



FOUR SEASONAL

OCTOBER 2026

Produce Merchandising Tips & Ideas for Independent Retailers

CLICK TO READ MORE EDITIONS OF THE FOUR SEASONAL:

<<

SEPTEMBER

NOVEMBER

>>

4TH QUARTER 2026 CONTESTS & PROMOTIONS

OCT



Duckwall Pears Promo



**Stemilt Organic Apples
Promo & Display Contest**



Fall Ornamentals Displays



**Driscoll's Sweetest Batch
Blueberries Promo**



**Fair Trade Month
Coop Month**



**Breast Cancer
Awareness Month**

NOV



**Stemilt Organic Apples
Promo & Display Contest**



Thanksgiving Displays

DEC



Halos Mandarins Contest



**Holiday Wreaths, Floral,
Plants, & Pointsettias**



Gift Box Navel Oranges
preorder opportunity



Broccoli Tree Displays



**Christmas & New Years
Displays**



OCTOBER 2026

FEATURED ITEMS

- Eastern/Local Apples
- Organic Apples
- Premium Grapes
- Pears
- Broccoli
- Pumpkins & Ornamentals

BEST OF SEASON

- Premium Grapes
- Autumn Crisp Grapes
- Honeycrisp Apples
- Gala Apples
- McIntosh Apples
- Apple Cider
- Asian & Bosc Pears
- Happi Pears
- Cranberries
- Kiwi Berries
- Baby & Fingerling Potatoes
- Pomegranates
- Persimmons
- Stem Broccoli (*local*)
- Cauliflower (*all colors*)
- Fennel
- Pie Pumpkins
- Butternut & Honeynut Squash
- Delicata Squash
- Acorn & Spaghetti Squash
- Koginut Squash

PREMIUM APPLES

- Snap Dragon
- SweetTango
- Sugar Bee
- Envy
- Lucy Glo & Lucy Rose (*red flesh*)

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
WEEK 40	27	28	29	30	1 Fair Trade MONTH / Co-op MONTH	2	3
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
WEEK 41	4	5	6	7	8	9	10
	APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
WEEK 42	11	12 Indigenous Peoples' Day / Columbus Day / National Farmer's Day	13	14	15 IFPA Global Produce & Floral Show	16 IFPA Global Produce & Floral Show	17 IFPA Global Produce & Floral Show
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON						
WEEK 43	18	19	20	21	22	23	24
	APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
WEEK 44	25	26	27	28	29	30	31 Halloween

OCTOBER = LOCAL PA BROCCOLI & CAULIFLOWER



LOCAL Stem Broccoli, 110ct bins (code 631), and Jacket Cauliflower, 9ct bikini-cut (code 954), 9ct carton (code 956), and 60ct Bins - code 999), and are in peak season for October from Lancaster County, Pennsylvania!



These fresh fall veggies are harvested on family farms with some of the stems and leaves still attached for that farm-market look!



**Ephraim Zook - New Holland, PA
Sunrise Acres Farm**



Hydro-cooled in wax bins.



PUMPKIN PATCH

EDIBLE:

These pumpkin varieties are dual purpose - ideal for decorating, plus the flesh of those heavy pumpkins has the right flavor and texture to use for roasting, soup, and pie recipes.



CINDERELLA



FAIRY TALE



LONG ISLAND CHEESE



BLUE JARRAHDAL



PEANUT



PIE PUMPKINS

DECORATIVE USE ONLY:

These decorative pumpkins are best for drawing, carving, & painting.



PINK PORCELAIN DOLL



FLAT WHITE BOER



**FACE PUMPKIN /
JACK-O-LANTERN**



**VALENCIANO
WHITE FACE**



KNUCKLE HEAD

GUIDE TO HARD SQUASH

ACORN/GOLDEN ACORN

- Small & round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with Fiber



HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocah aka "Japanese Pumpkin"



KOGINUT

- Cross between a Kabocha & Butternut
- Ideal halved and roasted
- Flavor is sweet, creamy, & nutty
- Smooth texture



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling

SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked (hence the name)



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



PIE PUMPKINS

- Perfect for pies, breads & baked goods
- Great in soups, sauces & curries
- Roast & blend for fresh pumpkin purée



GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



TURBAN

- Gets its name from its unique shape
- Used as decoration, soup bowl, or in a floral arrangement





APPLE CIDER SEASON

ZEIGLER'S



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644
Available Now	6247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064

Country Acres
APPLE CIDER
Quality Blend



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6165	CV Cider Apple	4/1 gal Country Acres	831134000105
Available Now	6167	CV Cider Apple	9-1/2 gal Country Acres	831134000785
Available Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/2 gal Country Acres	831134000785

EASTERN APPLE SEASON



Content courtesy

HESS BROTHER'S
FRUIT COMPANY
LANCASTER, PENNSYLVANIA

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING



Evercrisp®



A yummy apple that holds a powerful crunch – combining the best features of MAIA-1's parent varieties, Honeycrisp and Fuji. The durable apple arrives late in the season and stores strongly – it maintains sweetness and firmness like no other.



Fuji



Japanese apple with American parents: Red Delicious and Ralls Janet. The Fuji apple dates back to Thomas Jefferson in 1793. A very sweet apple, the Fuji is good for applesauce as it needs little or no sugar.



Gala



Developed in New Zealand, the Gala is another kids' favorite. With a mild flavor and striking bright yellow-red color with a creamy yellow flesh, the apple is a great choice for snacking and salads.



Honeycrisp



These super crispy, sweet-tart flavored apples are a big hit since their introduction in 1991. They continue to gain popularity as a great apple for fresh eating, salads and pies.



Pink Lady



A natural cross between the Golden Delicious and Lady Williams varieties, the Pink Lady originated in Western Australia in the 1990's. The flavor of this popular apple is both sweet and tangy with a refreshing, crispy crunch! When



Ruby Frost®

Ruby Frost has the balance of sweet and tart flavors, making it perfect for eating, for baking and as a special ingredient in recipes.



SnapDragon®

A new New York apple characterized by "monster crunch." One of its parents is the Honeycrisp, and you'll love the spicy/sweet flavor. Extra sweet, and juicy with a crispy texture.



WildTwist™

WildTwist™ are an exciting new apple variety from Hess Brothers Fruit Company. Its parents are the popular Honeycrisp and Cripps Pink. WildTwist™ are very crunchy with a balanced sweet and tart profile. They are locally grown in family owned orchards. Perfect for snacking, salads and baking.



EASTERN APPLE SEASON

● EATING ● BAKING ● SAUCES ● SALADS ● FREEZING

LEGACY APPLES



Cortland



Great all-purpose apple ideal for fruit cups and fruit platters due to the fact that it resists browning when cut.



Crispin



Previously known as the Mutsu apple to reflect its Japanese heritage, it was renamed Crispin in the 1960's. Crispins are super crisp and ideal for cutting thick slices or roasting whole.



Empire



A cross between Red Delicious and McIntosh. The Empire apple has a deep red coloring and creamy, white flesh. The apple's sweet-tart flavor and extra crunchy texture make it a hit with kids!



Ginger Gold



Available early in the season, the Ginger Gold is a great choice for eating and snacking as well as an excellent choice for salads as it is slow to turn brown when cut.



Golden Delicious



Sometimes mistaken as a relative of the Red Delicious apple, Golden Delicious apples only share in the name. With a honey-sweet flavor and juicy yellow flesh,



Granny Smith



The Granny Smith variety is one of the biggest sellers and boasts amazing eye appeal (sun-kissed pink blush on a green background), long shelf life, and



Jonagold



An excellent apple for baked goods, the Jonagold variety is a cross between mellow Golden Delicious and tart Jonathan. Jonagolds make great fried apples when sautéed in butter and a touch of cinnamon – no sugar needed!



Macoun



This apple was named after a famous Canadian fruit breeder in 1932. The Macoun is very aromatic and extra sweet. This tender apple with snowy white flesh is a great accompaniment with cheese on a platter.



Paula Red



A very tart apple that is available early in the season. This juicy variety with white flesh is great for eating and applesauce and needs little or no sugar.



Red Delicious



A popular apple with a mildly sweet, slightly tart flavor. Red Delicious apples have a deep, red color and remain attractive for a long time so they are the favored choice for holiday centerpieces, wreaths and decorating. Red Delicious apples are a great choice for snacking and salads.



Rome



Often the accompaniment on your dinner plate, Rome apples are an ideal variety for cooking as they retain their shape and tart flavor. This apple is an antique – dating back to 1816 and originating in Ohio. The mildly tart, firm apple with greenish white flesh is excellent for apple sauce and baking, especially when combined with other, sweeter apple varieties.



OH, SNAP! YOUR FAVORITE APPLE IS BACK.



LEGENDARY FLAVOR.

Spicy-sweet. A hint of vanilla. Get ready to send your taste buds on an epic quest.

ADVENTURE IS CALLING.

SnapDragon's monster crunch will leave you feeling satisfied and energized...ready to seize the day. It's ideal as a snacking apple or sliced in salads, and pairs beautifully with light cheeses, peanut butter and so much more. |

SWEET WITH A SNAP.

When you want a healthy, satiating snack, pick a SnapDragon apple, which contains no fat, sodium or cholesterol and is an excellent source of fiber. And thanks to the energizing rush of natural sugars, a SnapDragon is a healthy alternative to that second cup of coffee.

FOUR SEASONS PRODUCE SNAP DRAGON CODES

CODE: 5118
CV Apples Snap Dragon 27 lb

CODE: 5119
CV Apples Snap Dragon 12/2 lb

CODE: 32249
POS Snap Dragon Display Bin 1ct

CODE: 232803
POS Snap Dragon Empty Box 1ea

CODE: 241380
POS Snap Dragon Header Card



APPLES



From sweet to tart + everything in-between,
there's an apple grown just for you.



FUJI

FLAVOR: Ultra-sweet bite that makes you think of freshly pressed apple juice
PARENTS: Red Delicious & Virginia Ralls Janet
USAGE: Snacking, Juicing, Freezing



GALA

FLAVOR: Simply sweet with a floral aroma and hints of vanilla
PARENTS: Golden Delicious & Kidd's Orange Red
USAGE: Snacking, Salads, Juicing, Freezing



AMBROSIA

FLAVOR: Very sweet with little acidity and floral notes
PARENTS: Unknown, but thought to be Golden Delicious & Starking Delicious
USAGE: Snacking, Salads, Cooking



HONEYCRISP

FLAVOR: Extremely juicy and crisp with a refreshing honey-like sweetness
PARENTS: Keepsake and MN 1627 (an unreleased variety)
USAGE: Snacking, Salads, Pairing with Cheese



RED DELICIOUS

FLAVOR: Classic and mildly sweet flavor with just a few notes of acidity
PARENTS: Unknown, it was a chance seedling!
USAGE: Snacking, Juicing



OPAL®

FLAVOR: Distinctively crunchy texture, floral aroma, and sweet, tangy flavor
PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden
USAGE: Snacking, Salads, Cooking, Baking, Juicing



JONAGOLD

FLAVOR: Honey-like with just enough tang
PARENTS: Golden Delicious & Jonathan
USAGE: Snacking, Baking, Cooking



COSMIC CRISP®

FLAVOR: The dream apple with ample sweetness and perfect texture balance
PARENTS: Honeycrisp & Enterprise
USAGE: Snacking, Baking, Entertaining



GOLDEN DELICIOUS

FLAVOR: Sweet with a simple flavor and smooth flesh
PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden
USAGE: Snacking, Baking, Cooking



SNAPDRAGON®

FLAVOR: Extra sweet with hints of vanilla and spice
PARENTS: Honeycrisp & an unnamed apple
USAGE: Snacking, Salads, Cooking



PINATA®

FLAVOR: Crisp and juicy with classic apple flavors and a tropical twist
PARENTS: Golden Delicious, Cox's Orange Pippin & Duchess of Oldenburg
USAGE: Snacking, Baking, Cooking



ENVY®

FLAVOR: Refreshingly sweet with an extraordinary crunch
PARENTS: Braeburn & Royal Gala
USAGE: Snacking, Salads, Baking, Cooking



SWEETANGO®

FLAVOR: Sweet with a lively touch of citrus, honey and spice
PARENTS: Honeycrisp & Zestar™
USAGE: Snacking, Salads, Pairing with Cheese



BRAEBURN

FLAVOR: Tart and sweet with hints of nutmeg and cinnamon
PARENTS: Unknown, but believed to be Lady Hamilton & Granny Smith
USAGE: Snacking, Baking, Cooking



JAZZ®

FLAVOR: Tart and sweet for a refreshing taste sensation
PARENTS: Royal Gala & Braeburn
USAGE: Snacking, Baking, Cooking



GRANNY SMITH

FLAVOR: Pucker-inducing tartness with loads of juice
PARENTS: Unknown, but believed to be Rome Beauty and French Crab apples
USAGE: Snacking, Salads, Baking, Cooking, Freezing



McINTOSH

FLAVOR: More tangy than sweet with a spicy aroma
PARENTS: Unknown, but thought to be Snow Apple, Fall St. Lawrence & Alexander
USAGE: Snacking, Sauces, Cider, Juicing, Cooking



EMPIRE

FLAVOR: Tart and sweet with a hint of melon
PARENTS: Red Delicious & McIntosh
USAGE: Snacking, Salads, Sauces, Baking, Freezing



PINK LADY®

FLAVOR: Zippy sweet and tart flavor with an effervescent finish
PARENTS: Golden Delicious & Lady Williams
USAGE: Snacking, Salads, Baking, Cooking, Freezing



RAVE®

FLAVOR: Outrageously juicy with a refreshing snappy zing
PARENTS: Honeycrisp and MonArk
USAGE: Snacking, Salads, Pairing with Cheese

The Apple That Radiates Beauty From Within

Perfectly Crunchy • Surprisingly Unique • Deliciously Complex

LucyRose



LUCY™ ROSE

Ravishing red skin outside, pinkish red on the inside
and complemented by her flavorful, sweet berry
notes.

LucyGlo



LUCY™ GLO

Gorgeous yellow exterior pinkish-red interior that
glows from within. The flavor starts tangy and
finishes with a hint of sweet.



Happi[®]

Pear

the fruit for every smile[™]



Delightfully
pure



Enjoy
green or yellow



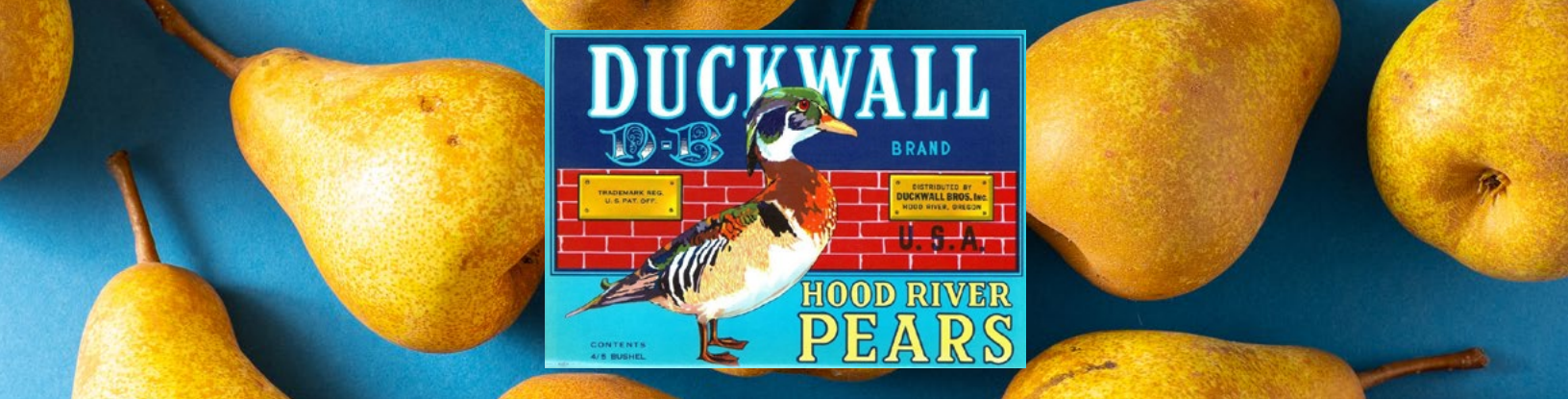
Best fresh &
snack plates

Sweet with a bright
& zesty bite



Learn more about
Happi Pear[®]





FROM A HUMBLE PACKING HOUSE... to an internationally respected firm

Located in the heart of the Hood River Valley since 1919, Duckwall Fruit has grown from a humble packing house in the middle of an orchard to an internationally respected firm that packs over two million cartons annually of premium pears.

Fruit varieties from Hood River Valley orchards, hand picked into large plastic bins are delivered to Duckwall from mid-August until early October. Upon arrival, the bins are routed to either ambient air cold storage or controlled atmosphere storage (CA) depending on how the fruit is scheduled for future grading and sizing.

For more info: duckwallfruit.com



PERSIMMONS GUIDE

PEAK SEASON IS OCTOBER AND NOVEMBER

FUYU PERSIMMONS

APPEARANCE:

Short, flat and squat, with light-orange skin

WHEN'S IT READY?

Sweet when picked, can be enjoyed right away crunchy and when soft

HOW TO EAT:

Rinse, remove leaf calyx, slice for a sweet fall spice snack or chop to add to a fall fruit salad of apples, pears, pomegranate arils and grapes



**ALWAYS
READY TO EAT**

HACHIYA PERSIMMONS

APPEARANCE:

Cone-shaped with bright-orange skin

WHEN'S IT READY?

Must ripen at room temperature to a soft, gooey state before eating, baking, or cooking

HOW TO EAT:

When soft, rinse, slice the top off, spoon out the pudding like flesh for a sweet snack or to use as an ingredient in baking

HEADS UP!

Hard, unripe Hachiyas, are full of tannins and are so astringent that they'll draw your cheeks and lips to a pucker



**FIRST MUST
RIPEN TO SOFT**





Our Sweetest Batch™ Blueberries are a specialty fruit grown to be extra sweet, crispy, and juicy. Packed with can't-miss flavor, these blueberries make your moments even more memorable and give "having the blues" a whole new meaning.

EXPECTED TO BE PROMOTABLE IN OCTOBER!

