

# ORGANIC MARKET NEWS

JUNE 3 - JUNE 10, 2022

## ORGANIC MANGOS JUNE PROMO



June will be a good time to promote **Organic Mangos!**

**Organic Mangos** finished May tighter than originally thought as they were slow to come on in the growing region of Nayarit. Gaps in supply were longer than anticipated. The good news is that Tommy Atkins and Kent variety were not affected. Quality has been great, especially on Kent, and will be in good supply for June promos!

**Organic Ataulfo Honey Mangos** will also be available through this promotable month of June. Volumes will be far less than the Round Red Tommy Atkins varieties. We will be enjoying promotable product through the month of June and beyond in what is expected to be a good summer of selling nice fruit.

Four Seasons will be partnering with Crespo Organics for a month-long selling celebration that we like to refer to as **MAN-GO MANIA!**

**Organic Fair Trade Francique Mangos** from Haiti are available in limited supply for the first week of June as well. Product made it onto containers despite facing road blockages and a strike at the piers.



### OG LETTUCE

Local **Organic Lettuce** is in peak season from Pennsylvania and New Jersey in early June.

Take advantage of locally grown **Organic Lettuce** as supplies usually only last through June before the heat ends the season. New Jersey is in full swing, while Pennsylvania has seen increasing supplies during the first week of June.

Lady Moon Farm's Chambersburg, PA crop will begin harvests at the end of the first week of June, with supplies expected to increase rapidly. Locally grown **Organic Lettuces** include **Organic Leaf Lettuce (Green and Red)**, **Romaine**, **Escarole**, and **Butter Lettuces (Green and Red)**.

**Organic Packaged Lettuces** are also now available from local farmers! **Organic Romaine Heart** volumes from Pennsylvania are increasing weekly and are competitively priced, while **Organic Iceberg Lettuce** began harvesting in late May from New Jersey. Volumes and pricing are expected to remain strong into mid-June!



### OG GREENS

Locally grown **Organic Greens** are in full swing to kick off June! Lady Moon Farm's Chambersburg, PA harvests began in the final week of May and volumes are expected to grow quickly!

**Organic Kales (Green, Red and Lacinato), Collards, Dandelion Greens, and Rainbow Chard** are expected to have steady supplies throughout the month of June from Lady Moon.

Other locally grown **Organic Greens** will include **Organic Bok Choy, Baby Bok Choy, Green Chard, Red Chard, Kales (Green, Red and Lacinato), Collards, Dandelion Greens, Mustard Greens, and Spinach** from Pennsylvania and New Jersey.

**Organic Herbs** volumes for local Pennsylvania and New Jersey growers are beginning to increase in early June. **Organic Cilantro** has started the season strong with harvests beginning in late May, with **Organic Parsley and Dill** expected to start in early June.



### OG BERRIES

**Organic Strawberry** prices will look to become promotable for early June! Harvests are starting to grow out of CA, and quality has been excellent. Supplies will be coming out of Watsonville/Santa Maria regions.

**Organic Blueberries** will be fairly tight through mid-June. California harvests are beginning with fairly light volume, Georgia availability continues to decrease, and North Carolina is harvesting with limited volume as well. Quality has been very nice however on what is available.

Local New Jersey **Organic Blueberry** harvests are expected to start June 13th, and the Pacific Northwest deal is also expected to start with good harvests around the same time.

**Organic Blackberry** prices remain promotable out of CA. Quality has been excellent and supplies remain strong. Mexico is winding down.

**Organic Raspberries** remain steady out of CA. Mexico volume is dropping off as warm weather and rain hits the region, so expect most supplies to be coming out of CA.





## OG CITRUS

**Organic Navel Oranges** have finished for the season. New crop California **Organic Valencia Oranges** have filled in right behind them with excellent supplies.

Mexican **Organic Lime** prices continue to come down as sizing and supplies ramp up.

California **Organic Lemons** remain in lighter supply with prices slightly rising, but some new Argentinian fruit expected in late June, which should put some downward pressure on California markets.



## OG STONE FRUIT

**Organic White and Yellow Peaches** and **Nectarines** are now in good supply, along with some **Organic Donut Peaches**.

**Organic Apricots** are in good, steady supply with nice 16/1lb clamshells in stock from Homegrown Organics.

**ALERT! Organic Cherries** are gapping until Washington begins with a very tight crop towards the end of June or beginning of July.

**Organic Plums** are delayed but will hopefully ramp up towards the middle of June.



## OG ASPARAGUS

**Organic Asparagus** continues from California and Peru on 11lb. New arrivals from Michigan on 28lb **Organic Asparagus** is in house as well, plus some local New York.



## LADY MOON OG WARM VEG

**Organic Warm Veg** from Lady Moon Farms in Georgia continues to strengthen in early June! **Organic Zucchini** and **Cucumbers** continue to experience strong volumes and excellent quality.

**Organic Jalapeño Pepper** volumes are quickly growing, while **Organic Eggplant** has begun harvests at the end of the first week of June. Volumes are expected to increase quickly!

**Organic Mini Peppers** will be joining the lineup in mid-June as volumes are increasing on the bushes and beginning to color up!



## OG MELONS

**Organic Cantaloupes** are in season from USA (El Centro and Imperial Valley, CA)! We have great supply on both sizes. 6ct

**Organic Honeydew** are available from Mexico but we will be transitioning into El Centro for the majority of our fruit. The first fruit has great brix (sugars) and appearance.

**Organic Galia Melons** will arrive the week of 6/6.



## OG GREEN BEANS

**Organic Green Bean** volumes continue to increase in June from California. Quality and supplies are expected to remain strong during early June while improved pricing will help drive additional sales.

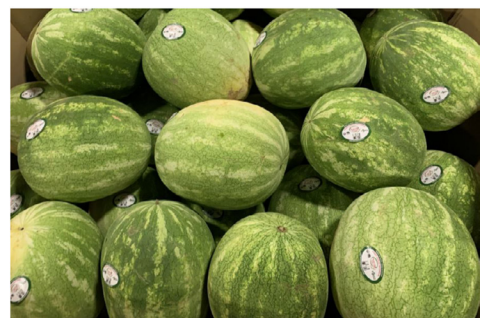


## OG CABBAGE

**Organic Green Cabbage** from North Carolina is readily available, while the Pennsylvania crop is beginning harvests in the first week of June!

**Organic Red Cabbage** is in light volume from North Carolina, but is expected to increase in early June, while Pennsylvania crop is expected to begin in mid to late June.

**Organic Napa** and **Savoy Cabbages** are back in supply in June! **Organic Napa Cabbage** has begun in Pennsylvania, while Savoy has seen improving supplies from California.



## OG WATERMELONS

**Organic Seedless Watermelon** prices remain steady. Mexico is finishing harvests and CA is just getting started, so there is a transition period happening. Quality has been strong.

**Organic Mini Seedless Watermelons** remain promotable as supplies continue to come on strong out of Mexico and CA. Quality has been exceptional.



## OG KIWIFRUIT

Zespri **Organic SunGold Kiwifruit** are in season and available in both bulk and clamshell options for the month of June in promotable volume from New Zealand.

**Organic Green Kiwifruit** from Zespri will be available for the middle of the month.

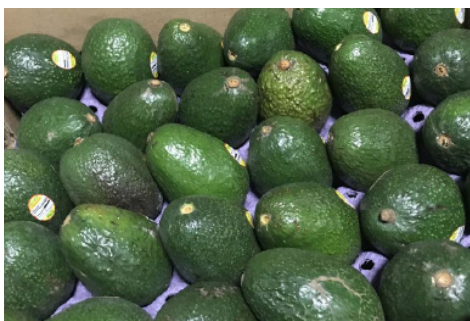




## OG GRAPES

New crop Mexican **Organic Seedless Grapes** are in excellent supply with **Black, Green, and Red** available. Prices are coming down.

Demand has been excellent so far on this fresh product.



## OG HASS AVOCADOS

**NOTE:** **Organic Hass Avocados** remained tight with pricing from Mexico not budging much in the first week of June. Supplies will be steady, but expensive.



## OG CUCUMBERS

**Organic Euro and Mini Seedless Cucumbers** are expected to be promotable through June. Quality and availability are outstanding.



## OG PEPPERS

**Organic Green Peppers** from Georgia are expected to be more plentiful with prices continuing to decrease into mid-June. Quality has been superb in late May and early June!

**NOTE:** **Organic Color Bell Peppers** remain limited in early June as Canadian volumes continue to struggle. Holland growers are also struggling to produce any volume, in addition to the difficulties and added cost of air freight. Gaps in growing cycles create expected low volumes, but weather conditions this year have created new sets from growing as planned. Pricing will remain elevated, and supplies limited into mid-June before any relief.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** from California is in steady supply with strong quality and promotable prices to begin June. East Coast production from North Carolina has ended, but the first week of June marks the first Virginia harvest. Virginia product will be available in mid-June to supplement California supplies.

**Organic Broccoli Rabe** and **Sweet Baby Broccoli** remain steady in volume and pricing with strong quality to start June!

**Organic Cauliflower** volumes from California continue to experience up and down conditions. After roller-coaster conditions in May, June is beginning the same way. Expect stable supplies in early June, however promotional opportunities will not be available due to erratic pricing.



## OG TOMATOES

New crop East Coast field grown **Organic Grape** and **Cherry Tomatoes** from Lady Moon Farms are starting out of Georgia.

**Organic Cluster Tomatoes** are expected to remain steady heading into the middle of June. Quality has been great on all inbounds from Canada. Pricing is expected to increase as Canadian production coming to an end by the end of June.

**Organic Cocktail** and **Heirloom Tomatoes** are in good supply.

## OTHER STORIES

• **NOTE:** **Organic Vidalia Sweet Onions** are now finished, and we will not see any more arrivals. California **Organic Sweet Onions** will bridge the roughly month gap we will see before local **Organic PA Sweet Onions** get started.

• The first New Zealand **Organic Braeburn** and **Diva Apples** should be available for the week of 6/6.

• **ALERT!** **Organic Pineapples** have been extremely tight coming out of Costa Rica. There's limited supply from Mexico, but freight and logistics are not favorable to the price. Expect higher costs through at least the middle of the month.

• **NOTE:** **Organic Artichokes** from California continue to experience tighter supplies and increased pricing in early June, while quality remains strong. Expect these conditions to remain consistent into mid-June.

• **NOTE:** **Organic Celery** continues to experience limited supplies, while pricing remains elevated. Volumes were expected to improve in early June, however volumes have not increase in the first week. **Organic Celery Hearts** remain in extremely limited availability.





# CRESPO ORGANIC MANGO DISPLAY CONTEST JUNE 6 – JULY 3, 2022

June is National Mango Month, and Four Seasons Produce has teamed up once again with Crespo Organics to celebrate it in style! Organic Mangos from Mexico are in full swing and ready to display in your departments and counters! Mangos have very quickly become a favorite fruit for the consumer, so June is a perfect time to create some “Mango Mania” in your stores!

The eating quality of this fruit has been outstanding! BIG displays of Mangos are sure to drive sales and create excitement, so it's time to get started on your next Mango Masterpiece!



## CONTEST CRITERIA

- Build a BEAUTIFUL display of organic mangos in your produce department. Fruit **MUST** be purchased from Four Seasons Produce
- Displays must include both the Tommy Atkins and Ataulfo (Honey) varieties
- Displays must remain up for at least one week
- Displays must have Crespo point of sale posters/cards in it or have the Crespo graphic boxes built into the display
- You must purchase a total of 20 cases of mangos within the contest period
- Send your display photos into [contest@fsproduce.com](mailto:contest@fsproduce.com) by Friday July 8th

### Mango Bin Codes:

230749 - POS Display Bin Ataulfo/Honey  
224210 - POS Display Bin Mango



## CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

### 1ST PLACE

Four Seasons Jacket + \$50 Gift Card

### 2ND PLACE

Four Seasons Hoodie + \$25 Gift Card

### 3RD PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card

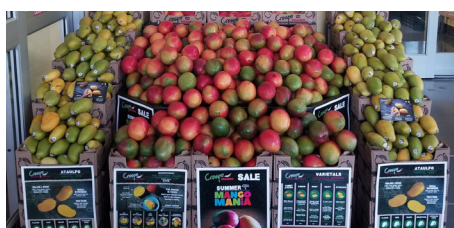


## EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!



## MANGO MERCHANDISING TIPS



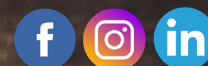
- Merchandise mangos in a high traffic area to give them great visibility and create some impulse sales
- Be sure to rotate fruit on display and in backroom areas to control ripening.
- Be sure to have both ripe and unripe fruit on display. This allows for a consumer to eat one immediately and buy a few for later in the week
- BIG displays sell BIG amounts of mangos. Don't be afraid to shoot for the stars when it comes to display size. With the popularity that mangos now have, these are now on a lot of consumers shopping lists.
- Sell in multiples for the best results (2/\$3.00 over \$1.49 each)

For more information on mangos and for display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser



PHONE: 1.800.422.8384

WWW.FSPRODUCE.COM





# LITTLE POTATO COMPANY GRILLING DISPLAY CONTEST

June 5 - July 5, 2022

The smells and tastes of summer have arrived and are in the air. We can all tell when someone in the neighborhood is cooking on the grill by the smells that are around us, most of can figure out exactly what is being grilled as you take an evening stroll. Now that it is peak grilling season we are in for a treat. This year Little Potato Company and Four Seasons Produce are teaming up to create some extra excitement with a display contest focused on grilling potatoes. What a perfect item to tie in with your grilled chicken, fish, steaks or burgers. The contest is geared to promote the grilling tray packs, but should not be limited to just this item. We are looking for displays that also tie in the 1.5lb bags, 3lb bags, and microwavable trays. This is a great time to build an impulse display that will drive customers to pick up multiple packs. The contest will run the entire month of June as customers celebrate graduations, Father's Day and the 4th of July.

Here are a few fun facts about grilling. Did you know that 68% of Americans do not need a special occasion to fire up the BBQ? Also, the 4th of July is the most popular barbecuing day of the year at 78% of all US households. Followed by Memorial Day at 56%... WOW!! How can you not be apart of these exciting statistics?

There is no better time then now to build a big display to create excitement and get your customers to buy more Little Potatoes. If you are interested in participating, don't hesitate to reach out to your Four Seasons Sales Rep and/ or Merchandiser.

## CRITERIA:

- Build a display that has a grilling theme and highlights the grilling shippers.
- Tie in other Little Potato items such as the 1.5 LB bags, 3-LB bags and the microwavable shippers/ trays
- Display must incorporate at least 6 Little Potato SKU's, between grilling trays, bags and micro trays
- All produce must be purchased from Four Seasons Produce with a minimum of 10 cases over the month long promotion
- Displays must be kept in place for at least one full week, preferably longer to gain full sales potential throughout all celebrations
- Use of social media is recommended
- All pictures must be submitted to [contests@fsproduce.com](mailto:contests@fsproduce.com) no later than July 6, 2022



## PRIZES:

### 1<sup>ST</sup> PLACE

**\$250 VISA GIFT CARD**

### 3<sup>RD</sup> PLACE

**\$150 VISA GIFT CARD**

### 2<sup>ND</sup> PLACE

**\$200 VISA GIFT CARD**

### 4<sup>TH</sup> PLACE

**\$100 VISA GIFT CARD**



## CODES:

231241 - Grilling Shipper Assortment 36/1lb Bags  
212051 - Garlic Potato Grilling 6/1lb Tray  
212052 - Onion/ Chive Potato Grilling 6/1lb Tray  
212054 - Roasted Pepper Potato Grilling 6/1lb Tray  
212058 - Micro Shipper Assortment 36/1lb Bags  
212056 - Garlic & Parsley 6/1lb Micro Tray  
222085 - Lemon & Garlic 6/1lb Micro Tray  
229352 - Rosemary & Thyme 6/1lb Micro Tray  
229351 - Smoked Salt 6/1lb Micro Tray  
212055 - Savory Herb 6/1lb Micro Tray

213073 - Blushing Belle 1.5lb Bags  
213062 - Boomer Gold 1.5lb Bags  
213075 - Dynamic Duo 1.5lb Bags  
213076 - Fingerlings 1.5lb Bags  
213074 - Terrific Trio 1.5lb Bags  
218906 - Boomer Gold 3lb Bags  
218908 - Terrific Trio 3lb Bags  
218909 - Dynamic Duo 3lb Bags  
218907 - Blushing Belle 3lb Bags  
218975 - POS Empty Display Bins





# CONVENTIONAL MARKET NEWS

JUNE 3 - JUNE 10, 2021

## NEW JERSEY LOCAL VEG SEASON

Ryan Flaim of  
Flaim Farms/Panther Brand



theproducenews.com



**Local Row Crop Vegetables** out of NJ are in their prime, and harvest numbers are growing because of warmer weather.

New Jersey has a bountiful **Leaf** and **Romaine Lettuce** harvests and pricing is getting more promotable.

Local New Jersey product has started with **Baby Bok Choy**, **Bok Choy**, **Napa**, **Green** and **Yellow Squash**, and small amounts of **Green Cabbage**. **Leeks**, **Scallions**, and **Spinach** are also in season, just with a little lighter volume than usual.

**Red Cabbage** is expected to start by the middle of June, with **Cucumbers** coming at the end of the month.

NJ and DE are expected to continue with **Asparagus** through the middle of June. Quality has been good, and we are in peak season for local **Asparagus**. At the end of June and into July, we will start to see a full book of local items.

We should also see some local **Tomatoes** towards the end of June or early July from high-tunnel production,



### CV BERRIES

**Strawberries** remain steady as prices are fairly promotable with good supplies and great quality coming out of CA. Sizing has come down some, but overall quality remains strong. Display with confidence on 1lb and 2 lb.

Local Delaware **Strawberries** are finished due to quality/yields.

**Blueberry** prices are continuing to ease off as North Carolina production continues to pick up. GA and CA harvests remain fairly strong as well, leading to fairly promotable prices. Quality has been excellent. New Jersey Local **Blueberries** still set to begin harvests week of June 12th.

**Blackberry** prices are rising some as heavy flush slows down and Mexico wraps up. North Carolina production is starting up and quality will be excellent. Expect pricing and supplies to remain fairly promotable during this transition period.

**Raspberry** prices continue to inch up as production has been easing off. Most product is coming out of CA right now as heat and rain in Mexico has stopped most harvests.



### CV MELONS

**Cantaloupes** and **Honeydew** are arriving from Mexico and USA. Quality has been good on both regions for **Cantaloupes**, especially. 120-count bin **Atenta-style Cantaloupes** are in house and arriving from Tifton, GA for the week of 6/6 from Docia Farms, one of the East Coast's best growers for June!

**Specialty Melon** options for June: **Tuscan-style Cantaloupes**, **Sugar Kiss Melons**, and **Summer Kiss Melons**.

**Watermelon** prices will be fairly promotable for early to mid-June. Central Florida cleaning up is leading to a surplus in smaller fruit, which is making 60ct being promotable to move fruit. Larger fruit (45ct/36ct) are much stronger as Northern Florida is in all new fruit and only region harvesting right now. GA is about 7-10 days away from starting.



### CV STONE FRUIT

Premium 2-layer **White & Yellow Peaches** and **Nectarines** out of California are in excellent supply. California **Donut Peaches** are in good steady supply.

2-3/4" **Eastern Yellow Peaches** out of South Carolina should now be in excellent supply for the next 4-5 weeks before transitioning into New Jersey fruit in July, then Pennsylvania.

California **Apricots** are in good enough supply to just make it until the end of June with nice quality. A short gap may be possible before Washington gets going in July.

**ALERT! Dark Sweet Cherries** are expected to finish up in California by mid-June and then gap for 1-2 weeks before Washington gets started around the last week of June. Expect a very high prices due to one of the smallest crops in a decade.

**Red** and **Black Plums**, as well as **Pluots**, are in limited supply as the season gets started and things seem to be running a little late.





## CV PEPPERS

**Mini Mix Sweet Peppers** will be promotable with outstanding quality into the middle of June out of Mexico.

**Green Bell Pepper** prices have eased off a bit as product is steady out of Georgia and California. Quality and availability are expected to hold strong into the middle of June.

11lb **Hothouse Color Bell Pepper** prices are dropping as expected into the middle of June. Canada is starting their next crop of **Peppers**. Quality is excellent and supplies will increase through June. We continue to source most of our product from Canada, which is jumbo sizing.



## CV SPECIALTY BERRIES

**Driscoll's Sweetest Batch Berries Update:**

Blackberries - gapping

Blueberries/Raspberries/Strawberries - peak season

**Driscoll's Specialty Update:**

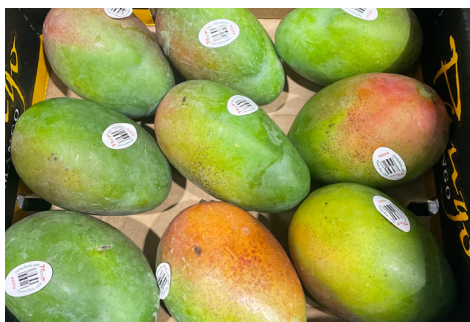
Rose Strawberries & Rainbow Berries - available

Rose Raspberries - upon request



## CV ICEBERG & ROMAINE HEARTS

California **Iceberg Lettuce** and **Romaine Hearts** supplies are readily available with pricing coming off for post-holiday sales. Quebec still expects to kick off the Lettuce season in mid-June.



## CV MANGOS

**Mangos** have remained tighter with volumes down over what was expected for this time of year. Transition to the Nayarit in Mexico growing region has been slow to come on.

Four Seasons is now offering **Pango Mangos** from Puerto Rico which should last through at least June. These will primarily be in 9ct and 10ct sizes.

**Haitian Mangos** are steady, but prices jumped a bit due to limited fruit making ships due to massive civil unrest and roads being blocked. The fruit has been excellent quality.



## CV CUCUMBERS

**Euro and Mini Seedless Cucumbers** will be promotable from now through June. We are already seeing some market bottom pricing and quality has been outstanding.

**Super Select Cucumbers** are expected to remain steady although we are seeing a slight increase in pricing. **Cucumbers** have started in Georgia and Baja, Mexico as well.



## CV HASS AVOCADOS

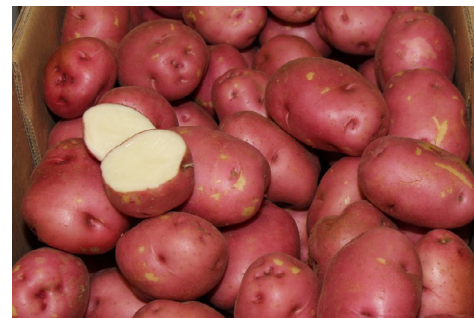
**Hass Avocado** prices were in flux a bit as cheaper Chilean and Peruvian fruit have entered the marketplace. This fruit has been good quality. Mexico continues to try to hold their premium pricing up despite other volume. Prices have fallen just a bit.



## CV SWEET ONIONS

We will transition from fresh pack over to storage crop **Vidalia Sweet Onions** with product arriving here in early June. The pricing on **Vidalias** is pushing up on both bag and bulk jumbos as more demand is shifting into this growing region and the higher costs associated with storage onions.

We are still over a month and a half away from the start of **PA Simply Sweet Onions** which will get started around July 18th.



## CV COLOR POTATOES

We will make the switch over to new crop premium bulk western grown A/B/C size **Red, Gold,** and **White Potatoes** starting with arrival the week of 6/6. Pricing will be up mostly due to increased freight coming out of California, but the quality difference will be significant. This will mark the end of the Florida potato season for us.



## CV BROCCOLI

**Broccoli Crowns** will be in good supply with promotable pricing and nice quality for early June!

Warmer temps along the east coast will push crops ahead of schedule.





## CV EGGPLANT

**Eggplant** has started in Georgia and there is still outstanding product from California. Quality has been excellent and there is plenty of volume.



## CV SWEET CORN

**Bi-Color Sweet Corn** prices are expected to drop through June with the transition to Georgia. Less **White Corn** is planted this year, causing varied sizing and some availability concerns.



## CV KIWIFRUIT

**SunGold Kiwifruit** will be in season for June - August. Look for promotable pricing on volume filled boxes for the beginning of the month.



## CV GRAPES

California **Red Grapes** (Flames) from Coachella are here with excellent quality and taste! We are into Mexican **Sweet Celebrations** for our XL line, with great taste and superb quality! Look for promotable pricing through June on **Reds**, especially on LG from Mexico.

**Green Grapes** are arriving from Mexico and Southern California. LG greens will be out of Mexico starting with "Arra 30"s. We will be out of Mexico in our XL code as well in "Primes" and "Early Sweets." Our first shot of California **Green Grapes** (Sugarones) are in-house and tasting great!

**Cotton Candy Grapes** from Mexico are gapping until we get into the Sonora region the second week of June.

**Bi-Color Grapes** from Divine Flavor are in stock with nice quality.



## CV TOMATOES

**Roma Tomatoes** are promotable as we head into the middle of June. There is an abundance of product out of Mexico, and quality has been excellent. Supplies will remain steady.

**Vine Ripe Tomatoes** markets are expected to stay steady into the middle of June. Georgia production is expected to start the first or second week of June in Georgia, which should cause the market to start to drop. We continue to source most of our product from Mexico or Florida in search of the largest, best fruit available.

**NatureSweet Snacking Tomatoes** will be promotable through June. Availability is excellent and quality has been superb on all inbounds. There are also several shippers making spot deals on varietal **Snacking Tomatoes** for June!

**Cluster** and **Beefsteak Tomato** prices are tightening a bit and are expected to remain steady into the middle of June. Quality has been outstanding on all inbounds.



## CV CITRUS

**Mandarins** remain in good supply out of Morocco, with Uruguay and Peru starting up as well. The California fruit is finishing up so look for import options available through the summer months.

The **Grapefruit** crop remains strong with great quality and excellent promotable pricing. Look for Star Rubies from CA to be around through July. 5lb bag options are available as well.

**Limes** are in great supply for early June! The market has finally dropped to more reasonable pricing but will slowly correct itself as the month progresses. Look for promotable pricing through early June.

**Blood Oranges** are peaking with great flavor and firm fruit as we get into the Sanguinelli variety! Bagged options available as well.

## OTHER STORIES

- **NOTE:** There's finally some relief in **Celery** pricing! Better availability, paired with lower pricing, will allow for more opportunities for June. Dole still remains limited on most counts of **Celery**.

- **Pineapples** are in steady supply through June. Expect to see pricing drop a little for the middle to end of the month of June.

- **Green Bean** prices will continue to remain steady with product out of Georgia. Quality and availability have been excellent.



# NEW FOR JUNE AT FOUR SEASONS

CONTACT YOUR REP FOR MORE INFO!

## NEW PRODUCT LINE AT FOUR SEASONS PRODUCE!

Our newest farm in Bethlehem, PA features pioneering sustainability enhancements. The farm is powered by 100% renewable energy and features 15% more efficient LED lighting. A state-of-the-art water recapture and filtration system has been custom-built to harness even the water that is transpired from the plants, and ensure the highest-quality food safety standards.



NO  
GMOS



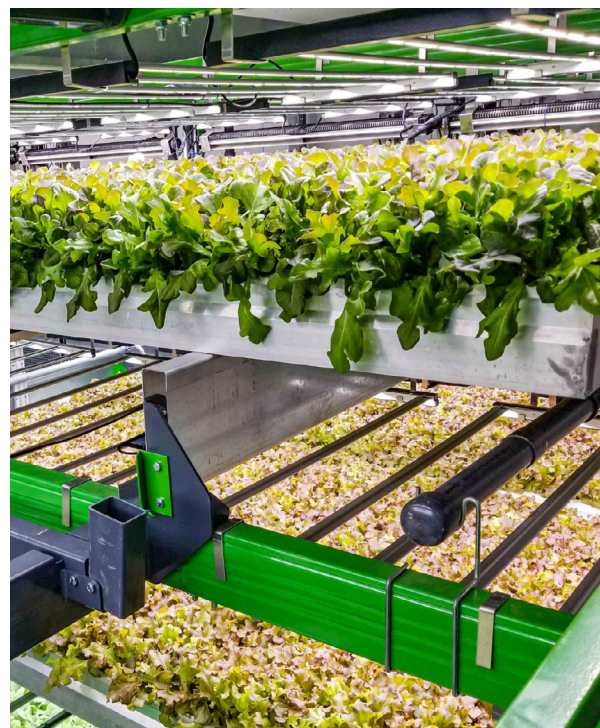
ZERO  
PESTICIDES



NO NEED  
TO WASH



PICKED AT  
PEAK  
FRESHNESS



**BEST  
SELLER!**



## 1 LB PACKS & ADDITIONAL SPECIALTY ITEMS:







## 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 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.

