

JUNE 12 - JUNE 26, 2026

NORTHWEST ORGANIC CHERRY SEASON BEGINS!



GOOD NEWS! Organic Red and Rainier Cherries from Washington are now in great supply.

The first quality of the season has been outstanding, a welcome relief after a very tough California **Organic Cherry** season. Size is excellent.

Four Seasons expects to reach peak supply by mid-June, then supplies are expected to tighten significantly by July, and worsen in August, if available.



OG STONE FRUIT

GOOD NEWS! California **Organic Stone Fruit** is arriving with excellent quality and strong supplies. **Organic Yellow Peaches, White Peaches, and Nectarines** are plentiful and ready to promote. **Organic Plums and Pluots** are ramping up.

It's almost time for the upcoming Homegrown Organic Stone Fruit Promotion and Display Contest, running June 15 through July 12! High-graphic bins and display boxes will be available to help create eye-catching displays.

On the East Coast, South Carolina **Organic Peaches** are at their seasonal peak with excellent flavor and availability. **Organic Sugar Plums** from South Carolina are expected to begin shipping later this month.

Organic Apricots will transition from California to Washington through mid-June. Better supplies and quality are expected from Washington.

GOOD NEWS! **Organic Verry Cherry Plums** are here and will be gone by early July. Make sure to load your shelves with these high-sugar seasonal favorites.



OG LOCAL VEG

Lady Moon Farms in Chambersburg, Pennsylvania is steady on **LOCAL Organic Kales, Collard Greens, and Dandelions**, with **Organic Green Squash** starting in mid-July.

Organic Green Peppers are a bit tighter, with limited volume from **LOCAL** Flaim Farms in New Jersey and some from the Southeast. Quality has been challenging on Southeastern product.

Organic Green and Yellow Squash are in good supplies with steady pricing. **LOCAL** Flaim Farms and Eastern Fresh Growers in New Jersey are both coming on strong.

LOCAL Organic Green Cabbage is in good supply from **LOCAL** growers including Flaim Farms in New Jersey, Christ King, and Josh Weaver in Pennsylvania. Flaim Farms also has good supply of **Organic Red Cabbage**, with Pennsylvania set to start in the coming weeks.

Flaim Farms in New Jersey has started with **LOCAL Organic Bunch Carrots**.

LOCAL Organic Green and Purple Broccoli Stalks from Spring Willow Farm out of Pennsylvania are in house now. **Organic Cauliflower**, including **Purple and Orange**, will be available by mid-June.



OG BERRIES

GOOD NEWS! **Organic Raspberries** continue to be promotable with strong volumes from California and Mexico through mid-June. Pricing and quality are great. Volumes are expected to decline by late June.

Organic Strawberry volume has bounced back and is improving quickly from Santa Maria and Salinas, California. Pricing has eased as harvests continue to improve, and quality has been good and improving with each arrival.

Organic Blackberries will begin to firm but supplies are steady through mid-June. Mexico is now essentially finished, and Four Seasons is transitioning to product from California. Supplies will be light with elevated pricing. Quality has been excellent.

Organic Blueberries remain available from the Southeast and California with light volume. Oregon and LOCAL New Jersey harvests are beginning with very light volume. Supplies will be steady but pricing is expected to remain elevated.



OG GRAPES

Organic Grapes are finishing from Mexico the week of June 15. Pricing is expected to increase as the Mexican season closes and California production transitions in.



OG FIGS

Organic Black Mission Figs from California's early summer season are here. Get these on shelves as soon as you can, as the organic early season window moves quickly through June.



OG CELERY

Steady supply of **Organic Celery** continues as pricing shows relief with full-size stalks becoming more available and demand falling off.

Promo opportunities exist on **Organic Celery Hearts** in a flush, as they are no longer being driven by full-size availability constraints.



OG LETTUCE

LOCAL Organic Lettuce from Lady Moon Farms in Pennsylvania will be in excellent supply for their local season through mid-June. It's a great opportunity to promote this **LOCAL** product as West Coast Organic Leaf and Romaine Lettuces continue to rise in price due to weather challenges during transitions.



OG PINEAPPLES

Organic Pineapple supplies from Mexico will remain steady through June. Four Seasons will offer 6ct, 7ct, and 8ct sizes going forward. **Organic Pineapple** supplies from Costa Rica remain very limited.



OG MELONS

Organic Melons have limited supply from the desert for most industry shippers, but Four Seasons remains in strong shape on all **Organic Melons**, including **Organic Honeydew, Cantaloupes, Organic Gaya** and **Galia Melons**.



OG KIWIFRUIT

Organic Green Kiwifruit clamshells from Zespri have started. Volume-filled fruit from New Zealand will be available by mid-June.

Organic SunGold Kiwifruit are available in good volumes and have been moving well.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! West Coast **Organic Broccoli** supply is in a flush and beginning to firm. Promotional pricing and abundant volume on **Organic Broccoli** will hold through mid-June.

Organic Cauliflower will begin to tighten in the short term while still maintaining promotable overall pricing.

Organic Romanesco has steady supply from Lakeside Organics continuing.



OG MANGOS

Organic Round Mango volume remains steady on popular 10ct sizing. Overall, supplies are good through early June, but that's expected to shift to demand being greater than supply by late June.

Organic Ataulfo Honey Mangos are in good supply through mid-June. Look to promote 16/18ct sizing at promotable pricing.



OG WATERMELONS

Organic Watermelons are transitioning to new California fields. Expect improved supply on **Red Seedless** and **Seeded Melons**, as well as the striking “Black Raven” label by mid-June. North Carolina crop will begin by late June.

Organic Mini Watermelons are in decent supply from California with high pricing due to strong demand. North Carolina crop is expected by mid-June with good supply.



OG ASPARAGUS

NOTE: Michigan **Organic Asparagus** production is ending earlier than expected as growers contend with reduced yields. Overall availability is expected to remain near normal through mid-June as domestic programs wind down and Mexican supplies ramp up. This marks the final week for Michigan production, and **LOCAL** New Jersey is wrapping up for the season.

Four Seasons will transition primarily to imported Mexican **Organic Asparagus** from Alpine (Hippie Label) and Farm Direct Supply by late June.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** continue to have strong, steady availability with outstanding quality. Pricing remains favorable, with **Organic Cluster Tomatoes** in a particularly promotable position while **Organic Beefsteak Tomatoes** are well supplied.

Overall market conditions remain favorable, and both categories are positioned well for promotional activity through June.



OG CHILI PEPPERS

Coke Farms has started with **Organic Shishito Peppers** in pints, a nice item for summer cooking.

Other specialty **Organic Peppers** remain a challenge, with limited **Organic Anaheim** and **Serrano Pepper** availability, while **Organic Jalapeño Peppers** remain difficult to source with inconsistent supplies.



OG PEPPERS

Organic Color Bell Peppers are finally seeing strong availability as production continues to ramp up. Pricing remains elevated but is gradually improving, while excellent quality continues across available products. As production increases through June, additional volume is expected to further support the market and drive continued pricing improvement.



OG AVOCADOS

Pricing has stabilized as strong California fruit has helped offset higher **Organic Hass Avocado** pricing from Mexico. Four Seasons will continue to offer both Mexico and California-grown fruit through June with volumes likely favoring domestic fruit and exciting promotions. Ask your Four Seasons rep for more details on the exciting display contest through the summer and opportunities at amazing prize packages.

Four Seasons is offering limited supply of Peruvian **Organic Fair-Trade Hass Avocados** from Equal Exchange. Contact your Four Seasons rep if interested. All fruit will have the ripening process started by the Four Seasons Ripening Team to ensure the best eating experience.

OTHER STORIES

- New Zealand **Organic Diva Apples** are arriving. Unfortunately, with the very tight season, these will only be available in 12/2 lb bags.
- **Organic Opal Apples** will be done for the season by late June.

- **Organic Abate Fetal Pears** will finish for the season through mid-June.

- **Organic Lemons** from Argentina are showing excellent quality to start the season. Pricing is favorable compared to the limited California crop.

- **Organic Eggplants** are a bit tighter, with limited volume from the Southeast and higher pricing following.

- **Organic Green Beans** are starting from A&A Organics from Mexico.

- **Organic Cucumbers** are steady from the Southeast and Mexico, with pricing decreasing on the Mexican product. Quality has been steady.

CONVENTIONAL MARKET NEWS

JUNE 12 - JUNE 26, 2026

LOCAL VEG SEASON



GOOD NEWS! LOCAL New Jersey **Vegetables** from Flaim Farms, Nardelli Farms, and Russo Farms are available in strong supply with good quality. Seasonal harvests continue to build, providing fresh, locally grown options across a variety of key vegetable categories.

In addition to excellent freshness, the proximity of these growers helps reduce freight costs, creating attractive pricing opportunities and strong value for retailers looking to feature **LOCAL** products.

Green Squash is promotable with good supplies and pricing as New Jersey comes on strong from **LOCAL** Flaim Farms and Nardelli Farms. **Yellow Squash** is a bit higher in price but with good supplies. **Kirby/Pickle Cucumbers** are now arriving from New Jersey.

New Jersey remains steady on **LOCAL Greens, Cabbages, Cilantro, Parsley, and Dill**. Quebec is just around the corner and will be the next region as heat begins to affect New Jersey's cool-weather crops.

Red, Green Leaf, and Romaine Lettuce continue to produce great quality with steady yields from **LOCAL** Nardelli and Flaim Farms through mid-June from New Jersey. Excellent opportunity to promote **LOCAL** New Jersey **Leaf and Romaine Lettuce** while West Coast continues to face challenges from inconsistent weather during transitions, causing unfavorable growing conditions and low yields.



CV STONE FRUIT

GOOD NEWS! California **Yellow** and **White Nectarines** and **Peaches**, as well as **White Donut Peaches**, are in excellent supply on all packs with excellent quality.

South Carolina continues to peak on **Yellow Peaches** with promotional opportunities on both 2-1/2" and 2-3/4" sizing.

Black, Red, and Mottled Plumcots and **Pluots** are in excellent supply with nice quality.

GOOD NEWS! California **Verry Cherry Plums** have just arrived and are already scheduled to end by late June. Make sure to grab these seasonal favorites before they're gone.



CV CHERRIES

Dark Sweet and **Rainier Cherries** have fully transitioned to Washington. Early-season harvest activity increased as growers worked ahead of forecasted rain that never materialized, creating a temporary surge in volume. Combined with slower demand and the end of a short, poor-quality California season, prices softened briefly but are expected to strengthen as supplies normalize and Washington's overall crop remains lighter than normal.

Quality has been excellent, with large fruit, outstanding sugars, and exceptional flavor. **Cherries** are a great promotional item through the end of June.

Skylar Rae Cherries are arriving mid-June. They're a super sweet bi-color cherry with extremely high Brix levels and crisp texture. Make sure to try them when they arrive. Supply will be extremely limited.

Audra Rose Cherries will also arrive by mid-June in very limited quantities. This uniquely sweet cherry with bold red color and starburst-colored flesh is an amazing way to differentiate your store. Supply is only available for a couple of weeks.



CV BERRIES

GOOD NEWS! **Blackberries** continue to be promotable with multiple regions harvesting. Supplies are strong with excellent quality and great eating fruit.

Blueberry supplies remain limited with light harvests from the Southeast and California. **LOCAL** New Jersey crops are beginning with very light volume and limited supplies. Frost damage in April has resulted in very light yields and a shorter window of availability this season. Pricing is expected to remain elevated.

Raspberry pricing remains steady with excellent quality fruit out of California and Mexico. Mexico is expected to finish by mid-June, which could cause supplies to tighten very quickly.

Strawberry pricing has eased as harvests continue to improve. Salinas and Santa Maria, CA remain the main harvesting districts. Quality has been nice and improving with each arrival.



CV SWEET CORN

Bi-Color Sweet Corn has good supply from Georgia with sharp arrivals.

White and **Yellow Sweet Corn** are available in smaller quantities from Georgia and Virginia.



CV FIGS

Black Mission Figs from California's early summer season are steady and rolling in a 12/8 oz clamshell.



CV ASPARAGUS

Promotable opportunities on Michigan **Asparagus** are available through mid-June as flush supply exceeds industry demand.

LOCAL New Jersey **Asparagus** is winding down quickly due to warmer temperatures and frequent coastal rain.



CV GRAPES

Grapes are wrapping up from Mexico, with many shippers ending harvest by mid-June. Pricing will remain high through late June as Mexico finishes and California **Grapes** transition in.

Expect varieties to become more traditional as California production starts.



CV MELONS

NOTE: **Cantaloupes** and **Honeydews** have very limited supply as the spring deal ended early, causing elevated pricing. High freight costs add further pressure, making pricing very unattractive for East Coast retailers.

Specialty Melons in stock: **Athena Bins** (Docia, Georgia), **Hamis**, **Golden Dews**, and **Tuscans**.



CV SPECIALTY BERRIES

Driscoll's **Sweetest Batch Blueberries** and **Blackberries** remain available with excellent quality. **Blackberry** harvests will wind down by mid-June, so grab them while supplies last.

Driscoll's **Sweetest Batch Raspberries** remain promotable from Oxnard, CA with high flavor varieties that eat excellently with strong flavor and sugars.

Driscoll's **Sweetest Batch Strawberries** remain available with exceptional quality, excellent size, and strong flavor.



CV WATERMELONS

Watermelons are currently transitioning from Northern and Central Florida to Georgia. Pricing is tight due to the transition. North Florida had a poor season, which usually smooths this shift.

Mini Watermelons are available from Florida and California with great quality. Pricing is stable.



CV CUCUMBERS

Mini and **Euro Seedless Cucumbers** continue to have strong availability with exceptional quality. Pricing remains affordable, creating excellent opportunities for retail promotions. The market remains flush with ample volume expected through mid-June.

Cucumbers are coming off a bit on pricing. "Super Selects" remain limited from the Southeast, with considerably more Select-grade fruit being harvested.



CV LETTUCE

ALERT! **Iceberg Lettuce** continues to hold extreme pricing. Excess heat in March moved product forward and created a short flush, initially planned to allow ample supply until new acreage came online. Multiple California shippers are now reporting high disease pressure and cutting back due to heavy rain impacting yields.

ALERT! **Romaine Hearts** continue to rise and hold high pricing, very limited due to supply challenges and full-size **Romaine** shortages.



CV PINEAPPLES

Pineapple supply remains steady, though availability is expected to tighten slightly as June ends.

Continue promoting Honeybear **Topless Pineapples** and 6-count fruit where supply remains strong.



CV MANGOS

Mexican **Mangos** are enjoying a brief flush before tightening considerably by late June. Look to push and promote through mid-June.

“Champagne” **Ataulfo Honey Mangos** will be available in nice premium 14ct and 18ct options through mid-June.



CV KIWIFRUIT

Zespri New Zealand **Green Kiwifruit** and **Sun-Gold Kiwifruit** are now available and in steady supply in both clamshells and volume-filled options.



CV PEPPERS

Color Bell Peppers continue to have strong availability and volume from Canada with outstanding quality.

Pricing remains affordable, creating attractive promotional opportunities through early June. Conditions are expected to remain favorable, though some price firming could develop later in the month as July 4th demand builds.

Green Peppers are coming down in pricing, but quality is a challenge from Georgia. The Carolinas should bring improved quality, followed by **LOCAL** New Jersey by mid-June.

Hot Peppers are in much better supply, with pricing easing across several items.



CV BROCCOLI & CAULIFLOWER

Broccoli production on the East Coast is winding down and moving North toward **LOCAL** Pennsylvania and Maine by mid-June. Four Seasons is relying primarily on West Coast supply, which is enduring a flush and gradually firming up.

Promotional pricing and abundant volume on **Broccoli** will hold firm through mid-June while **Cauliflower** will begin to tighten in the short term, still maintaining promotable overall pricing.



CV AVOCADOS

Gem Variety California **Avocados** will be available in bag and loose options through late June. This beautiful fruit is known for very small gold flecks on the skin and often grows much larger than its **Hass Avocado** cousin. A large 28ct option is available.

Starting in June and lasting through the summer, Four Seasons is excited to announce a unique summer promo and display contest opportunity on a new California **Avocado** program. Numerous cash prizes and multiple categories make winning a great opportunity. Ask your Four Seasons rep for more details.

OTHER STORIES

- **Lemons** have limited supply and elevated pricing from California on all sizes and grades. No relief is expected domestically until September. Mexico, Chile, and Argentina will provide value options through the summer.
- **Mandarins** will transition smoothly from California to South American fruit by late June. Import pricing is slowly dropping as supply becomes more plentiful.

- **Carrots** from Bakersfield are steady in supply and pricing with solid quality.
- **Artichokes** remain limited on availability, especially larger sizing (12ct -18ct) due to shorter West Coast harvest window and seasonal constraints. Relief is expected by early July.
- **Pomegranates** from Argentina and Peru are available in single-layer 6/8ct options. **Pom Pom Arils** are also currently available from import fruit in POM Wonderful label in 4oz and 8oz cups.

- **Passion Fruit** from Florida is here in single-layer options to kick off the summer season.
- **Starfruit** (Carambola) will be starting from Florida by mid-June.
- **Eggplant** is down a bit in pricing with more abundant supplies from the Southeast. Quality is fair to adequate.

CALIFORNIA AVOCADO DISPLAY CONTEST

JUNE 1 - AUGUST 31, 2026



Four Seasons Produce has partnered with the California Avocado Commission and Calavo Growers to spotlight a summer favorite — California Avocados! With peak-season quality and availability, now is the perfect time to promote this domestically grown staple and drive category sales. Compete for amazing prizes, including an all-expenses-paid trip to California to see how avocados are grown and packed, plus a special category celebrating the nation's 250th birthday. Get your creativity on, and plan out some avocado masterpieces and enter our first ever California Avocado Display Contest.

DISPLAY CONTEST CRITERIA:

- Build a beautiful display of California Avocados in your produce department. **All fruit MUST be purchased from Four Seasons Produce.**
- Display must include **both bagged and bulk** fruit to qualify.
- Display must include **California Avocado POS signage or bins**. Point of sale signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week**.
- Send all display contest photos to contests@fsproduce.com by **September 4, 2026**.



DISPLAY CONTEST CATEGORIES (ALL GIFT CARDS):

GRAND PRIZE: BEST OVERALL DISPLAY

(Display will be judged on creativity, use of POS signs or bins, and overall eye appeal)

\$1,500

Best GEM Avocado Display: \$300

Best Social Media Post: \$300
(Must use #ilovecaliforniagrownacvocados in your post)

Best YOY Increase: \$300

Largest Display:

1st Place - \$500
2nd Place - \$400
3rd Place - \$300

Most Creative Display:

1st Place - \$500
2nd Place - \$400
3rd Place - \$300

Best Small Store:

1st Place - \$500
2nd Place - \$400
3rd Place - \$300

Best All Organic:

1st Place - \$500
2nd Place - \$400
3rd Place - \$300

Most Patriotic Display:

(Must use Celebrate 250 POS signage to qualify)

1st Place - \$500
2nd Place - \$400
3rd Place - \$300



BONUS GRAND PRIZE:

The first place winner in each category and the special category winners will be entered in a drawing to have the opportunity to win an all-expenses-paid trip out to California in the summer of 2027 to visit and tour avocado groves and packing sheds.

DISPLAY CONTEST CODES:

POINT OF SALE:

245662 POS Display Bin Avocado 1 ct California Avocados
234352 POS Calavo Avocado Display Box
239278 POS Calavo Avocado OG Display Box

CONVENTIONAL:

249236 CV Avocados Hass CA 36 ct
249234 CV Avocados Hass CA 48 ct
249235 CV Avocados Hass CA 60 ct
249564 CV Avocados GEM 12/4 ct Bag
239741 CV Avocados Hass 14/6 ct Bag
236006 CV Avocados Hass 14/5 ct Bag

ORGANIC:

249509 OG Avocados Hass 32 ct
43147 OG Avocados Hass CA 48 ct
43148 OG Avocados Hass CA 60 ct
249011 OG Avocados Hass 12/5 ct
224026 OG Avocados Hass 15/4 ct



CELEBRATE OUR NATION'S 250TH BIRTHDAY WITH A PATRIOTIC DISPLAY!

For more information on California avocados, please visit californiaavocadogrowers.com
For pricing information and merchandising tips, please contact your Four Seasons Sales Rep or Merchandiser.
Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

www.fsproduce.com





Regenerative Organic Certified

HOMEGROWN ORGANIC FARMS DISPLAY CONTEST

June 15 - July 12, 2026

Four Seasons Produce is once again teaming up with Homegrown Organic Farms for an exciting display contest designed to boost your sales and move plenty of peak-season product through your department. June and July are perfect times to shine the spotlight on this category, so let's get creative, have fun, and show off your merchandising flair!

Four Seasons Produce and Homegrown Organic Farm will be working to provide EFI (Equitable Food Initiative) and ROC (Regenerative Organic Certified) Stone Fruit when available. See page 2 for details.

DISPLAY CONTEST CRITERIA:

- Must have a **minimum of 4 varieties** of Homegrown Organic Farms Stone Fruit in your displays.
- All fruit **must be purchased from Four Seasons Produce.**
- **Must use Homegrown Organic Farms point of sale cards and/or have Homegrown Organic Farms branded boxes** within your display. Point of sale signage can be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- Displays must remain up for a **minimum of 1 week.**
- Please send all contest photos to contests@fsproduce.com by **July 16, 2026.**



DISPLAY CONTEST CODES:

- 239884 OG Peaches Yellow 50/60sz 35/48ct 15 lbEuro
- 240494 OG Nectarines Yellow 35/48ct 15 lb Euro
- 244102 OG Peaches White 32/48ct 15 lb
- 243851 OG Nectarines White 35/48ct 15 lb Euro
- 244126 OG Plums Red 35/48ct 15 lb Euro
- 244127 OG Plums Black 35/48ct 15 lb Euro
- 244128 OG Pluots 35/48ct 15 lb Euro
- 231489 OG Plums 12/2 lb Pouch
- 231487 OG Peaches 12/2 lb Pouch
- 231488 OG Nectarines 12/2 lb Pouch
- 244134 POS Display box Homegrown euro
- 244133 POS Display Pop Up Bin Homegrown
- 239994 POS Display Box Homegrown 2 layer
- 249510 POS Display Bins 250th Anniversary



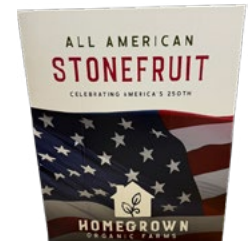
Code 244134



Code 239994



Code 244133



Code 249510

DISPLAY CONTEST PRIZES:

MOST CREATIVE DISPLAY

- 1ST PLACE - \$400 gift card
- 2ND PLACE - \$300 gift card
- 3RD PLACE - \$200 gift card

BEST PATRIOTIC DISPLAY

\$100 gift card

LARGEST DISPLAY

- 1ST PLACE - \$400 gift card
- 2ND PLACE - \$300 gift card
- 3RD PLACE - \$200 gift card

BEST YOY SALES INCREASE

\$100 gift card

(Must provide register scan data)

BEST SMALL STORE DISPLAY

- 1ST PLACE - \$400 gift card
- 2ND PLACE - \$300 gift card
- 3RD PLACE - \$200 gift card

BEST SOCIAL MEDIA POST

\$100 gift card

(Must use #HGOFarms in your post)

Every qualified entry will receive a dual branded Homegrown Organic Farms/Four Seasons Produce YETI cups just for entering!



For pricing information and display tips, please contact your Four Seasons Sales Rep or Merchandiser.

For more information on Homegrown Organic Farms, please visit www.hgofarms.com

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



PHONE: 1.800.422.8384

| www.fsproduce.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

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



**Regenerative
Organic
Certified™**

JULY 4TH MERCHANDISING TIPS



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
- 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

FRIDAY, 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.

SATURDAY, 6/27 – MONDAY, 6/29

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.

TUESDAY, 6/30 – WEDNESDAY, 7/1

Focus: *Tonnage & Holiday Staples*

- Begin receiving large-volume items like sweet corn, watermelon, cantaloupes, and summer stone fruits.
- Customer traffic will begin to build on Thursday and accelerate daily into the long holiday weekend.

THURSDAY, 7/2 – SATURDAY, 7/4

Focus: *Refills & Perishables*

- Replenish ad items, fresh perishables, and key promotional product to stay fully stocked.
- Make sure product is available and fresh for Saturday morning shoppers and the last 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. Or to save labor, order pre-wrapped tray sweet corn from Four Seasons.



FOUR SEASONS JULY 4TH SCHEDULE

JUNE 29 - JULY 3:
NORMAL OFFICE AND DELIVERY SCHEDULES.

****SATURDAY, JULY 4:**
NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN
8:00AM-NOON, TAKING ORDERS FOR APPROVED SUNDAY 7/5 DELIVERIES

JULY 5 - JULY 7:
NORMAL OFFICE AND DELIVERY SCHEDULES.



ADD VERRY CHERRY PLUMS TO YOUR STONE FRUIT SET!



Verry Cherry Plum

A unique new fruit, jam-packed with flavor from succulent cherries and delectable plums.



Verry Cherry Plums are grown in the heart of California's bountiful San Joaquin Valley in orchards specifically reserved for these special Cherry Plums. The fruit is a delicious natural cross between several varieties of plums and cherries, including Bing and Stella cherries, just to name a few.

With the succulent crunch of a cherry and on-the-go simplicity of a plum, it's no wonder the Verry Cherry Plum is a hit with customers of all ages. Parents can pack this scrumptious stonefruit in kids' school lunchboxes or even take a few with them to work. Gourmet chefs and home cooks alike enjoy using the versatile Verry Cherry Plum in recipes for pies, fruit salads, jams, and more.



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