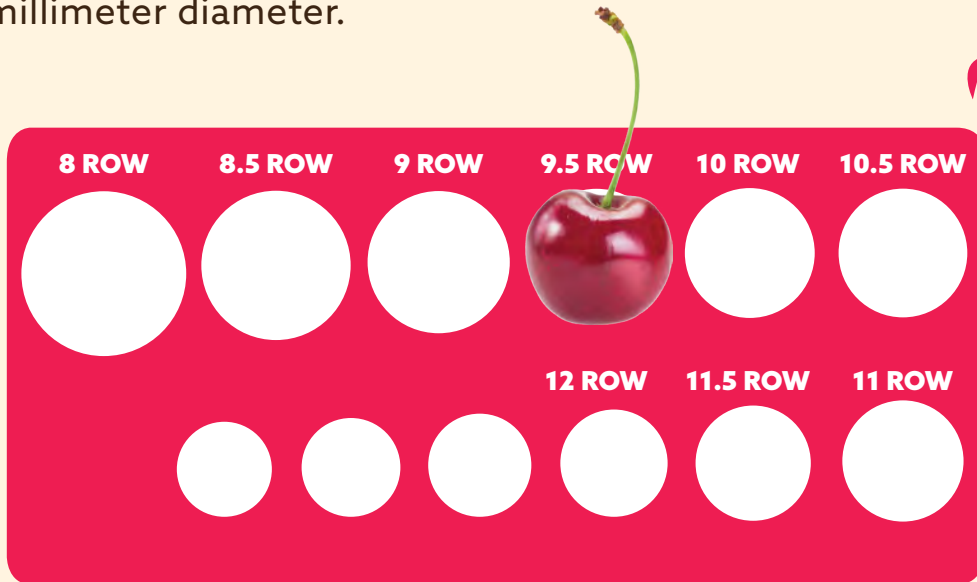
# Cherry Sizing

## 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.

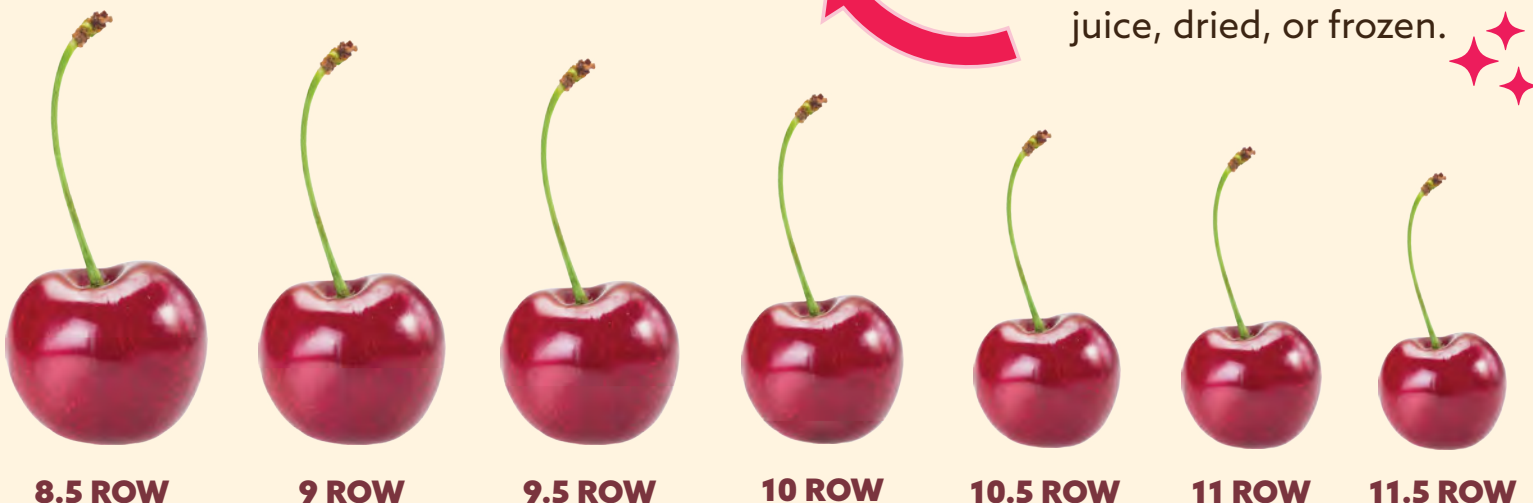


Even when the industry began shipping in 15lb, 18lb, and 20lb wood lug crates, and later cardboard boxes - the industry stuck with the "row" sizing scale instead of a millimeter diameter.



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 Milwauke, Oregon in 1847. They are firm, juicy, sweet and have a deep mahogany-red color.

Available  
mid June – mid August

### LAPINS

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

Available  
late June – mid August

### RAINIER

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

Available  
mid June – end of July

### SKEENA™

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

Available  
early July – mid August

### SWEETHEART™

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

Available  
mid July – mid August

### REGINA™

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

Available  
late June – late July

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







# THE CHERRY CONSUMER

Understanding the cherry consumer, an online survey  
by Stemilt + Category Partners

## EXECUTIVE SUMMARY

### OVERVIEW

In June 2024, Stemilt and Category Partners conducted an online survey of 2,001 U.S. consumers who confirmed they purchased cherries during the summer cherry season. The goal of the study was to learn consumer perceptions, preferences and behaviors regarding cherry purchases.

### KEY FINDINGS

#### **PRICE, QUALITY AND FLAVOR ARE THE TOP PURCHASING DECISIONS FOR CHERRY CONSUMERS.**

Consumers rate flavor as the #1 attribute they look at when deciding to buy cherries, but health benefits are also a key factor for most cherry shoppers.

#### **CHERRIES ARE AN IMPULSE PURCHASE**

Cherries are bought on impulse by 58% of shoppers, however heavy cherry buyers are more likely to plan their cherry purchase.

#### **CHERRY SHOPPERS START PURCHASING EARLY IN THE SEASON**

Nearly 2/3 of cherry shoppers start buying cherries by early June, and nearly all start buying cherries by early July.

#### **CHERRY SHOPPERS KEEP BUYING IN THE LATE SEASON**

54% of cherry shoppers buy through the end of August. Only 16% stop buying cherries before August.

#### **PRICE IS A CHERRY PURCHASING BARRIER BUT PRICING TOO LOW REDUCES LIKELINESS TO BUY**

High price is the #1 barrier to purchasing cherries BUT pricing cherries too low makes consumers question the quality and flavor of the cherries.

#### **CHERRY CONSUMERS ARE LOYAL, BUT WHEN UNAVAILABLE THEY WILL WAIT, VISIT OTHER STORES, OR SWITCH TO ANOTHER FRUIT.**

When cherries are out of stock, half of respondents wait until the next shopping trip to buy, 25% go to another store to buy, and 33% switch to another fruit.

#### **RAINIER/YELLOW CHERRIES HAVE OPPORTUNITY GAPS ACROSS THE U.S.**

Approximately 26% of survey respondents buy Rainier/Yellow cherries and 13% state these are their favorite type of cherry. However, Rainier/Yellow only make up 6% of cherry volumes across the U.S. in June/July each season. Demand for Rainier/Yellow cherries is strong, and retailers should look to carry them consistently and fill this gap when supplies are available to do so.

### STEMILT'S TIPS FOR CHERRY SUCCESS

- 1** Focus your program on quality and flavor as that will drive impulse sales, and consistently delight heavy cherry users.
- 2** Position cherries from California's start to Washington's end. Cherry shoppers buy at all points of the season so carry cherries every week possible.
- 3** Keep cherries in prominent locations within the produce department. Cherry shoppers expect cherries to be in produce and large, easy-to-find displays will help capture the impulse shopper's attention.
- 4** Don't run out of stock! Cherry shoppers switch stores, fruits, or simply wait to make a purchase taking dollars away from your category when cherries aren't available.



# THE SHOPPER

## PURCHASE & EATING FREQUENCY

During the summer cherry season, about how frequently do you purchase cherries?



Nearly **7 out of 10** cherry shoppers buy every 2 weeks

During the summer cherry season, how frequently do you or others in your household **eat cherries?**



## CHERRY SEASON

When do you typically start buying cherries?



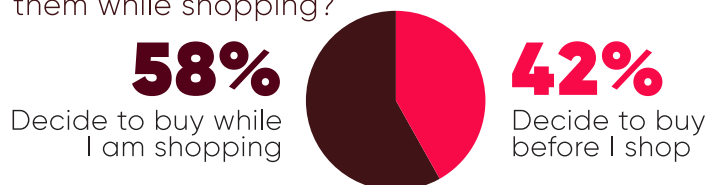
**6 OUT OF 10 CHERRY CONSUMERS ARE BUYING THE FRUIT BY EARLY JUNE**

When do you typically **STOP BUYING** cherries?

**54% BUY THROUGH LATE AUGUST!**

## PLANNED VS IMPULSE PURCHASES

Do you more often plan your cherry purchases before you begin shopping or decide to buy them while shopping?

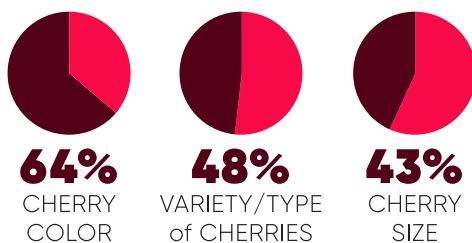


# SHOPPER PREFERENCES

## SELECTION DECISION

Outside of quality and price, consumers rate color, variety and fruit size as important selection factors.

(Please rate each on a scale from 1 to 7, 7 is extremely important and 1 is not at all important)



## CHERRY CONSUMERS MAY SWITCH CATEGORIES

If you decide to buy cherries, but they are not in stock at your store, what do you do?

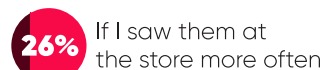


## PURCHASE BARRIERS & MOTIVATIONS

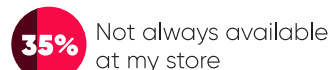
Price, quality, and availability were barriers to purchase mentioned among all respondents.

### IMPULSE SHOPPER VS SHOPPING LIST SHOPPER

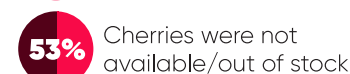
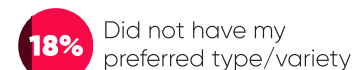
What would get you to buy more cherries?



What keeps you from buying more cherries?



If you had planned to buy cherries, what would make you NOT buy?



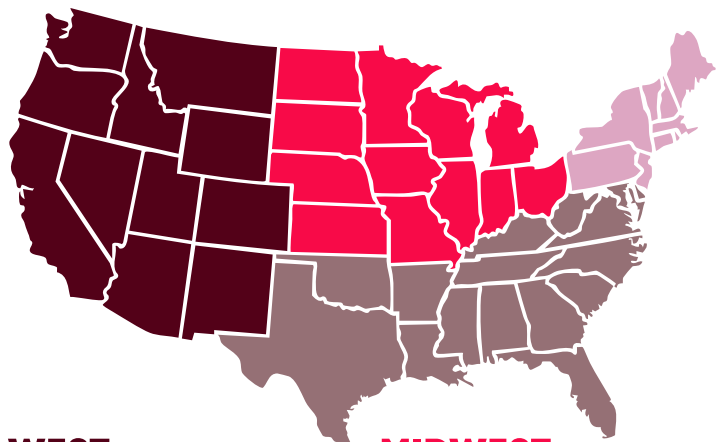
## VARIETY PREFERENCES

What variety/type of cherry is your favorite?



# SHOPPER PREFERENCES

## FAVORITE VARIETY BY REGION



### WEST

● **DARK 78%**  
● **YELLOW 21%**

Only **9%** of cherry category volume is yellow/Rainier

### SOUTH

● **DARK 88%**  
● **YELLOW 12%**

Only **5%** of cherry category volume is yellow/Rainier

### MIDWEST

● **DARK 89%**  
● **YELLOW 11%**

Only **6%** of cherry category volume is yellow/Rainier

### NORTHEAST

● **DARK 92%**  
● **YELLOW 8%**

Only **3.8%** of cherry category volume is yellow/Rainier

## PRICE AND QUALITY

Consumers are more likely to purchase **Dark Sweet** cherries at **\$2.99/lb** than **\$0.99/lb**

**88%** are very likely + likely to purchase  
**\$2.99/lb** 66% 22% 10%

**79%** are very likely + likely to purchase  
**\$0.99/lb** 65% 14% 10%

■ Very Likely ■ Likely ■ Neither Likely nor Unlikely ■ Unlikely ■ Very Unlikely

## PRICE vs EXPECTATIONS

What would you expect the quality and flavor of **Dark Cherries** to be priced at:

**\$0.99/lb** 23% 21% 18%

**\$2.99/lb** 30% 36% 25%

**\$4.99/lb** 43% 39% 15%

**\$6.99/lb** 59% 28% 8%

■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor

## Skylar Rae® Cherries



### What's The Story?

We're not joking when we say that Skylar Rae® brand cherries are the sweetest cherry you'll ever eat®. They come off the tree with high sugars, ranging from 23-25 Brix, and are also very crisp (the firmest cherry we grow, in fact).

### When Will They Be Available?

June to July



### Conventional PLU# 3448



Clamshell



Topseal



Pouch Bag



Carton



# INSPIRATION CORNER







## STONE FRUIT MERCHANDISING & STORAGE TIPS

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



- **Stone fruit does best when stored and merchandised outside of refrigeration.** Fruit stored in temp ranges of 36°F - 50°F falls into the "kill zone" and will result in flavor loss, mealy fruit and an overall poor eating experience for the customer. Product is shipped at 34°F, and the best storage temps will fall between 55°-58°F, similar to bananas, with the second best being room temp.



- **Rotate stone fruit, both in backroom and on your counters based off of ripeness.** This is one of the categories, like tropical and tomatoes, that does not follow the FIFO (First In First Out) rule.



- **Cull (remove product no longer fit for sale)** stone fruit several times per day to keep displays fresh.



- **Carrying a full variety of stone fruit, both yellow flesh and white flesh, will lead to better sales.** It might also entice your shoppers to try something new, leading to repeat purchases. Utilize the color in the different varieties of stone fruit to create a nice visual and to separate the different varieties that looks similar to one another.



- Whenever possible, **try to offer both ripe and firm fruit** for consumers who want to grab a piece of fruit for immediate consumption and take some home to enjoy later as well.







# SOME OF OUR 2025 STONE FRUIT GROWERS



Regenerative  
Organic  
Certified™



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



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



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



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



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



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



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



Hollabaugh Bros  
Pennsylvania Crate Program  
[hollabaughbros.com](http://hollabaughbros.com)







# 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™**



# SUMMERIPE

## CONDITIONING PROCESS



### Benefits of Conditioning

- Fruit becomes less firm
- Fruit becomes less acidic
- Mature fruit becomes juicy and flavorful
- Protects against internal breakdown symptoms
- Longer shelf life

SUGAR

ACID

### Our conditioning process is what makes “Summeripe” so good!

Reaching the ultimate eating experience requires the right balance of low acid, high sugar levels and proper ripeness. Once this has been achieved in the ripening facilities at Summeripe, our fruit is then sent to your stores. These characteristics, plus flavor, aroma, color, and texture are also considered in order to achieve Summeripe quality fruit that our customers deserve.

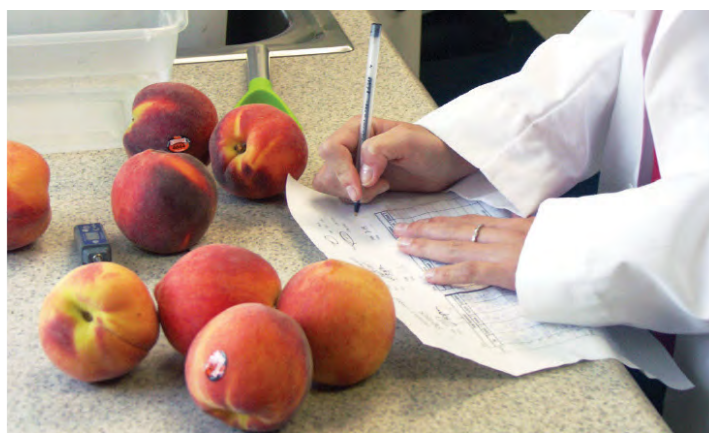
### Conditioning enhances flavor naturally through research and the application of science.

Summeripe has a passion for high quality and has its own Quality Control staff to monitor fruit standards. This ensures the fruit being sent to your store is of the highest quality. Once the fruit has been inspected for quality and packed in boxes, the fruit is then sent to Summeripe's state-of-the-art pre-conditioning facility. It is here where technology harmonizes with nature. This facility simulates Mother Nature's environment by controlling temperature and humidity to let the fruit ripen naturally. There are no chemicals, synthetics, or anything unnatural involved in this process. Through years of research, our staff has determined the correct amount of humidity, temperature, and airflow to make the fruit think it's still attached to a tree in an orchard.

PREMIUM CALIFORNIA TREE FRUIT FROM FAMILY FARMS

## SUMMERIPE

MOUNTAIN VIEW  
FRUIT SALES



**MOUNTAIN VIEW**  
FRUIT SALES

4275 Avenue 416, Reedley, CA 93654  
www.mvfruit.com • 559.637.9933





# MERCHANDISING WATERMELONS

**FREE TRAINING!** Watermelon Retail Learning Lab from the National Watermelon Promotion Board:  
[watermelon.org/audiences/retailers/retail-education/watermelon-learning-lab-quiz/](http://watermelon.org/audiences/retailers/retail-education/watermelon-learning-lab-quiz/)

## 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



# Watermelon Best Practices

## Take them off the floor

- You wouldn't eat off the floor, so why would your customers

## Easy to reach. Easy to sell.

- Use drop-down panels and transfer hard to reach watermelon to the top of the next full bin

## Lose the leakers

- Look at your display from a customer's point of view and remove any damaged watermelon

## YEAR-ROUND PROMOTIONS

Watermelon delivers year-round sales, even in cold climates

Take advantage of food holidays!

### Examples

- Promote nutrition benefits in the winter months
- July is National Watermelon Month
- National Watermelon Day is August 3<sup>rd</sup>
- Save a Pumpkin, Carve a Watermelon! for October



**FREE TRAINING!** Watermelon Retail Learning Lab from the National Watermelon Promotion Board:  
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# OUTDOOR SUMMER MERCHANDISING

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

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

## SUCCESS TIPS

- **Pick the proper commodities and build them around the weather.** If it is too hot out or product will be directly under the sun, it might be best to try it another day when conditions are a bit more pleasant.
- **Plan displays around heavier shopping traffic days** or even holidays.
- **Be sure to check on product often to insure freshness.** Rotate often and keep it moving!
- **Outdoor merchandising is a great area to display your local produce as well.** Be sure to highlight the farmer and area for a more personal feel. Customers love to know where their fresh produce comes from!
- **Use sidewalks** (where safe to do so), under awnings, or make it a BIG event by doing parking lot tent sales!

## COMMODITIES THAT DISPLAY WELL OUTDOORS:

- |              |                  |           |
|--------------|------------------|-----------|
| • Melons     | • Hardier fruits | • Onions  |
| • Sweet Corn | • Zucchini       | • Peppers |
| • Tomatoes   |                  |           |

## NOT IDEAL FOR OUTDOORS:

- |              |  |
|--------------|--|
| • Lettuces   | <i>**Always be sure that super temperature sensitive items are stored and displayed in their proper zones.</i> |
| • Berries    |  |
| • Soft Fruit |  |





# MELON MERCHANDISING

## QUICK TIP!

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

## FOOD SAFETY AWARENESS!

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



## SOME BASIC MELON MERCHANDISING IDEAS:

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



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



# SPECIALTY MELONS

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

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

## GALIA



PLU: 4326

ROUND SHAPE,  
RICH AROMA,  
SWEET MELON FLAVOR

## GOLDEN HONEYDEW



PLU: 3100

GOLD RIND,  
GREEN, VELVETTY,  
& SWEET FLESH

## CANARY



PLU: 4317

FIRM,  
LIGHT-GREEN FLESH,  
SWEET AROMA

## GAYA



PLU: 4346

IVORY COLOR RIND  
WITH OCCASIONAL  
GREEN STREAKS.  
JUICY & CRISP.

## SUGAR KISS MELON



UPC: 8 57420 00615 1

SUPER SWEET,  
SOFT, ENJOYABLE  
EATING EXPERIENCE

## SUMMER KISS MELON



UPC: 8 57470 00613 7

SWEET BUT NOT  
OVERBEARING,  
MELLOW, AND CREAMY

## TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3

RICH, BRILLIANT  
ORANGE COLOR,  
"JUST RIGHT" SWEETNESS

## HAMI/HONEY KISS MELON



HAMI  
PLU: 4375

HONEY KISS  
PLU: 3623  
UPC: 8 57470 00618 2

SWEET & CRISP,  
CHINESE STYLE  
CANTALOUPE







# WE ARE ALL ABOUT LOCAL

Four Seasons Produce partners with many organic and conventional growers within our distribution region during the spring, summer, and fall growing seasons in Mid-Atlantic and Northeast.

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. Then, apples, hard squash, cooking veg, pumpkins, and ornamentals are at their peak in the fall.

[fsproduce.com/local](https://fsproduce.com/local)







## ROOTED IN REGENERATION.

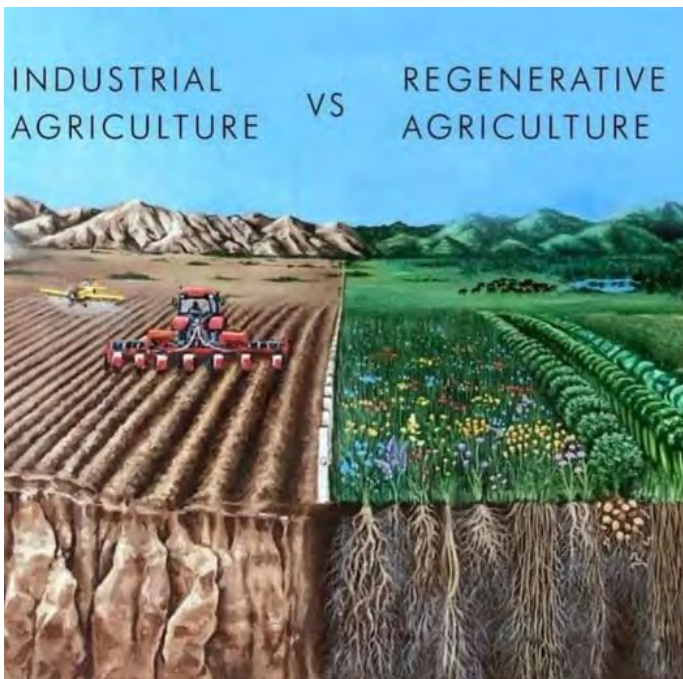
Cedar Meadow Farms is operated by the Steve Groff and his family in Lancaster County, PA. He pioneered the “Permanent Cover Cropping System” to enhance soil and water quality, along with reducing pesticides. Fresh produce is grown on 200 acres of land that was purchased by his grandparents in 1935 – a legacy that the 4th generation is beginning to manage.

Very simply, cover crops are specific crops that they plant in the off-season on the very same fields where they grow our cash-crops (gourds, pumpkins, tomatoes...) These cover crops provide a “cover” during the winter and spring seasons to protect their fields. The living roots that dig into the soil year-round infuse it with nutrients, replacing what was removed during harvest.

The roots also create healthy soil that’s resistant to run-off during rain, protecting the surrounding water shed and providing immensely better water far down-stream. This is all done in place of traditional tilling, which simply turns the soil over with no added or long-term benefit. No-till farming is much more work, but the long-term benefit is enormous. After 30+ years of cover-cropping, the fields planted help grow better, more nutrient-rich plants.



**Cedar Meadow Tomatoes in  
Season July-August**







# CHRIST KING LANCASTER, COUNTY, PA



Christ King is an Amish farmer located in Lancaster County, Pennsylvania. In recent years, he transitioned his farm to 100% Organic. He is also beginning to implement regenerative practices on his farm.







Located in Chambersburg, PA, Tom Beddard started Lady Moon Farms in 1988 out of a passion for organic produce. Their motto is “the finest product, in the sharpest package, every time,” and for customers who buy Lady Moon products, you know that they live up to their own expectations.

Today, Lady Moon Farms is the largest family owned, certified organic vegetable grower on the east coast and parts of Florida for year round production. They offer a wide array of organic vegetable varieties.

Anais Beddard, Tom’s daughter, came back to work at the farm with her dad. Lady Moon is now a second-generation business.



**Anais Beddard**

#### VALUES IN ACTION

15%



Dollar amount of net income donated to non-profits and charitable organizations each year.

88%



Percentage of domestic workers who are long-term employees and receive benefits like PTO, free housing, paid travel time and paid holidays.

3000



Number of acres planted in cover crop each year

100%



Percent of farm management roles that are promoted from line level work.

\$500,000 +

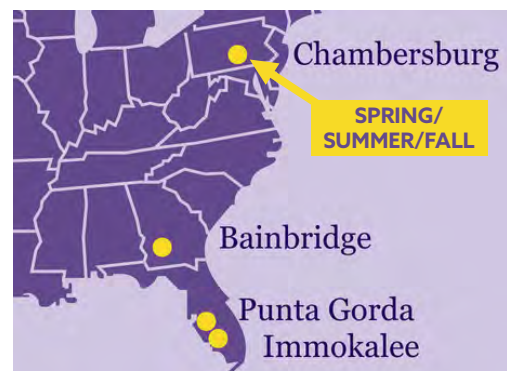


Value of bonuses paid out to line level workers over the last 3 years.

95



Number of soil samples analyzed annually to ensure we create and maintain a diverse, healthy, and alive soil structure.







# R&R FLAIM NEXT GENERATION PRODUCE

**Family Owned and Operated with Pride.  
Where Quality and Distinction are Earned from  
Generation to Generation.**



Bob Flaim, from Flaim Farms, is a popular name around here. Ever see the “Flaim Farms” or “Panther brand” box of Jersey Fresh vegetables coming off the Four Seasons Produce truck? That is product grown by Bob Flaim and his family in Vineland, New Jersey! They specialize in lettuces, herbs, greens, roots, eggplant, peppers and squashes. Flaim Farms and Four Seasons Produce have been doing business since 1999 and each year the program has grown. These days, from April to October, Four Seasons has a truck, often two, at Flaim Farms picking up fresh NJ vegetables from the day’s harvests.



Farmed by the Flaim family since 1934, the farm is operated by the 4th and 5th generations. Bob and his son Ryan are full of life, and are welcoming people who care about growing top quality products.





# GABLES RUN FARM

LOCALLY SOURCED FROM KIRKWOOD, LANCASTER COUNTY, PA

**LOCAL  
AMISH GROWN**

**WET PACK**

**KRAFT  
BROWN PAPER**







## Late July - August is Peak Season for California Bartlett Pears



**GLOBAL G.A.P.**  
GGN: 4069453081079

**BARTLETT | BOSC | GOLDEN BOSC | RED CRIMSON | HAILEY RED |  
FRENCH BUTTER | SECKEL**

**ORGANIC BARTLETT | ORGANIC BOSC**



**FAMILY OWNED & OPERATED SINCE 1984**

**PREMIUM MOUNTAIN FRUIT | VARIETY OF PACK STYLES | SUPERIOR SERVICE**

### WE'VE GOT CALIFORNIA COVERED

Scully Packing Company offers pears from all California growing regions. Our Sacramento Delta orchards provide customers with quality fresh pears at the beginning of the season. Our Mountain Pear districts of Mendocino and Lake counties produce pears with exceptional quality and flavor. Our policy of using separate labels to identify the district or origin of each Bartlett Pear pack avoids confusion as to the origin of the fruit.



Lake County



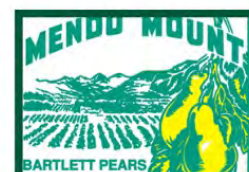
Lake County



Lake County &  
Mountain Varietals



River District



Mendocino



Mendocino





## FEATURED ITEMS

- Tomatoes
- California Grapes
- Cantaloupes
- Watermelons
- Peaches
- Nectarines
- Sweet Corn
- Plums

## BEST OF SEASON

- Peaches & Nectarines
- Donut/Flat Peaches
- Donut/Flat Nectarines
- Pluots/Plumcots & Plums
- Verry Cherry Plums
- Fresh Figs
- Thomcord Grapes
- Champagne Grapes
- Cotton Candy Grapes
- Gum Drops Grapes
- Honeydew
- Tuscan-Style Cantaloupe
- Specialty Melons
- Green & SunGold Kiwifruit
- Bartlett Pears
- Rave Apples
- Dragon Fruit

## LOCAL (MID-ATLANTIC)

- Vine Ripe Tomatoes
- Heirloom Tomatoes
- Grape Tomatoes
- Rainbow Cherry Tomatoes
- Roma Tomatoes
- Sweet Corn
- Peaches & Nectarines
- Green Peppers
- Chili Peppers
- Watermelons
- Eggplant & Specialty Eggplant
- PA Simply Sweet Onions
- White Potatoes (NJ/DE)

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



# FamilyTree<sup>TM</sup> FARMS

## SPECIALTY FRUIT SEASON

July/August



### TROPICAL PLUMANA

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



### FLAVOR GATOR

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



### PLUMOGRANATE

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



### SUMMER PUNCH

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



### KING KONG

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



### PLAPPLE

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



### PEACH PIE DONUT

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



### NECTAPIE

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





## CROSS MERCHANDISE IN YOUR PRODUCE DEPARTMENT!

Get your shoppers thinking Caprese Salad, homemade Margarita Pizzas/Flatbreads, and other summer salads feature tomatoes, herbs, and fresh cheese!

- BUF Fresh Mozzarellas
- Soli and Goodness Gardens living Basil and big pack basil tubs
- Fresh Garlic and Sweet Onions

- Mini Seedless Cucumbers and Euro Seedless Cucumbers
- Olive Oil, Sea Salt, Black Pepper



**CODE: 62752** - CV Mozzarella  
Buffalo Boconccini  
8/7oz BUF Creamery  
UPC: 7707363540244



**CODE: 62751** - CV Mozzarella  
Buffalo Ciliegine  
8/7oz BUF Creamery  
UPC: 7707366540206



**CODE: 62750** - CV Mozzarella  
Buffalo Ovoline  
8/7oz BUF Creamery  
UPC: 7707363540282



**CODE: 23156** - CV Tomatoes  
Heirloom 15 lb Cedar Meadow  
LOCAL PA



**CODE: 23036** - CV Tomatoes  
Vine Ripe JBO 25lb  
LOCAL (PA, DE)



**CODE: 23069** - CV Tomatoes  
Vine Ripe XL 25lb  
LOCAL (NJ)



**CODE: 21440** - CV Tomatoes  
Vine Ripe 4x4 20lb 2-Layer  
LOCAL PA & DE



**CODE: 44470** - OG Tomatoes  
Vine Ripe 15lb  
LOCAL - Christ King PA



**CODE: 41385** - OG Tomatoes  
Cherry Rainbow 12pt  
Plastic-Free, Compostable  
LOCAL Lady Moon Farms PA



**CODE: 41358** - OG Tomatoes  
Heirloom 10lb  
LOCAL Lady Moon Farms PA



**CODE: 235227** - CV Herb Basil  
Hydroponic 6ct Goodness Gardens  
**CODE: 235292** - CV Herb Basil  
Hydroponic 12ct Goodness Gardens



**CODE: 230647** - OG Herb Basil  
Living 6 ct Soli Organic



PHONE: 800.422.8384

www.fsproduce.com





# It all starts with our buffalo.

Surrounded by mountains, rivers, and lush grasses, our goal is to keep our buffalo in a natural, low stress environment to make the milking process as enjoyable as possible.



LACTOSE  
FREE



NON-GMO  
VERIFIED



VEGETARIAN  
RENNET

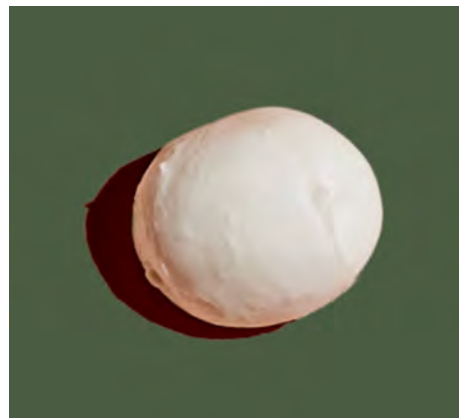


100% WATER  
BUFFALO MILK



## OVOLINE

"Ovoline" is an Italian word that translates to "egg sized." This is our largest sized offered. The cheese comes in large pieces allowing for easy slicing.



## BOCCONCINI

Bocconcini means "little bites." This cheese comes in smaller, egg-shaped pieces that can be easily skewered or served alone. Bocconcini works best when wrapped in prosciutto or paired with similar sized vegetables.



## CILIEGINE

Ciliegine is our smallest cheese. Meaning "cherry-sized" in Italian, this cheese comes in cherry tomato sized pieces. This size can be thrown atop a salad, served on a cheese plate, or eaten alone!



A promotional advertisement for Zespri kiwifruit. The top section features a collage of whole and sliced kiwifruit on a green background, with the brand name 'ZESPRI KIWIFRUIT' in large white letters. Below this, a green banner contains the tagline 'REFRESHINGLY SWEET. DELICIOUSLY NUTRITIOUS.' The middle section displays three varieties: Zespri™ SUNGOLD™ (yellow flesh), Zespri™ GREEN (green flesh), and Zespri™ ORGANIC (yellow flesh). The bottom section consists of two panels: the left panel has a green background with yellow kiwi slices and a yellow callout box for 'ZESPRI SUNGOLD INVIGORATINGLY SWEET'; the right panel has a yellow background with green kiwi slices and a green callout box for 'ZESPRI GREEN TIME TO GET TANGY'.

# ZESPRI KIWIFRUIT

REFRESHINGLY SWEET. DELICIOUSLY NUTRITIOUS.



**ZESPRI™ SUNGOLD™  
KIWIFRUIT**



**ZESPRI™ GREEN  
KIWIFRUIT**



**ZESPRI™ ORGANIC  
KIWIFRUIT**

## **ZESPRI SUNGOLD INVIGORATINGLY SWEET**

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

## **ZESPRI GREEN TIME TO GET TANGY**

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



# ZESPRI SUNGOLD KIWIFRUIT

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



## SUNGOLD KIWIFRUIT FACTS:

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

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



## MERCHANDISING SUNGOLD KIWIFRUIT:

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





# LATE SUMMER AND EARLY FALL IS PEAK SEASON FOR CALIFORNIA GRAPES FROM THESE SHIPPERS AND MORE!



**Air Chief**  
Table Grapes



## SPECIALTY GRAPES

For more information: [grapery.biz](http://grapery.biz)



### Cotton Candy

Golden yellow to bright green, it's surprising how these crisp, all-natural grapes taste just like the famous and delicious pink spun carnival treat. Except you won't get any sticky fingers.

Enjoy these golden yellow and bright green Cotton Candy grapes from mid-August to late September.



### gum drops

Expect big-time candy-sweet flavor bursting from these little fellas. They're healthy, gummylicious snacks, so feel free to dive right in and eat as many as you want.

Enjoy Gum Drops from late July to early November.



### Moon Drops

One look and you'll think these long and luscious grapes came from another planet. But these all-natural, crisp grapes simply have a super sweet taste that's out of this world.

Enjoy Moon Drops late August to late November.



### Tear Drops

These amazing grapes are uniquely shaped and long on luscious juicy flavor. They're sweet and fun to eat, making snack time fun and creative with this one-of-a-kind variety! One taste of these delicious grapes will leave them wailing for more!

Enjoy Tear Drops from mid August through September.



## GRAPE storage AND handling



## merchandising AND displays

- **Maintain a consistent cold chain.** Place grape boxes immediately in refrigeration when received. The ideal condition for grapes is 30-32°F with 90-95 percent relative humidity.
- **Keep grapes away from water or ice,** as moisture will decrease shelf life.
- **Grapes tend to absorb odor,** so try to avoid storing next to green onions and leeks.
- **Gently stack grape boxes in the cooler** so that air can circulate around them. Dehydration of grapes will accelerate if stored in the direct air path of the cooling unit.
- **When stacking grape boxes, remember to keep boxes off the ground,** as any excess moisture or a dirty surface may cause damage to the grapes.



- **Create grape displays in the front of the produce department** to increase visibility.
- **Abundant, fresh, high-quality, and well-maintained grape displays** generate increased grape sales.
- **Display grapes with proper country of origin signage,** as well as variety and price information.
- **Refrigerated grape displays** will allow for an increased shelf life.
- **Do not pile grape bags too high** as it can reduce fruit quality and shelf life.
- **Maintain a good sanitation program.** Remove any debris that can detract from the look of the display and damage grapes.
- **Remove any poor-quality, tired, and non-appealing grapes** from the display.
- **Refrigerated bags of grapes can be displayed for up to 48 hours** before visible shrink occurs.
- **Refrigerated clamshells of grapes can be displayed for up to 72 hours** before visible shrink occurs.



POP materials are available upon request by email at [info@grapesfromcalifornia.com](mailto:info@grapesfromcalifornia.com).

For more info, check out: [grapesfromcalifornia.com/retailers/marketing-resources/](https://grapesfromcalifornia.com/retailers/marketing-resources/)

## grab & go Tips

Grapes in clamshells and other containers should always be refrigerated.

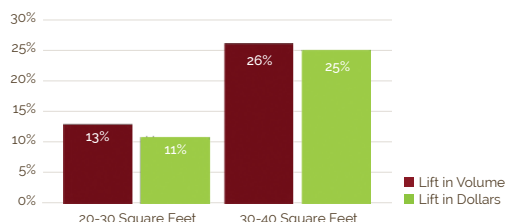
When grapes are refrigerated on display and not over-stacked, they can be displayed for up to 72 hours before visible shrink occurs.





# ACHIEVE MAXIMUM *volume and sales lift*

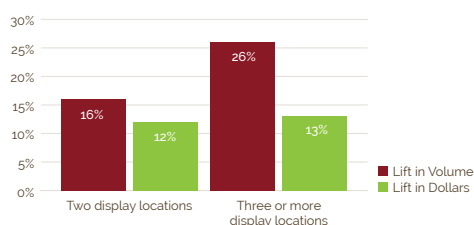
Targeting at least 30-40 square feet can maximize volume and sales results.



## Expand display space for grapes and generate increased sales.

Target 30-40 square feet for grape displays for maximum lift in volume and sales.

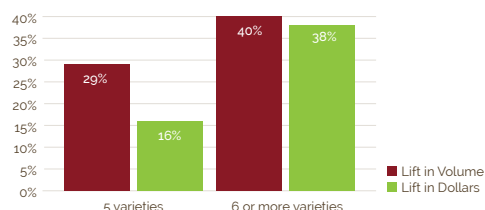
Three or more display locations can maximize grape volume lift.



## Create secondary displays to drive additional sales and highlight unique varieties.

Adding a secondary display location drives a 12% lift in grape dollars and a 16% lift in grape volume. Three or more locations drives a 26% lift in volume.

Increasing varieties can drive increased grape volume and dollars.



## Expand varieties

Increasing varieties from 3-4 to 6 or more drives 38% lift in grape dollars and 40% lift in grape volume.

Source: Store week level models from CTGC and Nielsen datasets merged together, 85 weeks ending January 2021.

# GRAPE SHOPPING *tips* FOR PERSONAL SHOPPERS

- **Look for the Grapes from California logo** or California identification on the packaging indicating the grapes are grown in California.
- **Look for grapes with green pliable stems.**
- **Look for grapes that are firm, plump, and tightly attached to the stems.**
- **Do you see a waxy, whitish covering on grape berries,** giving a frosted appearance to dark-colored varieties? That's bloom and it's good! Bloom is a naturally occurring substance that protects grapes from moisture loss and decay.
- **Remember, communication is key.** If your customers' grape selection is not available, reach out to them and suggest another color or variety.
- **Green, red, and black grapes** all have unique flavors and textures.







Shown are the top  
volume varieties of  
fresh grapes.  
Over 90 varieties  
are grown in  
California.

Based on 2022–23 volume reported to the  
California Table Grape Commission.



## Autumn King

August–January

Very large, green,  
cylindrical to oval,  
seedless berries



## Flame Seedless

May–December

Medium-sized,  
red, round,  
seedless berries



## IFG 68-175

**Sweet Celebration®**

Sometimes sold as  
**IFG Three**

June–December

Large, red, oval,  
seedless berries



## Scarlet Royal

July–January

Large, red, oval,  
seedless berries



## Sheegene-12

Some fruit sold under  
names

**Krissy® and  
Summer Bliss®**

July–January

Large, red, oval,  
seedless berries



## Sheegene-20

Some fruit sold  
under names

**Allison® and  
Fall Bliss**

August–January

Large, red, oval,  
seedless berries



## Sheegene-21

Some fruit sold  
under names

**Ivory®, Marlana, Sugar  
Crunch®, Summer  
Crunch®, Summer  
Diamond®, and Yummy  
Crunch®**

June–November

Large, green, round to  
oval, seedless berries





### **Autumn Royal**

August–January

Large, black, oval-elongated, seedless berries



### **Blanc Seedless Pristine®**

July–December

Very large, green, elongated, seedless berries



### **IFG Nine Jack's Salute®**

August–December

Large, red, oval-elongated, seedless berries



### **IFG Ten**

Some fruit sold under names

**Sorbet® and Sweet Globe®**

July–December

Large, green, round to oval, seedless berries



### **Sheegene-13**

Some fruit sold under names

**Cerise and Timco®**

July–January

Large, red, oval, seedless berries



### **Sheegene-17**

Some fruit sold under names

**Great Green®, Great White, Green Emerald Seedless®, and Green Envy®**

August–December

Large, green, oval, seedless berries



### **Sugraone**

Some fruit sold under name

**Superior Seedless®**

June–September

Large, green, oval-elongated, seedless berries



### **Sugrathirtyfive AutumnCrisp®**

July–December

Very large, green, oval, seedless berries





# Fall Planning...

# ALREADY?!?



August through early September is **PRIME TIME FOR PLANNING** for a successful fall selling season. Soon your shoppers' tastes will change from summer type fruit, such as Cherries and Peaches, and move into commodities like Apples, Pears, and Fall decorations.

- Now is a **great time for doing deep cleans of your cases and counters.** The historically slower month should allow a full on sanitation assault, so your counters are fresh and ready for the Fall harvest changeovers.

- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for parents to pack in the kids' lunch boxes. Opening up on **bagged apples** and **oranges** is generally a good start, but also be thinking about items like **dried fruit, nuts, and other dry line snacking items.**

- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, Nectarines, and Plums will still be available and great items to promote, although they should take a backseat when Apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.



- **Building an outdoor display with Pumpkins and other Fall Ornamentals add a "fall harvest" feel as customers walk into your store.** Other commodities are great to promote outdoors are local apples, broccoli, and cauliflower.

- **Look at areas of your department where items may have gotten "lost."** It's a perfect time to load in on those lower risk items such as Apple Dips, Apple Crisp, Juices, Dressings, Jarred Fruit, and Jarred Garlics to name a few.

- **Set up a cross merchandising calendar** with other departments in your store with space allocated for tie-in items.

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







## FEATURED ITEMS

- Apples (*new crop*)
- Bartlett Pears
- California Grapes
- Melons
- Pumpkins & Ornamentals
- Little Potatoes

## BEST OF SEASON

- Honeydew & Cantaloupes
- Premium Red & Green Grapes
- Concord & Thomcord Grapes
- Cotton Candy Grapes
- Gum Drops Grapes
- Moon Drops Grapes
- Tear Drops Grapes
- Gala Apples
- Ginger Gold Apples
- Honeycrisp Apples
- McIntosh Apples
- Rave & Sweetango Apples
- Apple Cider
- Asian Pears
- Red Starkrimson Pears
- Bartlett Pears
- Kiwi Berries
- Dragon Fruit
- Butternut Squash
- Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash
- Cauliflower (*all colors*)

# SEPT 2025

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>BACK TO SCHOOL / GRAPE SEASON / MELON SEASON</b>						
WEEK 36	31	1 Labor Day	2	3	4	5	6
	<b>BACK TO SCHOOL / FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / GRAPE SEASON</b>						
WEEK 37	7 National Acorn Squash Day	8	9 Four Seasons Golf Outing in support of Make-A-Wish	10	11	12	13
	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / GRAPE SEASON</b>						
WEEK 38	14	15	16 National Guacamole Day	17	18	19	20
	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
WEEK 39	21	22 First Day of Autumn / Rosh Hashanah begins at sundown	23	24 Rosh Hashanah ends at sundown	25	26	27
	<b>FRESH CROP APPLES / PUMPKINS &amp; FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON</b>						
WEEK 40	28	29	30	1	2	3	4



# Rave® Apples

## What's The Story?

Meet Rave® brand MN55 cultivar apples, a Stemilt signature apple with zippy flavor and an attitude to match. This is the apple that people can't stop raving about because of its outrageously juicy flavor and refreshing snappy zing. It's a cross between Honeycrisp and MonArk.

**Interior:** Crisp and fine white flesh that is extremely juicy.

**Exterior:** Beautiful bright red skin that nearly covers a yellow background.

## Wait, They Are Available When?

The first apple to harvest in Washington State, Rave® is available from early August through October.



## 18/2lb. Poly

- Conv. 2 ¼ UPC: 7 41839 33012 7
- Conv. 2 ½ UPC: 7 41839 33002 8

## 12/3lb. Poly

- Conv. 2 ¼ UPC: 7 41839 33003 5



## 2 lb. Bags



- Twelve 2 lb. random-weight bags in display ready carton
- 24 lb. net weight (26 lb. gross weight)
- 60 per pallet (5ti x 12hi)
- Carton dimensions: 23 3/8" x 15 3/4" x 7 1/4" (L x W x H)
- UPC #7 41839 00353 3

## 4 lb. Bags



- Nine 4 lb. random-weight bags in display ready carton
- 36 lb. net weight (38 lb. gross weight)
- 40 per pallet (5ti x 8hi)
- Carton dimensions: 23 3/8" x 15 3/4" x 11 1/4" (L x W x H)
- UPC #7 41839 00738 8



# RAVE APPLES INSPIRATION CORNER





## SweetTango® - No Ordinary Apple

The SweetTango® apple has an irresistible sweet taste and satisfying crunch and is the top club apple variety every fall. Stemilt grows SweetTango® for the West Coast, and organic SweetTango® for every region.

**Parentage:** Honeycrisp x Zestar

**Flavor:** Sweet, crisp apple with a lively touch of citrus, honey and spice

**Shape & Color:** Round-oblong with a beautiful bright red over a yellow background color

**Experience:** Expect the loudest crunch on Earth, loads of juice and perfect sweet-tango flavor.

## Availability:

Mid-August through January

### 12/2lb. Pouch

- Conv. UPC: 7 41839 00718 0
- Org. UPC: 7 41839 00437 0
- Ships in Euro DRC carton
- 60 per pallet (5ti x 12hi)

### 12/3lb. Poly

- Conv. UPC: 7 41839 21003 0

### 8/3lb. Pouch

- Conv. UPC: 7 41839 00675 6
- Ships in Euro DRC carton
- 60 per pallet (5ti x 12hi)



## PLU

Conventional  
PLU #3603

Organic  
PLU #93603



## Euro DRC Carton

- Euro footprint carton that doubles as a display piece
- Less waste with one-piece construction and optional snap-on lid

## Marketing Collateral

- POS: 11" x 7"
- Poster: 22" x 28"





# AUTUMN CRISP®



## EXCEPTIONALLY JUICY

These giant green berries are bursting with uniquely juicy sweetness.



## FLAVOR LIKE NO OTHER

Distinctly sweet flavor with subtle hints of muscat make AUTUMNCRISP® brand grapes a crowd favorite.



## IRRESISTIBLY CRISP

This level of CRISP is truly unbelievable. Look for the seal in stores near you to experience it for yourself!

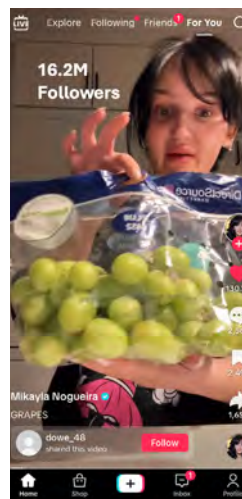
## TASTE THAT WILL ELEVATE YOUR EVERYDAY EATING EXPERIENCE.

Anyone can grow plain, sweet green grapes. It's the remarkably crisp burst of muscat flavor that makes AUTUMNCRISP® stand out from the crowd. While most muscat grapes are grown for white wine, the subtler undertones of musky flavor in these green grapes make them a uniquely sweet and irresistible snack with notes of citrus, rose and peach.

## PREMIUM QUALITY STARTS ON THE VINE.

Our passion for variety innovation and the ways we grow our grapes are as important as the grapes themselves. We partner with the finest growers around the world to bring the highest quality fruit from the vines to your table, every single season.

## Autumn Crisp is #Trending!



mar • @thatprettystar  
Twitter | ZZ | Sep 02 · 12:23 PM

i feel bad for the people that have never had an autumn crisp grape



# PUMPKINS & FALL ORNAMENTALS

STARTING SEPTEMBER 2, 2025

## MINI DECORATIVES/ORNAMENTALS



Code: 4822

**JACK-BE-LITTLE (MINI-PUMPKINS)**

40 ct case

PLU: 4734



Code: 4929

**JACK-BE-LITTLES BAGGED**

14/5 ct case

UPC: 743425-08950



Code: 214521

**WHITE JACK-BE-LITTLES (BABY BOO)**

40 ct case

PLU: 4734



Code: 4901

**INDIAN CORN**

16/3 ct case

UPC: 033383-40077



Code: 214039

**MINI INDIAN CORN**

Display box 16/3 ct case

UPC: 743425-40076



Code: 4944

**PUMPKIN LITTLES**

(Hardball size Pumpkin)

20 ct case

PLU: Retailer-Assigned



Code: 4913

**TIGER STRIPE/POKEMON PUMPKINS**

20 ct case

PLU: Retailer-Assigned



Code: 232524

**GOURDS BAGGED**

12/6 ct case

UPC: 7-46309-12347-6



Code: 4930

**GOURDS**

40 ct case

PLU: 3135



PHONE: 1.800.422.8384

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





# MINI DECORATIVES/ORNAMENTALS



Code: 4950  
**BABY PAM (PIE)**  
12 ct case  
PLU: 3134



Code: 4945  
**CORN STALKS**  
1 bunch  
PLU: Retailer-Assigned



Code: 4935  
**REGULAR SIZE STRAW BALES**  
1 ct  
PLU: Retailer-Assigned



Code: 222242  
**MINI CELLO STRAW BALES**  
50 ct  
UPC: 21879-20080  
*\*Pre-Order Survey Only\**



Code: 222243  
**SMALL SINGLE STRAW BALE**  
24 ct  
*\*Pre-Order Survey Only\**



Code: 229043  
**CORN STALK HORSE**  
*\*Pre-Order Survey Only\**





# PUMPKIN BINS



**CARVING/JACK-O-LANTERN/FACE PUMPKIN BIN**  
PLU:3130

4984 - CV Pumpkins Face 40 ct bin  
4982 - CV Pumpkins Face 50 ct bin

4981 - CV Pumpkins Face 30 ct bin  
4987 - CV Pumpkins Face 60 ct bin



**PRIZE WINNER PUMPKINS**

4990 - CV Pumpkin Prize Winner 100-170 lb  
226156- CV Pumpkin Prize Winner 5ct bin  
*\*Available by request\**



**FIELD TRIP/MYSTIC PUMPKINS W/ LONG STEM BIN**  
(For painting or decorating)

7390 - CV Pumpkins Field Trip 140 ct bin  
*\*Available by request\**



**PIE (BABY PAM) PUMPKINS BIN**  
(For baking or decorating)

4951 - CV Pumpkins Baby Pam (Pie) 150 ct bin - PLU: 3134  
*\*Available by request\**

## MIXED VARIETY PUMPKIN BINS



4968

**"AUTUMN MIX" PUMPKIN BIN 35 CT**  
(Blue Jarrahdale, Pink Porcelain, Peanut)

*\*Varietal mix is subject to change due to availability\**



4980

**"FALL FANTASY" PUMPKIN BIN 35 CT**  
(Fairytale, White Flat, Cinderella)



# PUMPKIN VARIETAL BINS - AVAILABLE BY REQUEST



**WHITE PUMPKIN BIN**



**BLUE JARRAHDAL PUMPKIN BIN**



**WARTY GOBLIN /  
KNUCKLEHEAD PUMPKIN BIN**



**LONG NECK GREEN SQUASH BIN**  
*(Goose Gourds)*





# PUMPKIN VARIETAL BINS - AVAILABLE BY REQUEST



**NECK PUMPKIN BIN**



**RED WARTY THING BIN**



**CINDERELLA PUMPKIN BIN**



**FAIRYTALE PUMPKIN BIN**



**PINK PORCELAIN PUMPKIN BIN**



**WHITE FLAT PUMPKIN BIN**

