

# ORGANIC MARKET NEWS

JANUARY 30 - FEBRUARY 6, 2025



## FEB-BLUE-ARY ORGANICS



**GOOD NEWS!** Organic Blueberries are promotable for our FeBLUEary promotion.

Quality has been exceptional, though supplies are expected to slow in mid-February due to reduced Chilean production. This year's promotion began earlier and will conclude by mid-month.



### OG BERRIES

**GOOD NEWS!** Organic Strawberries from Baja, Mexico will be promotable for early February, supported by ideal growing conditions that are driving increased volume. Supplies are strong, and quality has been excellent overall.

**GOOD NEWS!** Organic Raspberries will be promotable for the first week of February from Baja as growers enter an early-season flush, delivering strong volume and outstanding quality. Fruit is arriving large, firm, and with excellent eating characteristics.

Organic Blackberry supplies will begin to firm as growers move beyond winter peak production. Pricing is expected to rise into a more typical range, with steady availability and good quality out of Central Mexico.



### OG CITRUS

**GOOD NEWS!** Organic Mandarins from California are now in season with strong varieties going forward, supply stabilizing, and quality improving, allowing retailers to confidently bring these back to the shelf for February and March on the "Cuties" and "Halos" brands.

**GOOD NEWS!** Organic Navel Oranges are seeing abundant supplies of large fruit out of California, supporting promotions on all sizes larger than 56 ct throughout the month of February.

Organic Citrus varieties, including **Blood Oranges**, **Cara Cara Oranges**, **Minneolas**, **Pummelos**, and **Heirloom Navel Oranges**, are now available and offer excellent opportunities to build variety-driven displays.

Ask your rep about weekly availability on Buck Brand **Organic Specialty Citrus** varietals.



### OG TOMATOES

**NOTE:** Organic Beefsteak and Cluster Tomatoes are beginning to show increased supply pressure, particularly on **Organic Cluster Tomato** varieties. Availability is tightening as February begins, quality remains strong, and rising costs are limiting promotional activity.

**Organic Snacking Tomatoes** from Florida remain limited, with supplemental supply from Canada and Mexico also constrained. Overall volume remains tight, despite quality continuing to be exceptional. Costs are elevated, and promotional activity is expected to be limited.

**ALERT!** Upcoming cold temperatures in Florida will be closely monitored due to potential impacts on production and availability.

**Organic Roma Tomatoes** continue to show steady availability from Mexico, though volume has dipped slightly. Quality remains strong, and promotional activity is recommended as the "Big Game" approaches.



## OG PEPPERS

**GOOD NEWS!** Organic Color Bell Peppers are seeing good supply volume from both Israel and Mexico, with quality remaining strong across both regions. As early February begins, Mexico is expected to become the primary source, with promotional opportunities emerging.

Israeli Organic Color Bell Peppers will continue to be available, though at a premium, supporting the higher end of the market.



## OG LADY MOON VEG

**ALERT!** Like many Florida growers, Lady Moon continues to closely monitor the potential for very cold temperatures over the start of February. Recent strong winds may further impact upcoming supplies of warm-weather vegetables such as Organic Eggplant and Green Bell Peppers.

Organic Kales, Collards, Dandelion Greens, Shishito Peppers, and Parsleys are currently in excellent supply for now with strong quality from Lady Moon Farms in Florida.



## OG CARROTS

**ALERT!** Organic Carrot supplies, including cellos/bags and value-added items, remain constrained due to ongoing weather impacts in California and Georgia. Allocations persist, and reliance on multiple labels and Canadian supply will continue until California desert production begins later in February and Georgia recovers from recent cold conditions.



## OG ROOT VEG

Organic Yuca Root is available in a 10 lb bulk case from Glaser Farms. Organic Yuca is not waxed like the conventional root. It is very rare to find an Organic Root option like this!

More organic options from Glaser Farms include Organic Cactus Leaves, Water Coconuts, Starfruit, Black Sapote, Sapodilla and more!



## OG ARUGULA

**ALERT!** Salad producers continue to struggle with quality and yields on organic Baby Arugula salad greens. This is causing persistent out-of-stocks or pro-rated fill-rates which are expected to continue through February for Earthbound, Olivia's, and organicgirl.



## OG MANGOS

New crop Organic Ataulfo Honey Mangos are now available from Mexico! Be sure to get them worked into your Mango displays for the start of February!



## OG CAULIFLOWER & ROMANESCO

**GOOD NEWS!** Organic Cauliflower remains highly promotable, with strong counts and pack quality continuing out of California.

Organic Romanesco remains in steady supply from Lakeside, supported by strong quality and consistent sizing.



## OG SOLI BASIL

**NOTE:** Soli is warning of low production on Organic Basil for early to mid February from low light and cold temps, impacting fill-rates on 3/0.5oz retail packs especially.



## OG ASPARAGUS

**GOOD NEWS!** Organic Asparagus production from Caborca, Mexico is improving, positioning February through late March as a strong promotional window. Current supplies remain reliable, with excellent quality available under the "Hippie Organics" label from Alpine.



## OG CUCUMBERS

**Organic Mini and Euro Cucumbers** are showing mixed market conditions.

**Organic Euro Cucumbers** remain steady with average pricing conditions.

**ALERT!** **Organic Mini Cucumbers** tight in supply and elevated in cost.



## OG AVOCADOS

**GOOD NEWS!** 48ct and 60ct **Organic Hass Avocados** will be promotable to start February and Four Seasons is ready for your "Big Game" preparation and displays. Bagged **Organic Hass Avocado** options will also be available!

Equal Exchange **Organic Fair Trade Hass Avocados** are back in stock, including 8/4ct ready cycle trays.

We are stocked up with some great Point of Sale materials from Avocados from Mexico. Be sure to tap into some of these free resources to increase your "Big Game" sales!

- **Organic Red Turmeric** from Florida is now available in very limited supplies. This **Organic Red Turmeric** is beautiful and grown with pride on a small farm in northern Florida! This will undoubtedly be the nicest **Organic Turmeric** your shelves see all year!

- **NOTE:** **Organic Pomegranate Arils** will see a small gap sometime in early February as the California Pomegranate season is officially over and Peru processing has yet to begin.

- **Organic Grapes** from Peru and South Africa are supplying both **Organic Red** and **Organic Green Grapes**, with prices remaining elevated despite steady quality and availability.

- **Organic Pineapples** from Mexico will be in steady supply for the start of February. **Organic**



## OG BROCCOLI

**Organic Broccoli**, including both **Bunched** and **Crown** packs, is relying primarily on West Coast production, with strong quality.

**NOTE:** **Organic Broccoli Crown** pricing remains elevated due to size curves, though overall pricing remains workable.

**Organic Sweet Baby Broccoli** is around, though tightening is expected in the coming weeks.



## OG APPLES

The start of February begins the huge Washington **Organic Rockit/Sugarc Bee Apple** Promo and Display Contest, featuring 14 prizes, including two all-expense-paid trips to Washington State to visit Chelan Fresh and tour their Cherry orchards and production facilities.

**Organic Wild Twist Apples** will become available for the first time ever around the second week of February, offered in both bulk and pouch options. This outstanding cross between Honeycrisp and Pink Lady delivers a crisp, sweet-tart eating experience and is sure to become a customer favorite. Be sure to add this exciting new variety to your mix.

**NOTE:** In general, **Organic Apple** supplies are packing out shorter than expected across most varieties. Combined with strong demand, this is driving prices higher as we transition into controlled atmosphere rooms in mid-February.



## OG DRAGON FRUIT

10 lb **Organic Dragon Fruit** (red skin/white flesh) will be available from new partner Freshway Produce for the start of February!



## OG LETTUCE

**GOOD NEWS!** **Organic Romaine Hearts** remain flush out west, offering a strong promotional window over the next several weeks.

**Organic Leaf Lettuces** including **Green Leaf**, **Red Leaf**, and **Romaine** have been excellent from Lady Moon in Florida.

**Organic Iceberg Lettuce** from California remains steady and clean, though overall conventional market pressure may impact organic availability.

**NOTE:** Lady Moon and other Florida growers are concerned about cold temperature forecasts for early February.

## OTHER STORIES

**Pineapples** from Costa Rica will be available but limited from Costa Rica during this time as well!

- **Organic Red Radishes** and **Bunch Spinach** have both tightened in supply out of California, resulting in elevated market conditions and increased pricing.

- **ALERT!** **Organic Green Squash** has tightened significantly, with pricing jumping notably out of Mexico. **Organic Yellow Squash** remains somewhat more available by comparison to Green.

- **NOTE:** **Organic Cilantro** has tightened out of California, with pricing trending higher. Overall supply remains adequate, though promotable volumes and pricing are currently limited.

- **GOOD NEWS!** **Green and Red Cabbages** are abundant and promotable, supported by strong

supply from both Lady Moon Farms in Florida and California growing regions. Quality remains excellent across both sources.

- An **Organic Green Kiwi** clamshell option from Italy and or Greece are now available to replace that spot on your shelves. These will be available in a 16/1lb option. California **Organic Mammoth Kiwi** are done for the season.

- **Organic SunGold Kiwi** from Zespri are still available from Italy but are winding down very soon. Both Clamshell and VF Bulk options will be available.

- **Organic Celery** and **Celery Hearts** continue on a downward price trend. Availability has improved significantly, though minor blight reports could firm the market in the coming weeks, warranting close monitoring of field conditions.

# CONVENTIONAL MARKET NEWS

JANUARY 30 - FEBRUARY 6, 2025

## CITRUS RETURNING TO PROMOTABILITY



**GOOD NEWS!** California Navel Oranges are seeing heavy supplies on large to Jumbo fruit ranging from 36ct to 56ct, making this an excellent time to promote large fruit throughout the month of February. 75/8lb bags in bins are also promotable!

**Mandarin Oranges** out of California have officially transitioned away from the "Clementine" variety, to stronger and more flavorful "Tangos" and "Murcotts" now ready for harvest, supporting improved quality and supply on the Halos brand from February on.

**Citrus** specialty varieties out of California are in strong supply and offer great promotional opportunities, including **Cara Cara Oranges**, **Blood Oranges**, **Minneolas**, **SUMO Citrus**, **Pummelos**, and **Heirloom Navel Oranges**.

### CV TOMATOES

**ALERT!** Beefsteak and Cluster Tomatoes continue to experience limited production, particularly on **Cluster Tomato** varieties as early February begins. Availability remains tight, while quality is strong and costs continue to trend higher, limiting promotional opportunities. Market indicators suggest conditions may improve as we move deeper into February.

**Roma** and **Round Tomatoes** are experiencing steady movement, though recent weather challenges in Mexico and Florida have reduced overall volume. Quality remains acceptable, while costs are firm and trending higher.

**NOTE:** **Snacking Tomatoes** remain firm across **Grape**, **Cherry**, and **Medley Snacking Tomato** varieties, driven by tighter supplies from Mexico and Florida. Quality remains good overall, despite elevated costs. Promotional opportunities are expected to remain limited into early February.

### CV BERRIES

**GOOD NEWS!** **Raspberries** will be promotable in early February from Central Mexico. Looking ahead, mid to late February volumes are expected to trend lighter as harvests move past peak production and transition toward spring crops in late March.

**Blueberries** remain steady overall, though pricing is firm and expected to increase slightly as Peruvian and Chilean production remains light. Quality has been exceptional from all regions.

**GOOD NEWS!** **Driscoll's Sweetest Batch Blueberries** remain available in early February with good supplies from Peru and Mexico, offering outstanding eating quality.

**Blackberry** production remains steady in Central Mexico, with good availability and consistently nice quality. Pricing is inching higher as growers move beyond the winter "peak" production period.

**NOTE:** **Strawberries** are expected to remain tight over the next several weeks leading into Valentine's Day, as demand continues to outpace supply. Florida production is being hampered by cold temperatures and potential freezes, limiting harvests, while Central Mexico production is trending down as growers move beyond peak months.



### CV APPLES

**GOOD NEWS!** The start of February begins our huge Washington **Rockit/SugarBee Apple** Display Contest, featuring 14 prizes, including two all-expense-paid trips to Washington State to visit Chelan Fresh and tour their **Cherry** orchards and production facilities. Even better, this program highlights two outstanding **Apple** varieties while offering your customers exceptional fruit at promotional pricing.

**GOOD NEWS!** Eastern **Evercrisp Apples** are becoming promotable. Be sure to stock this excellent cross of Honeycrisp and Fuji, offering a crisp texture and sweet flavor profile.

Washington **Cosmic Crisp Apple** prices are rising as demand continues to exceed supply while we move deeper into controlled atmosphere storage.

Washington **Envy Apple** supplies are returning to more normal pricing levels, though supplies have firmed slightly due to lower-than-expected pack-outs.



## CV ASPARAGUS

**GOOD NEWS!** Asparagus production from Cabo-cca, Mexico is now underway, offering near-term promotional opportunities. Late February through March remains the prime feature window, as volume and quality are expected to peak.

**White Asparagus** continues to show excellent quality, adding some specialty flair to your veg sets.



## CV BROCCOLI

**NOTE:** **Broccoli Crowns** and **Bunched Broccoli** from both the East and West are tightening due to major sizing issues and frost damage in the South-east, along with supply gaps from several West Coast shippers. Market conditions are expected to trend higher over the next several weeks. Mexican will help bridge coverage until Florida and Western production recover.



## CV MANGOS

**New crop Ataulfo Honey Mangos** from Mexico are beginning to arrive.

**Red Round Mangos** from Mexico expected just weeks away. In the meantime, Peruvian **Kent Mangos** are available with nice quality, and pricing is easing slightly to kick off the start of February.



## CV CUCUMBERS

**NOTE:** **Mini and Euro Cucumbers** are facing tighter production and limited supply as January concludes. **Euro Cucumbers** are expected to improve in early to mid-February, while **ALERT! Mini Cucumbers** are expected to remain tight throughout the month.



## CV KIWI

**Green Kiwi** volumes remain steady from Italy and Greece, with pricing holding consistent across the East Coast.

**SunGold Kiwi** from Zespri is winding down for the season, with remaining fruit expected to last into the first or second week of February. Demand has been tremendous this season, marking one of the strongest Italian seasons on record.



## CV COLOR BELL PEPPERS

**Color Bell Peppers** remain available, though supplies have tightened following recent weather conditions. Quality is decent, while costs continue to trend higher and most promotional pricing has concluded.



## CV BRUSSELS SPROUTS

**ALERT!** **Brussels Sprouts** 25 lb remain limited from the West, with discoloration and early breakdown still appearing. Sizing remains inconsistent, which continues to keep the prices elevated, with broader relief expected by mid-February.

**Belgium Iceless Brussels Sprouts** remains a strong alternative, though port timing can fluctuate, so coordination with your representative is recommended to confirm availability.



## CV AVOCADOS

**GOOD NEWS!** Four Seasons is ready to help make your "Big Game" celebrations amazing with super deals on **Hass Avocados**.

Promotable sizing on 36 ct and 48 ct fruit will be especially strong leading up to the game, making this an ideal time to build impactful displays. Be sure to secure your "Big Game" point-of-sale bins.

## CV CAULIFLOWER

**NOTE:** **Cauliflower** 12ct supplies are tightening quickly, with increased quality concerns and limited counts from multiple shippers. The market remains inherently volatile, and promotional activity should remain conditional, with Florida product being utilized when quality permits.



## CV GRAPES

**GOOD NEWS!** Grapes should be promoted in February on large and extra-large fruit across all colors, with strong availability supporting aggressive features. Volumes are good from Peru. Chile will come into season too. Quality has been nice.



## CV CELERY

**Celery and Celery Hearts** pricing continues to ease, with steady availability and no near-term supply concerns.



## CV MELONS

**GOOD NEWS!** Melon pricing on both **Cantaloupes** and **Honeydews** are coming down as additional supply becomes available and more growing regions come into play.



## CV STONE FRUIT

South American bulk and clamshell **Plums** are now in stock with good availability. Additional specialty varieties including **Cherry Plums**, **Watermelon Plums**, **Lemon Plums**, and **Sugar Plums** are expected to arrive over the next couple of weeks.

**Import Yellow Peaches** are now available in tray packs and volume-filled options, with clamshell packaging expected to join the mix in early February.

**Import Yellow** and **Donut Nectarines** are now available in both bulk and clamshell formats, with firm supply expected to carry through the month of February.

**NOTE:** Chilean **Cherry** prices are rising as most shippers conclude their seasons. Limited availability is expected for the next several weeks, extending through the end of February.



## CV LETTUCES

**ALERT!** **Iceberg Lettuce** is facing future supply challenges as abnormally warm temperatures in Yuma accelerated growth, forcing early harvests and acreage pass-overs. An industry-wide shortfall is expected from mid to late February through early to mid-April, and promotional activity should be avoided during this window, as availability is unlikely to support increased demand.

**Leaf Lettuces** including **Green Leaf**, **Red Leaf**, and **Romaine** continue to loosen in supply from desert production. Fill rates remain clean, and pricing supports light to moderate promotional activity, though conditions will be monitored closely due to concerns surrounding the upcoming **Iceberg Lettuce** shortfall.

**GOOD NEWS!** **Romaine Hearts** are benefiting from lower trims and improved weights, translating into easing costs as acreage scales and production strengthens.



## CV PINEAPPLES

**NOTE:** **Pineapple** volumes are declining lower to begin February and are expected to remain limited heading into the Valentine's Day holiday.

A small volume of **PinkGlow Pineapples** will be available leading up to Valentine's Day to support specialty promotions.

Honeybear is now offering **Topless Pineapple**, with tops being replanted in Costa Rica to support regenerative efforts. Shipping without tops allows for more **Pineapples** per case and improved shipping efficiency. Ask your rep for more info.

• **ALERT!** **Carrot** supplies, including cello bags and value-added items, remain tight due to unprecedented rain and cold in California combined with cold and rain in Georgia, which are limiting yields and sizing. Allocations persist, and several value-added items continue to be impacted.

• **NOTE:** **Green Beans** are currently tight out of Florida, with pricing reflecting the limited availability.

## OTHER STORIES

• **NOTE:** Incoming cold weather forecasted in Florida for early February could further impact **Green Beans**, along with other warm-weather vegetables such as **Eggplant**, **Cucumbers**, and **Green and Yellow Squash**.

• **Cucumbers** are seeing a slight increase in pricing, though overall supplies remain adequate to meet demand. Quality continues to be steady across available lots.

• **NOTE:** **Jalapeño Peppers** are experiencing a price increase as supplies tighten out of Florida. This item remains vulnerable to potential disruptions from the upcoming cold weather, which could further limit availability and elevate market conditions.

# MizunaPalooza!

opportunity

build consumer loyalty by swapping in Mizuna

- To help fill arugula gaps, we shipped peppery mizuna to Canada, California and the East Coast.



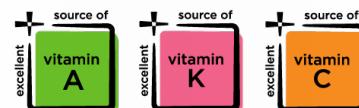
## Benefits of Mizuna

- Utilize **pink color** with the word "arugula" on the label to aid recall and awareness
- Pleasant flavor - milder yet still peppery
- Similar leaf size and shape to arugula



## Why Mizuna is the Best Solution

- Commonly used in spring mix & 50/50 readily available
- Grows faster than arugula & has not shown excessive yellowing or purpling
- Seems more resilient to mildew pressure.



increase shopper loyalty by  
providing an organic alternative  
with similar flavor!

### TEMPORARY SUPPLY SHORTAGE:

CODE	DESCRIPTION	PK/SZ	UPC
41755	OG Salad Arugula Baby	6/5 oz Organic Girl Clamshell	8-95203-00115-8

### SUBSTITUTE WITH:

CODE	DESCRIPTION	PK/SZ	UPC
238557	OG Salad Peppery Mizuna	6/5 oz Organic Girl	8-95203-00167-7



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# WONDERFUL CITRUS "HALOS" DISPLAY CONTEST WINNERS 2025

## BEST HOLIDAY THEMED DISPLAY

1<sup>st</sup> PLACE



CROP'S FRESH MARKETPLACE  
Downington, PA

2<sup>nd</sup> PLACE



JERRY'S GREAT VALU  
Red Lion, PA

3<sup>rd</sup> PLACE



SUNFLOWER MARKET  
Woodstock, NY

## BEST ALL ORGANIC DISPLAY

1<sup>st</sup> PLACE



SOULBERRY NATURAL MARKET  
New Hope, PA

2<sup>nd</sup> PLACE



MOTHER EARTH'S STOREHOUSE  
Kingston, NY

3<sup>rd</sup> PLACE



A MATTER OF HEALTH  
Nanuet, NY

## BEST SMALL STORE DISPLAY (4 registers or less)

1<sup>st</sup> PLACE



KIMBERTON WHOLE FOODS  
Douglasville, PA

2<sup>nd</sup> PLACE



WEAVERS WAY CO-OP  
Ambler, PA

3<sup>rd</sup> PLACE



KIMBERTON WHOLE FOODS  
Malvern, PA

## HONORABLE MENTIONS



LANDIS SUPERMARKET  
Perkasie, PA



PENNINGTON QUALITY MARKET  
Pennington, NJ



ZINGO'S SUPERMARKET  
Newark, DE

**rockit****chelan  
fresh**

# SUGARBEE/ROCKIT DISPLAY CONTEST

**FEBRUARY 2 - MARCH 1, 2026**

Want to add some "sting" to your Apple category and watch sales blast off? Four Seasons Produce has partnered with Chelan Fresh once again to bring you our annual SugarBee® Apple Display Contest—a promotion guaranteed to create serious buzz in your store.

This year, we're excited to welcome back the increasingly popular Rockit Apples to the mix. Meanwhile, SugarBee Apples continue to soar, having rocketed to the top of consumers' shopping lists in recent years. Together, these standout varieties offer the perfect opportunity to build eye-catching displays, drive excitement, and boost apple sales all season long.

## DISPLAY CONTEST CRITERIA:

- Build a BUZZ-worthy display of SugarBee and Rockit Apples in your produce department or store. **All fruit MUST be purchased from Four Seasons Produce** in order to qualify for entry.
- You must purchase a **minimum of 8 cases of SugarBee Apples and 2 cases of Rockit Apples** during the course of the contest period in order to qualify. This can be a combination of CV and OG fruit.
- Utilize the **high graphic display boxes and bins** in your displays highlighting the SugarBee/Rockit branding.
- All displays must remain up for a **minimum of 1 week**.
- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **March 5, 2026**.

**Conventional:****Code 229274**

CV Rockit 6/3lb plastic tub

**Code 222529**

CV Sugabee 40lb 72/88ct

**Code 222647**

CV Sugabee cider 8-1/2gal

**Organic:****Code 226761**

OG Rockit 6/3lb plastic tub

**Code 222328**

OG Sugabee 40lb. 72/88ct

**Code 226404**

OG Sugabee 12/2lb pouch

**POS:****Code 223135**

CV Display Bin Sugabee

**Code 226771**

CV Rockit Bin

**Code 237756**

CV Empty Sugabee box tray pack

**Code 242902**

CV Empty Sugabee box Euro

**Code 242903**

OG Empty Sugabee box tray pack

**Code 237757**

OG Empty formed Rockit box

**Code 238037**

OG Sugar Bee Bin

## DISPLAY CONTEST CODES:



Code 223135



Code 226771



Code 237756



Code 237757



Code 242903



Code 242902



PHONE: 1.800.422.8384

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# SUGARBEE/ROCKIT DISPLAY CONTEST

FEBRUARY 2 - MARCH 1, 2026

## DISPLAY CONTEST PRIZES:

### THE QUEEN BEE - GRAND PRIZE:

An all-expenses-paid trip to Washington State to experience the cherry harvest in late July 2026! Winners will tour cherry orchards, visit Chelan Fresh packing sheds and facilities, and get an inside look at how cherries move from tree to box to your displays and counters.

**2**  
**WINNERS**

**1 Large Store**

(5 registers or more)

**1 Small Store**

(4 registers or less)



### GRAND PRIZE DISPLAY WILL BE JUDGED AS FOLLOWS:

Grand Prize winners will be chosen on creativity, overall eye appeal, use of SugarBee point of sale, and % of increase YOY. We will need scan data from stores in order to qualify.

#### “BEE CREATIVE”

Most Creative Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

#### “THE BEE COLONY”

Largest Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50

#### “BABY BEE”

Best Small Store Display:

1ST: \$300

2ND: \$200

3RD: \$100

HONORABLE MENTION:

\$50



For pricing information or tips on building your next “Bee” masterpiece, please reach out to your Four Seasons Sales Rep or Merchandiser.

Thank you for your continued trust and support of Four Seasons Produce.



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# WONDERFUL CITRUS “HALOS” DISPLAY CONTEST

DECEMBER 1 - DECEMBER 28, 2025

## WINNERS

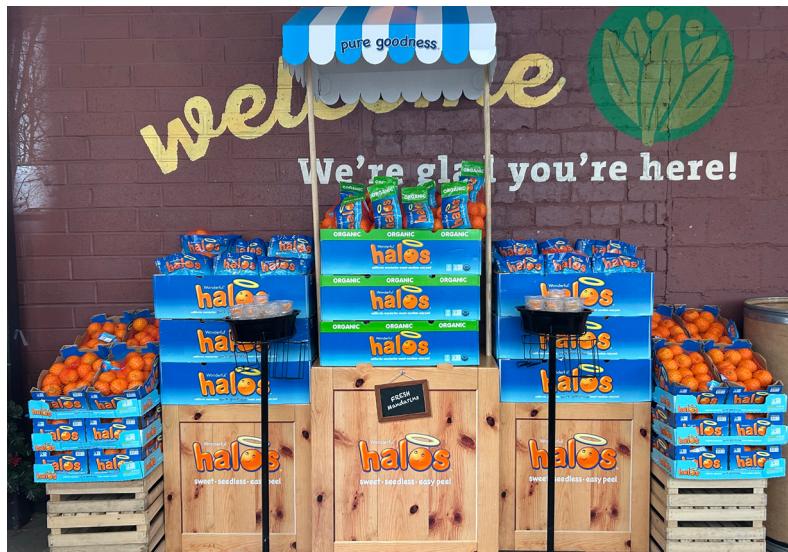


# GRAND PRIZE

## LARGE STORE      SMALL STORE



**WEAVER MARKETS**  
Adamstown, PA



**EAST AURORA COOP**  
East Aurora, NY

## LARGEST DISPLAY

### 1<sup>st</sup> PLACE



**DUTCH-WAY FARM MARKET**  
Gap, PA

### 2<sup>nd</sup> PLACE



**MURPHY'S FRESH MARKETPLACE**  
Tabernacle, NJ

### 3<sup>rd</sup> PLACE



**KIMBERTON WHOLE FOODS**  
Collegeville, PA



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# MERCHANDISING POS MATERIALS

LIMITED QUANTITIES AVAILABLE WHILE SUPPLIES LAST

## AVAILABLE NOW!

Want to add some fun and flair into your avocado displays? How about create impulse opportunities within your department and around your store? Well, Avocados from Mexico and Four Seasons Produce has you covered!

**Avocado Bag Stand with Top Shelf**  
Code: 246713



**Bag and Bulk Avocado Floor Stand**  
Code: 246714



**Molcajete Avocado Display Bin**  
Code: 229198



**Avocado Bag Stand**  
Code: 17042



**Farmers Market Medium Bin**  
Code: 33656



**Bagged End Cap Tray**  
Code: 246715



**Football Bin** Code: 227066



- Racks and display bins create impulse purchasing and build basket size.
- Great looking fixtures that are both eye catching and highly functional.
- Bagged racks and bins can be placed anywhere in your department or store, ideally near chips, bread, meat, or ethnic aisles for strong tie-in opportunities.

**Talk to your Four Seasons Sales Rep or Merchandiser for more information!**



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# AVOCADOS FROM MEXICO DISPLAY CONTEST WINNERS DECEMBER 1 - DECEMBER 28, 2025



## GRAND PRIZE:



## TURNIP TRUCK NATURAL MARKET

West Nashville, TN

## MOST CREATIVE DISPLAY:

### FIRST PLACE



HENNING'S SUPERMARKET  
Harleysville, PA

### SECOND PLACE



RIVER VALLEY CO-OP  
Easthampton, MA

### THIRD PLACE



HEALTHY LIVING MARKET  
Saratoga Springs, NY



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# AVOCADOS FROM MEXICO DISPLAY CONTEST WINNERS DECEMBER 1 - DECEMBER 28, 2025



## FIRST PLACE



COMMON MARKET 7TH STREET  
Frederick, MD

## LARGEST DISPLAY: SECOND PLACE



HEALTHY LIVING MARKET  
Burlington, VT

## THIRD PLACE



HONEST WEIGHT FOOD COOP  
Albany, NY

## BEST GUAC THEMED DISPLAY:

### FIRST PLACE



GROCERY OUTLET  
Rehoboth Beach, DE

### SECOND PLACE



KIMBERTON WHOLE FOODS  
Wyomissing, PA

### THIRD PLACE



YODER'S COUNTRY MARKET  
New Holland, PA

## HIGHEST YOY INCREASE:

### FIRST PLACE



COMMON MARKET 7TH STREET  
Frederick, MD

### SECOND PLACE



RIVER VALLEY CO-OP  
Easthampton, MA

### THIRD PLACE



BRATTLEBORO FOOD CO-OP  
Brattleboro, VT