

JUNE 28 - JULY 12, 2024

ORGANIC MELON SEASON



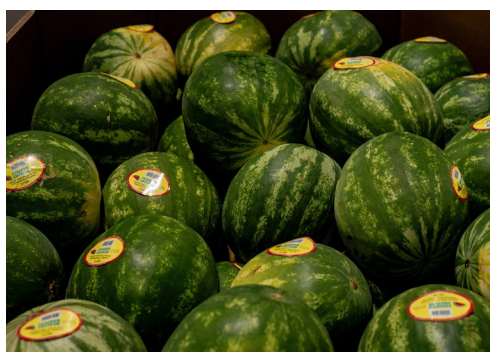
California **Organic Cantaloupes** and **Honeydew** are in season with outstanding quality.

Add color and flavor to your melon set with **Organic Galia, Hami, and Orange Honeydews** which are now in season!

Organic Mini Watermelons are available out of North Carolina and South Carolina. Quality is excellent. The season is short, so promote while available!

Organic Seeded Mini Watermelons are available from the Carolinas too.

YUMI brand **Organic Sweet Gem Seedless Watermelons** are in season. Sizing on the YUMI brand is smaller (55-20ct).



OG TOMATOES

LOCAL Organic **Grape, Cherry, and Rainbow Cherry Tomatoes** from Lady Moon Farms will be starting 7/3 from Pennsylvania.

LOCAL Lancaster County, PA **Organic Grape Tomatoes** are expected to be available from Amos King the week of 7/8.

Organic Heirloom Tomatoes are back in season and slowly increasing in volume as we are seeing product arriving from California and from the Carolinas.

Our grower partner in Quebec, Savoura, will be replanting their greenhouses during the summer which will cause some reduced production or complete gaps on some products during mid-July through late summer, the timing of local field grown seasons. Stay tuned for more details.



OG BERRIES

GOOD NEWS! Organic **Blackberries** remain promotable on Driscoll's out of California and **LOCAL** New Jersey. Fruit has been looking and eating excellent. Supplies are plentiful.

Organic Blueberry production remains steady overall from **LOCAL** New Jersey and California/Oregon. Pacific Northwest supplies will really ramp up in mid-late July. We will continue to promote **LOCAL** New Jersey farms until their season ends. Quality has been very nice.

Organic Raspberry pricing is jumping very quickly as supply slows down out of California. Quality has been excellent and eating great.

Organic Strawberry harvests are expected to rebound for early July. Pricing remains more elevated than the past month, but supplies should be much steadier out of California.



OG STONE FRUIT

Organic Apricots have been arriving with excellent quality. Supplies are expected to tighten up during early July in California then transition to Washington.

Organic Cherries are very tighter for the 4th of July as Washington growers scramble to keep up with packing. Make sure you are planning a few days ahead or you could be left without fruit. Supplies should catch up the week of 7/18.

Organic Verry Cherry Plums are now in season!

Demand is excellent for **Organic Peaches** and **Nectarines**, and so is quality from California. Mid-July should be prime promo time.

Organic Black and Red Plums and **Organic Pluots** are in season.



OG GRAPES

Organic Grapes supplies will firm back up for the last half of the Mexican season, but pricing should still be attractive. Push and promote, especially on **Organic Red! Grapes** for early July!

Organic Gummy Berries, Jelly Berries, and Cotton Candy Grapes are all available, along with some clamshell offerings.



OG MANGOS

GOOD NEWS! **Organic Mangos** are in full swing and fruit quality has been great quality. Large displays have looked amazing. 8ct and 10ct will be in solid supply to start the month of July.

Specialty Organic Mangos from Mexico are available. **Nam Doc, Mallika, and Green Thai** varieties will all be available in limited supply. Point of sale materials are available digitally.



OG SWEET CORN

Organic Sweet Corn will be available in a retail pack. We will be offering 12/4ct tray packs - fully husked out of Georgia.

There is beautiful **Organic Sweet Corn** from North Carolina, and even some **LOCAL** Lancaster County, PA early season. We anticipate having this in full supply until the **LOCAL** season hits around the 2nd week of July.



OG POTATOES

The first arrival of the new crop California grown **Organic Russet Potatoes** in bags and loose A size (not count) are now available!

NOTE: The formal count **Organic Russet Potatoes** sizing will be a struggle over the next month. Don't anticipate seeing good supply on true count sizing until we get into the second week of August.



OG EGGPLANT

LOCAL Organic Eggplant will be arriving by the middle of July from Flaim Farms out of New Jersey in many varieties.

Some of these varieties are **Premium, Graffiti, Fairytale, Mini, Japanese**, and more!



OG PEPPERS

LOCAL Organic Green Peppers will be starting by the first week of July with excellent quality from Flaim Farm.

ALERT! **Organic Red Bell Pepper** has become extremely tight from all regions and will continue through early July.



OG CUCUMBERS

Organic Cucumbers will be all **LOCAL** moving forward from Flaim Farms out of New Jersey. Product has been arriving with great quality!



OG CARROTS

LOCAL Organic Bunched Carrots are starting but in a very limited way. We hope to see that flourish soon, but for now we are supplementing with California **Organic Bunched Carrots** to keep a steady supply.



OG ASPARAGUS

NOTE: **Organic Asparagus** has been limited but supplies will start to become steadier out of Mexico as we get deeper into July. Quality should be excellent on new crops. Pricing will begin to decrease in mid-July.



OG PINEAPPLES

ALERT! Organic Pineapples volumes will be limited for the summer months.

Overall quality has been good, but this will not be a promotable item.



OG KIWIFRUIT

Organic Green and SunGold Kiwifruit are in excellent supply for the month of July.



OG GREENS

LOCAL Lady Moon Farms out of Pennsylvania has strong availability of Organic Kales and Collards! Promote **LOCAL** Organic Greens!



OG ONIONS

LOCAL New crop PA grown Organic Red and Sweet Onions will be available in late July! Local grower, King Family Farms, is expected to get started with his crop of onions right around July 15th. Christ King is employing regenerative practices in his Lancaster County, PA farm.

Organic Vidalia Sweet Onion supplies out of Georgia should take us up to the start of the **LOCAL** Organic Sweet Onion season.

There will be good supply on Organic Onions up until local season starts without any gaps in supply. Organic Red, White, and Yellow Onions are all coming out of the Central Valley in California.



OG AVOCADOS

ALERT! Organic Hass Avocado supplies are trickling into the country to start the month of July. The stoppage of importation by the USDA from Michoacán, Mexico has sent the Organic Avocado volumes spiraling down and prices sky rocketing up.

California and Peruvian Organic Avocado allocations will be available along with some limited fruit from California to help mitigate the volume gap from Mexico. Expect very high prices and potential gaps on fruit during early July.

OTHER STORIES

- **ALERT!** Organic Royal Star Papayas continue to be extremely limited. Expect out of stock inventory on this item.

- **ALERT!** Organic Young Thai Coconuts are out of stock for the month of July.

- **ALERT!** California Organic Lemon quality and supply is average to poor, Argentina is faced with wet weather challenges, and Mexico has a drought issue. Expect this market to remain an issue and prices high through July.

- Organic Mandarins are expected to finish for the season by mid-July.

- Washington storage crop Organic Apple supplies are slowly starting to dwindle. Expect a little upward market pressure and an occasional gap until the new crop starts in late August-early September. New crop looks good and an excellent supply should be available.

- New crop Organic Ginger from Peru is now available. Expect quality to continue to improve throughout July. Quality looks nice.

- **ALERT!** Organic French Beans will be in very low supply due to growing issues in Central America. Expect poor fill-rates and out of stocks this summer



JULY 4TH MERCHANDISING

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

INDEPENDENCE DAY “MUST-HAVES” CHECKLIST

GRILLING VEGETABLES

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

STONE FRUIT

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

VALUE ADDED

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

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

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. On Independence Day, the office will close at noon. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

THURSDAY 6/27:

Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

FRIDAY 6/28 - SATURDAY 6/29:

Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

SUNDAY 6/30 - MONDAY 7/1:

Get your tonnage items in early! Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Monday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Friday and pick up momentum as you get further into what will be a long holiday weekend.

TUESDAY 7/2 - THURSDAY 7/4:

Bring in your refill of ad items, highly perishables, and product to cover your holiday sales and Friday morning business.



MELON MERCHANDISING

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

BERRY MERCHANDISING

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



CHERRIES DRIVE IMPULSE AND DOLLARS!

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

Feature Dark Sweet, Rainier (gold), and Organic options.

FRESH CUT FRUIT & VEGETABLES

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

GRILLING DISPLAY

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

SWEET CORN

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

FOUR SEASONS 4TH OF JULY SCHEDULE

JUNE 29 - JULY 3:

NORMAL OFFICE AND DELIVERY SCHEDULES.

****THURSDAY, JULY 4:**

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

JULY 5 - JULY 7:

NORMAL OFFICE AND DELIVERY SCHEDULES.



CONVENTIONAL MARKET NEWS

JUNE 28 - JULY 12, 2024

STONE FRUIT VARIETY EXPANDS



Now through mid-August is the best time of the year to promote a broad variety of **Stone Fruit** with different colors, textures, and flavor to your shoppers!

California **Apricots** are currently available in 12/2lb cardboard baskets, bulk, and 18/1lb pouches. Quality have been fantastic.

Black Velvet and **Crimson Velvet Apricots** are expected to start in early July.

Bella Jewel Apriums will finish up for the season by July. We will have a short gap before the next variety of **Aprium**.

California **Nectarines** and **Peaches** are excellent quality and in great supply, including the consistently good-eating "Summeripe" brand pre-conditioned program. . These are great items to promote for 4th of July.



Eastern **Peaches** will begin to transition from South Carolina to **LOCAL** New Jersey for the beginning of July, with fruit expected to be small for the first 1-2 weeks and then size up in mid-July. Our Pennsylvania wood crate **LOCAL Peach** program will start soon too!

The famous **Peach Pie Yellow Donut Peaches** will show up just in time for July 4th sales in limited supplies. Bulk and package **White Donut Peaches** are also in season.

Multiple varieties of **Red, Black, and Mottled Pluots** are now available in 12/2lb cardboard baskets, bulk, and clamshells. So much color and flavor!

California **Verry Cherry Plums** will be available for early July! This popular cherry-plum cross is super-sweet and juicy - sold in clamshells.

Red and Black Plums are in good promotional supply.



CV CHERRIES

Washington **Dark Sweet Cherries** are not as abundant as expected before 4th of July as Washington has had some rain and cooler weather mixed with strong demand.

Quality has been outstanding. Prices are firm compared to last year's bumper crop. We may see some slight easing post-holiday, but no significant market drops are expected.

This July, promote on eating experience and peak season timing! Many consumers still will be willing to pay the price for excellent **Cherries**.

Rainier Cherries are also now in peak season! Market conditions are similar.

CV MELONS

Cantaloupes and **Honeydew** are excellent quality from Arizona and California growing regions. California harvests are increasing as weather has been perfect, so expect excellent quality and strong supply for the month of July.

Juicy-sweet and aromatic **Athena Cantaloupes** will be available from Georgia through early July then begin transitioning to farms up the eastern seaboard toward **LOCAL** season.

Seedless and **Seeded Watermelons** continue to be promotable out of Georgia. Fruit is eating excellent with good sugar and quality. **LOCAL** Delaware will start in late July as of now.

Mini Watermelons are available out of North Carolina. Fruit looks excellent on this new crop fruit. Promote now as this season is extremely short.

Outstanding colors and flavors are available on **Specialty Melons**, including **Golden Honeydew, Hami, and Tuscan Cantaloupe**.

NEW! For early July, super-sweet **Kiss Melon** are in season too: **Sugar Kiss, Summer Kiss, and Honey Kiss!**

CV BERRIES

GOOD NEWS! **Blackberries** continue to be promotable out of California and **LOCAL** New Jersey. Harvests have flushed and fruit remains plentiful with extremely promotable pricing. Quality is excellent with big juicy, sweet berries.

Blueberry prices will be elevated as supplies continue to slow down out of **LOCAL** New Jersey. **NOTE:** New Jersey growers' late varieties came on early and heat reduced sizing, so the overall crop will finish earlier than usual! Demand remains strong and supplies are lower for early July.

California continues to harvest **Blueberries**, and the Pacific Northwest is expected to start in a few weeks.

Raspberry pricing will rise as supply decreases out of California. Flavor is exceptional this time of year and fruit is eating excellent.

Strawberry pricing continues to rise as supply decreases out of California. Harvests peaked in early June and have continued to down trend. Demand is outpacing supplies. Pricing should level out after the holiday.



CV BROCCOLI & CAULIFLOWER

Cauliflower from California will have steady availability and strong quality at a favorable cost to begin July.

NOTE: Broccoli Crowns remain limited to start July as California continues to be the main supply region. Although pricing from California has eased to end June, cost do still remain elevated above the average. Maine Broccoli production is expected to begin during the first week of July.



CV TOMATOES

LOCAL Vine Ripe Round Tomatoes Fifer Orchards out of Delaware arrived with outstanding quality and will continue throughout July! The **Tomatoes** are high tunnel grown and volume will increase.

Regenerative farm, Cedar Meadows, in Lancaster County, PA will start their **LOCAL Heirloom Tomato** crop with crown pick around 7/3, then from mid-July through August!

Beefsteak Tomatoes have been increasing in pricing primarily due to low volume of larger sizing available. Quality still remains outstanding out of Canada.



CV LETTUCE

GOOD NEWS! The **Lettuce** category is in excellent condition as both California and Quebec supplies are steady. **Leaf** and **Romaine Lettuce** coming from both regions have favorable prices and strong quality!

Both **Romaine Hearts** and **Iceberg Lettuces** are experiencing a spread in cost from the different regions with new crop Eastern product from Quebec begins closer and more affordable. California product is higher but continues to improve weekly.



CV PEPPERS

LOCAL Green Bell Peppers have started to be harvested out of New Jersey with great quality.

Red, Orange, and Yellow Bell Peppers out of Mexico will most likely see some issues crossing in the first week of July. We are good on availability, and quality is still great.



CV EGGPLANT & SQUASH

LOCAL Eggplant will be ready to harvest starting in New Jersey by the middle of July with varieties too.

LOCAL Zucchini and Yellow Squash have been arriving from Hess Farms out of Pennsylvania with outstanding quality and will remain steady into July.



CV GREEN BEANS

GOOD NEWS! LOCAL Green Beans will be available primarily out of Pennsylvania from Copenhaver Farms moving forward, along with some New Jersey too. The heat has really brought this crop on with heavy picks early. Promote!



CV GRAPES

GOOD NEWS! Stronger **Grape** varieties are currently being harvested in Mexico. We should continue to see Mexican **Grapes** through mid-July and smoothly transition into new crop California without any gaps. Quality has been outstanding! Push and promote.



CV SWEET CORN

GOOD NEWS! LOCAL Sweet Corn will be available from Delaware in bins and cartons. Virginia product has started as well. New Jersey will start in early July, followed by Pennsylvania. Quality looks excellent!



CV MANGOS

Round Mangos are in good supply for the start of July. Promotable opportunities are available, especially for 10 and 12ct sizing.

NOTE: Ataulfo Honey Mangos will become more limited for the start of July.



CV FRESH FIGS

NOTE: Weather has brought the first California **Fresh Fig** season to halt.

Then, **Fresh Figs** will return for the main peak season starting the middle of July.

Brown Turkey Figs will be the first variety available, followed by **Black Mission Figs** for this longer "main season" of California.



CV ONIONS

Vidalia Sweet Onions continue to roll along out of storage and continue to be in promotable supply. Quality has been much improved with the transition to the storage portion of the season. Price did creep up a bit but will remain steady likely through the end of the season.

Red, Yellow, and White Onions remain steady with good supply from all growing regions. We have been seeing some really nice-looking quality with product out of California in the Peri & Sons label.

"Spuddy Buddy" Bag Russet Potatoes continue to be in excellent supply with very nice quality for the time of year! This is likely the best option for a promotable bagged potato at the moment!

• **GOOD NEWS!** **Celery** from California continue to experience stable supply volumes as July begins. Strong quality, improved cost, and consistent supply is a perfect recipe for additional sales opportunity.

• California **Navel Oranges** are finished. We will fully transition into Import **Citrus** and California **Valencia Oranges**.

• District 2 is the only **Lemons** harvesting region right now, while fancy fruit is tight quality has



CV PINEAPPLES

ALERT! **Pineapple** supply will become limited for the last week of June and extremely difficult on all sizing and offerings through the remainder of July and August.

Demand will exceed supply across the industry so expect prorates and out of stock potential until further notice!



CV GREENS

LOCAL Kale, Collards, and Dandelion continue to be in peak season from the Vineland, NJ area.

LOCAL Cilantro, Mint, Dill, and Parsley are coming back after a small gap in New Jersey. We anticipate having a good supply. California is also available to supplement.

NOTE: **LOCAL Bunch Arugula and Spinach** are gapping due to the heat. Crops are expected to make a recovery in early July, and we'll have limited availability following their return.



CV CUCUMBERS

LOCAL Super Select Cucumbers out of New Jersey have been arriving with excellent quality. Hess Farms has started as well out of Pennsylvania and will be arriving with increasing volume as we enter July.



CV HASS AVOCADOS

ALERT! **Hass Avocados** are in an unstable state. Expect very high prices and shortages for the month of July.

The USDA has reached a preliminary agreement to ship Avocados that were already packed prior to the USDA pulling their inspectors due to safety concerns in the state of Michoacán. Limited packing can take place and continuing benchmark thresholds of safety must be met, before the USA is willing to open things back up.

What does this mean for us? Shortages have cut way into California fruit, causing that volume to all but dry up. Peru continues to have fruit but is taking advantage of the rising market costs for the fruit that they have.

• **NOTE:** **Brussels Sprouts** markets have begun to shift in late June as volumes have decreased and costs have begun to increase rapidly. Expect July to be a difficult month of supply for Brussels Sprouts.

• **ALERT!** **Snow and Snap Peas** as well as **French Beans** will be very tight due to extremely hot temps out of Guatemala. Expect major out of stocks and fill-rate issues on bulk and packaged, especially on the **French Beans**. These are due to the El Nino weather patterns, and pricing is high as well as limited availability coming in.

OTHER STORIES

been outstanding. Continue to push choice fruit as that is peaking right now. New crop Argentina fancy fruit is available too.

• **Jumbo Artichokes** from California are in steady supply as July gets underway. Improved pricing and strong quality will allow for expanded offerings and promotional opportunities.

• **NOTE:** **Asparagus** remains tight out of Mexico and Peru. Peruvian volume has decreased due to transition in fields. Central Mexico remains light due to hot weather conditions. Expect elevated pricing and light supplies.

• Expect to make the transition into Imported **Mandarins** fully by late July. Quality is still decent out of California, but the season is just about finished.

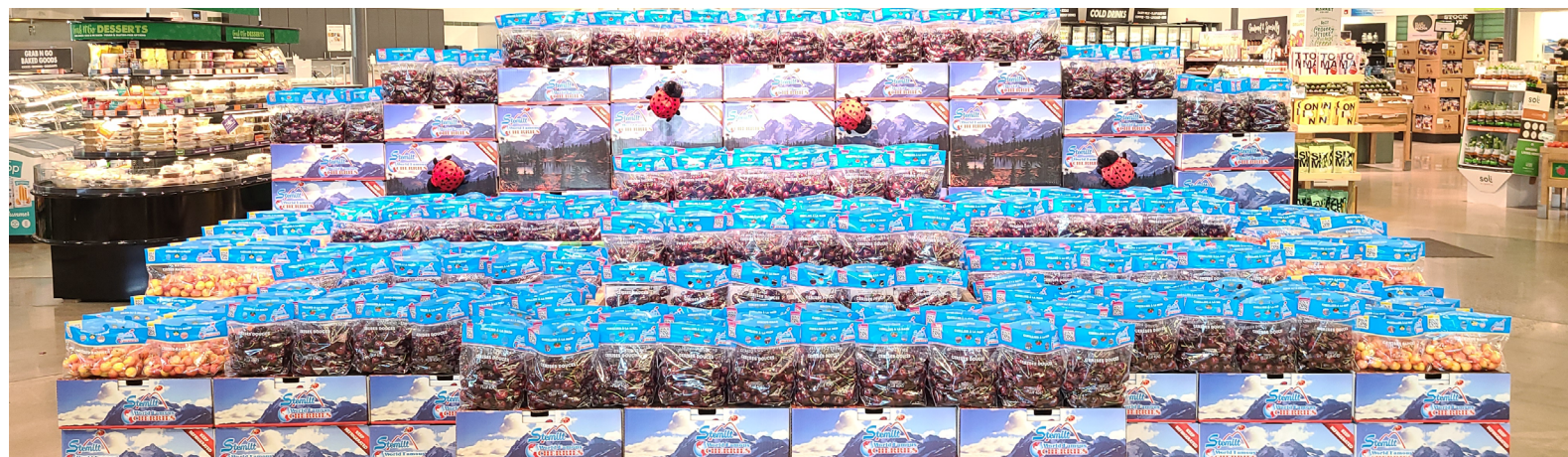
NORTHWEST CHERRY DISPLAY CONTEST

JULY 1 - JULY 28, 2024



Four Seasons Produce and the Northwest Cherry Commission have partnered to bring you a Cherry Display Contest! Washington State grown Cherries are now in season and ready to showcase on your department floors and counters. Cherries are sure to be in high demand, and with an abundant crop with excellent quality in the forecast, it is a great time for promoting fresh Cherries.

Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's grow your sales of this super seasonal consumer favorite!



DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL cherry display in your department using fresh Northwest Cherries! ALL fruit MUST be purchased from Four Seasons Produce. Product and point of sale material codes can be found on page 2.
- Use of Northwest Cherry Point of Sale material is required for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- All displays must remain up for at least one week.
- Send all contest photos to contests@fsproduce.com by Friday, August 1, 2024

DISPLAY CONTEST PRIZES:

Grand Prize
(Cherry Champion)

\$500

Display will be judged on creativity and overall eye appeal

BEST YOY INCREASE

(Cherry Changer)

(based on 2023 YOY sales results.
Will need store sales data in order
to qualify)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

BEST SMALL STORE

(Cherry Fairy)

(3 registers or less)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

Most Creative

(Cherry Charmer)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100



Best All Organic

(Cherry Cherish)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

National Rainier Cherry Day is July 11th

Best Rainier Cherry display (this will include Skylar Rae) -- \$200

EVERYONE IS A WINNER!

Every qualified entry will receive a super cool Stemilt cherry hat!



PHONE: 1.800.422.8384

| www.fsproduce.com



NORTHWEST CHERRY DISPLAY CONTEST

JULY 1 - JULY 28, 2024



DISPLAY CONTEST CODES:

CONVENTIONAL CODES:

- 15033 CV Dark Cherry 8.5 row 18lb*
- 15050 CV Dark Cherry 9.5 row 18lb
- 15052 CV Dark Cherry 10.5 row 18lb
- 15049 CV Dark Cherry 11.5 row 18lb
- 15072 CV Rainier 9.5 row 15lb
- 15063 CV Rainier 10.5 row 15lb
- 14873 CV Rainier 10.5 row 16x1lb clamshell
- 209725 CV Skylar Rae 10.5 row 15lb
- 220513 CV Skylar Rae 10.5 row 16x1lb clamshell

ORGANIC CODES:

- 43264 OG Rainier 9.5 row 15lb*
- 43253 OG Rainier 10.5 row 15lb*
- 225248 OG Rainier 10.5 row 16x1lb clamshell *
- 41263 OG Dark Cherry 9.5 row 18lb
- 43257 OG Dark Cherry 10.5 row 18lb
- 43256 OG Dark Cherry 11.5 row 18lb

POS CODES:

- 231735 POS Box Empty Cherry CV
- 231736 POS Box Empty Cherry OG
- 231737 POS Box Empty Cherry Export
- 237350 POS Display Bin CV Cherry
- 236177 POS Box Cherry Skylar Rae

***SOME ITEMS MAY NOT BE AVAILABLE AT ALL TIMES**



Want to learn more about growing, packing and shipping fresh cherries?
Click on the link below to attend the amazing Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more cherry display tips and ideas, please contact
your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| www.fsproduce.com





Homegrown Organic Farms Organic Stone Fruit Display Contest

July 1 - July 28, 2024

The annual Homegrown Organic Farms Organic Stonefruit Display Contest has finally arrived!

Four Seasons Produce has once again partnered with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits, as well as move some serious tonnage through your departments. Delicious Organic Stone Fruit is in full swing with excellent quality in all varieties. July is the perfect month to promote this seasonal fruit while having fun showing off some creative flair! Create excitement for your customers and drive your case growth in the stone fruit category! Enter today for your chance to win!

DISPLAY CONTEST CRITERIA:

- Build a super fun, super creative display of Homegrown Organic Stone Fruit in your departments. ALL fruit **MUST** be purchased from Four Seasons Produce.

The contest codes are as follows:

- 43853--OG Yellow Peach 40/56 2-layer 18lb
- 44338--OG Yellow Nectarine 40/56 2-layer 18lb
- 43832--OG White Peach 40/56 2-layer 18lb
- 43843--OG White Nectarine 40/56 2-layer 18lb
- 43855--OG Red Plum 60/64 18lb
- 42723--OG Black Plum 60/64 18lb
- 43958--OG Apricot 60/70 2-layer 14lb*
- 225356--OG Apricot 16/1lb clamshell*
- 44686--OG Pluots 70 2-layer 18lb*
- 220443--Homegrown Display Box 1ct

***While supplies last**

- Must have a **minimum of four varieties** of fruit in your displays.
- Must use Homegrown Organic Farms point of sale cards and EFI decals, OR have Homegrown Organic Farms branded boxes within your display. Point of sale and EFI stickers can be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- Displays must remain up for **at least one week**.
- Please send all contest photos to contests@fsproduce.com by **Thursday, August 1, 2024**.



DISPLAY CONTEST PRIZES:

CATEGORIES:

The top 2 stores from each of the following categories will receive their choice of prizes from the list below.

- Largest Display
- Most Creative
- Best Small Store Display (3 registers or less)

HONORABLE MENTION:

There will be an honorable mention in each category as well with a \$75 gift card.

SOCIAL SOUVENIR:

Separate participation prize (\$50 Visa Gift Card) for stores who use social media to promote the contest by tagging @hgofarms.

ENTRY PRIZE:

Each qualified entry will receive the amazing Carhartt lunchbox, just for entering!



PRIZES:

- Yeti Cooler
- AirPods Pro
- Blackstone Grill
- Solo Stove
- Ninja Creami Deluxe



PHONE: 1.800.422.8384

| www.fsproduce.com



SPECIALTY MELONS

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

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

GALIA



PLU: 4326

ROUND SHAPE,
RICH AROMA,
SWEET MELON FLAVOR

ORANGE FLESH HONEYDEW



PLU: 4327

THIN SKIN,
CREAMY FLESH

CANARY



PLU: 4317

FIRM,
LIGHT-GREEN FLESH,
SWEET AROMA

CRENSHAW



PLU: 4322

RICH, GOLDEN-PINK
FLESH, PERSIAN
MELON FLAVORS

SUGAR KISS MELON



UPC: 8 57420 00615 1

SUPER SWEET,
SOFT, ENJOYABLE
EATING EXPERIENCE

SUMMER KISS MELON



UPC: 8 57470 00613 7

SWEET BUT NOT
OVERBEARING,
MELLOW, AND CREAMY

TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3

RICH, BRILLIANT
ORANGE COLOR,
"JUST RIGHT" SWEETNESS

HAMI/HONEY KISS MELON



HAMI
PLU: 4375

HONEY KISS
PLU: 3623
UPC: 8 57470 00618 2

SWEET & CRISP,
CHINESE STYLE
CANTALOUPE

SUMMERIPE

CONDITIONING PROCESS



Benefits of Conditioning

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

Our conditioning process is what makes "Summeripe" so good!

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

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

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



**MOUNTAIN VIEW
FRUIT SALES**

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