

JUNE 27 - JULY 11, 2025

LOCAL ORGANIC BERRIES



GOOD NEWS! **Organic Blueberries** are promotable from all regions. **LOCAL** New Jersey is in full production with great quality. California harvests are finishing, while Pacific Northwest harvests have begun with strong volume.

LOCAL new crop **Organic Blackberries** from Little Buck in New Jersey were slated to get started in late June, but the heat really had an impact on availability and harvest. With the cooler weather expected to move in, volumes are expected to improve as we get closer to July 4th.

Organic Blackberries remain steady out of California. Quality has been excellent from Driscoll's.

GOOD NEWS! **Organic Raspberries** will be promotable through the 4th of July. This is a great item to promote with excellent pricing, quality, and supplies.

GOOD NEWS! **Organic Strawberries** remain available out of California with good supply. Volume and pricing are steady with excellent quality.



OG MANGOS

GOOD NEWS! There will be a good supply of peak season **Organic Tommy Atkins Red** and **Ataulfo Honey Mangos** from Mexico.

Specialty Organic Mangos such as the popular **Organic Nam Doc Mai** and **Mallika Mangos** will be available to add to your displays some weeks this summer.

The green crunch mango known as the **Organic Kiew Savoy Mango** will also be available in limited supply.



OG MELONS

GOOD NEWS! It's an excellent time to promote all **Organic Melons**. **Organic Cantaloupe** and **Honeydew** are sizing up as we are seeing more Jumbo size crop.

Specialty offerings include **Organic Golden Dew Melons**, **Orange Dew Melons**, and **Galia Melons**.

Organic Seedless and **Seeded Watermelons** remain strong out of central California. Fruit is delicious and fresh. Look for our **Organic Black Gem Seedless Watermelon** variety in the "Yumi" label!

Organic Mini Seedless Watermelons continue out of California. Sizing still favors larger count fruit in the 6s, but 8s remain available. Time table for east coast fruit will be July 1.



OG TOMATOES

GOOD NEWS! **Organic Beefsteak Tomatoes** will be very promotable ahead of the 4th of July. Quality and volume from Savoura have been excellent with affordable pricing. A great item to promote!

Organic Snacking Tomato prices will increase slightly as availability tightens up. Field production has slowed, and local production has not begun yet, creating a small gap. **Organic Cherry Tomatoes** will remain steady out of Mexico.

Lady Moon Farms is expected to begin **LOCAL** Pennsylvania production during the second week of July on **Organic Grape Tomatoes**, **Cherry Tomatoes**, and **Rainbow Cherry Tomatoes**.

Organic Roma Tomato availability remains limited out of North Carolina and Mexico. Quality has been nice overall.



OG LETTUCE

Transition time. **LOCAL Organic Lettuce** harvests from Lady Moon Farms in PA and various NJ growers are quickly finishing for the season. Availability from Quebec will become available in early July. Production of **Organic Iceberg, Romaine Hearts, Leaf, and Romaine Lettuces** will be consistent throughout the summer in this region.

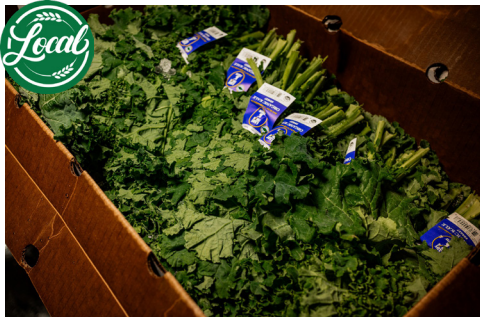
The availability of **Organic Romaine Hearts and Iceberg Lettuce** from California remains steady, and after increases in costs, pricing has begun to normalize.



OG SPECIALTY VEG

Some new and exciting **Specialty Organic Vegetable** items now in or coming soon include California-grown **Organic Serrano Peppers, Lemon Cucumbers, Mizuna, Gold Bar Squash, Purple Snow Peas, and Shishito Peppers.**

Around 7/2, **Organic Graffiti Eggplant and Japanese Eggplant** will be available.



OG GREENS

GOOD NEWS! Lady Moon Farms in Chambersburg, PA continues to have great supply and quality on **LOCAL Organic Green Kale, Lacinato Kale, Red Kale, and Collard Greens.**

Organic Dandelion Greens have been a bit more limited, but quality has been outstanding.



OG PEPPERS

NOTE: **Organic Orange, Red, and Yellow Peppers** prices will spike as production has halted due to extreme heat. Expect tight supplies ahead of the 4th of July on all three colors.

NOTE: **Organic Green Peppers** have jumped in price. The end of the Georgia crop, combined with heavy demand and lighter supply in North Carolina, has made supplies tighter.

However, some **LOCAL New Jersey Organic Green Peppers** from Flaim Farms are starting, which will help keep supplies moving.



OG SWEET CORN

GOOD NEWS! **Organic Sweet Corn** out of North Carolina remains available with promotable supply and pricing. Quality has been excellent.



OG WARM VEG

Lady Moon Farms **LOCAL Organic Zucchini** is coming into season for the summer!

The **Organic Cucumber** prices are up slightly as North Carolina supplies build. We are also bringing in the first **LOCAL New Jersey Organic Cucumbers** from Flaim Farms.

Organic Eggplant supplies and quality have been variable from Georgia, North Carolina, and South Carolina. However, the prices have remained steady overall.



OG BROCCOLI

Organic Broccoli production from California remains readily available, but conditions are starting to change as costs are beginning for the start of July. Quality has remained strong. These conditions are expected to remain difficult during July.

LOCAL Organic Stalk Broccoli from Lancaster County, Pa is now in season for early summer (code 40577).



OG CELERY

GOOD NEWS! **Organic Celery** from California will begin July being very promotable with excellent availability and affordable pricing. Favorable conditions are expected to persist throughout the month of July.



OG CAULIFLOWER

LOCAL Organic Purple, Orange, and White Cauliflower is in season for late June from Lancaster County, PA!

NOTE: Although Californian **Organic Cauliflower** is still available, the cost has remained high due to production limitations. Anticipate prices to continue to rise, and supply will continue to be scarce throughout July.



OG GRAPES

Organic Grape prices are consistent, but supply is limited out of Mexico. We have excellent inventory on all colors.

Specialty offerings include **Organic Cotton Candy Grapes**, **Gummy Berries**, and **Jelly Berries**.



OG STONE FRUIT

GOOD NEWS! **Organic Yellow & White Peaches** and **Nectarines**, as well as **Red and Black Plums**, and **Pluots** are in peak season with amazing quality, good size and excellent flavor.

Enter the huge Homegrown Organic Stone Fruit promo and display contest this summer. This is one of the best contests of the year, with thousands in prizes within reach and an amazing entry gift just for trying.

South Carolina **Organic Peaches** continue to deliver excellent quality. These are expected to wind down before the end of July.

South Carolina **Organic Sugar Plums** are available now for a short time and are expected to wind down for the season in July.

California **Organic Verry Cherry Plums** are now available!

Organic Apricots will transition from California to Washington in early July. A good crop is expected to be around for the month.



OG CABBAGE

GOOD NEWS! LOCAL Organic Green Cabbage and **Red Cabbages** are both coming in good supply from local Lancaster County, PA growers Joshua Weaver and Christ King.



OG APPLES

The **Organic Cosmic Crisp Apple** supply situation continues to get worse with very strong customer demand and suppliers trying to stretch the season to new crop. Expect to see sporadic supply gaps for the remainder of the season.

NOTE: **Organic Granny Smith Apple** supplies out of Washington will run out before the end of July, they are wrapping up packing for the season. Import supplies are expected to be very limited with strong prices and not expected to bridge the gap to new crop.

NOTE: Washington **Organic Honeycrisp Apple** supplies are winding down as well, with the crop expected to finish in early August. There will be limited supply of import **Organic Honeycrisp** with very high prices.

Washington **Organic Kanzi Apples** are going into a gap but should be back towards the end of July.

Washington **Organic Rocket Apples** will finish for the season in early July and gap until the fall.



OG ARTICHOKES

GOOD NEWS! California **Organic Artichokes** continue with promotable conditions for the beginning of July. Quality is outstanding.



OG CHERRIES

GOOD NEWS! **Organic Dark Sweet Cherries** are in peak season and have steady supplies of excellent quality good-sized fruit.

Organic Rainier Cherries are now in season - super sweet!

Join our Northwest Cherry Display Contest featuring Stemilt and other great Washington shippers.

OTHER STORIES

- **Organic Fresh Figs** are in season for a few weeks of early summer.
- **NOTE:** **Organic Mandarins** are now finished out of California.
- **NOTE:** **Organic Lemons** are in limited supply on 95's and 115's. Prices will remain stable as this is short-term.
- **Organic Valencia Oranges** are peaking smaller with large sizes tight. This California crop will go into September.

• **NOTE:** The **Organic Japanese Sweet Potato** prices continue to push up. This should be the last price increase for the season before new crop arrives in late August.

• Florida **Organic Tropical Fruit** in season includes: **Organic Lychee**, **Sapodilla**, **Mamey**, and **Water Coconuts**



CONVENTIONAL MARKET NEWS

JUNE 27 - JULY 11, 2025

LOCAL SWEET CORN & TOMATO SEASON BEGINS



GOOD NEWS! LOCAL Sweet Corn from Delaware is now in season in both **White** and **Bi-Color**. Look to promote local production moving forward!

LOCAL New Jersey **Sweet Corn** harvests will begin in early July with PA starting closely after. Quality has looked excellent.

LOCAL Delaware High Tunnel **Vine Ripe Tomatoes** are back in season! New crop fruit is available now with excellent quality in code 244854. New Jersey production will begin in early July, weather permitting, followed by Pennsylvania.



CV CHERRIES

GOOD NEWS! It's time to promote **Cherries**! Prices are promotable with excellent quality and supplies. Enter our Northwest Cherry Promo and Display Contest featuring Stemilt and other great Washington Cherry growers. Some **Specialty Cherries** available right now: **Orondo Ruby** and **Strawberry Cherries**.

Washington **Rainier Cherries** are available but in much firmer supply than the Dark Sweets, especially in premium grade. There is some lower quality, low color fruit in the marketplace. We will be sticking with premium fruit, but with severe wind, even the premium fruit will have some occasional scarring and discoloration, but with outstanding flavor!

"Kyle's Pick Sweet Memories" brand 16/1lb Clamshell **Dark Sweet Cherries** from Stemilt will be available for July. This premium pack will feature Stemilt's best varieties, size, firmness, sugar, and flavor fruit available through the season. (Code 239974)



CV STONE FRUIT

GOOD NEWS! **Stone Fruit** is promotable with excellent supplies of all varieties including **White & Yellow Peaches** and **Nectarines**, **White Donut Peaches**, **Black & Red Plums**, and **Plumcots**.

Eastern Peaches will transition from South Carolina to **LOCAL** New Jersey. Growers are just waiting for fruit to size up. Expect to see prices bump up a little as we transition to NJ, but a nice crop of good size fruit is expected. There may be spot buys continuing from South Carolina.

The first **LOCAL** Pennsylvania **Peaches** in wooden crates should begin to be available around the 2nd week of July from Hollabaugh Bros. Ask your rep about this program.

Verry Cherry Plums are now in season in 20/1lb clamshells (code 15184).

Apricots will transition from CA to WA. A good crop is expected for the month of July.



CV BERRIES

GOOD NEWS! **LOCAL Blueberries** are promotable out of New Jersey. Quality has been exceptional, and volume remains plentiful.

GOOD NEWS! **Raspberries** will be very promotable ahead of the 4th of July. Look for great prices to hit great retails and increase sales. Quality out of California and Baja, Mexico has been excellent.

Blackberries remain available. Domestic production is light, creating higher pricing ahead of the 4th of July holiday. Production is expected to increase in early July. Quality has been excellent.

LOCAL New Jersey and Pennsylvania **Blackberries** should begin mid-July.

Strawberry availability will tighten up ahead of the 4th of July. Demand is exceeding supply, causing shortages and minor pro-rates. Pricing will remain steady, and quality has been excellent.



CV BROCCOLI & CAULIFLOWER

Broccoli production on the East Coast remains restricted. This is resulting in prices at elevated levels, however as July gets under way, volumes will begin to regain momentum from Maine. Production from California will continue to be the main sourcing region to begin July, but costs will be at a premium. Expect overall conditions to improve as July continues.

Cauliflower production from California is quickly decreasing as July begins and will drive cost increases during the first half of July. Despite the changes, availability, and costs, quality is expected to remain favorable.



CV LOCAL VEG

LOCAL Bok Choy, Greens, Cabbages, and Bunched Herbs continue out of New Jersey, although we may see some crops end in early July as hot weather continues - particularly **Bok Choy** and **Greens**. Look to see some items begin out of Quebec in that time.

Both **Green** and **Red Cabbages** are coming from **LOCAL** growers in Pennsylvania as well.

LOCAL Green Beans have started out of New Jersey with good quality.



CV WARM VEG

LOCAL Zucchini is coming in with good supply out of New Jersey, with some from North Carolina as well. **Yellow Squash** is a bit tighter, with supplies limited out of the South, but **LOCAL** New Jersey is steady.

Eggplant is steady for now, with North Carolina set to start up with good volume soon and **LOCAL** New Jersey in early July.

Cucumber pricing has adjusted up slightly due to Georgia ending and North Carolina needing time to build up supply. However, **LOCAL** New Jersey has started as well with good supply and quality.



CV PEPPERS

NOTE: Orange, Yellow, and Red Pepper prices continue to increase as supplies tighten up due to extreme heat. Plants are not producing fruit, leading to shortages and rising prices. All colors are expected to see short supply.

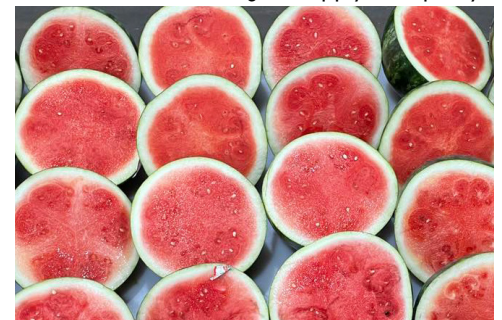
The **Green Pepper** market has strengthened a bit as Georgia is coming to an end, and North Carolina is still building in volume. **LOCAL** New Jersey has just started on **Green Peppers**, with volume starting to build up.



CV MELONS

GOOD NEWS! Prices are dropping on great quality **Cantaloupes** and **Honeydew**. This is an excellent time to push and promote for July.

Specialty offerings available: **Athena Bins** (120ct) and **Cartons** (9ct), **Tuscans, Golden Dews, Gaya Melons, Sugar Kiss, Summer Kiss, and Honey Kiss Melons**.



CV WATERMELONS

GOOD NEWS! **Seedless Watermelons** remain in great supply out of Georgia and South Carolina. Truck costs will increase pricing slightly due to holiday demand.

NOTE: Seeded Watermelons will start to show some limited availability out of GA and SC due to extreme heat in the fields (seeded cannot withstand weather as well as seedless).

Seedless Mini Watermelons are available and looking great out of South Carolina. Options out of Arizona will become available next week.

Yellow-flesh Mini Seedless are now in season with good availability.



CV MANGOS

GOOD NEWS! **Mangos** are highly promotable for the end of June and leading right into the 4th of July holiday.



CV ARTICHOKE

Artichoke availability from California remains consistent as July is set to begin. Despite slight cost increases in early July, quality is expected to remain strong and availability to remain steady.



CV GRAPES

Grapes have unstable prices out of Mexico. Better sizing and varieties are available, but price fatigue is setting in. California will begin steady harvests around July 7.



CV TOMATOES

Beefsteak Tomatoes remain steady out of Canada. Quality has been excellent with steady supplies.

Snacking Tomato prices are starting to increase as fields slow down for the season out of Georgia and Florida. **Grape Tomato** prices will increase. **Cherry, Cocktail, and Medley** varieties remain tight as well, with increased pricing as production has slowed down.

Roma Tomato pricing is rising as Mexico, Florida, and Georgia growers finish at the same time. Expect light supplies. Quality has been excellent. Tennessee production will begin in early to mid-July.



CV LETTUCE

The East Coast summer **Lettuce** season from Quebec is in full swing as July begins. **Iceberg** and **Romaine Hearts** production has started strong and is priced favorably. Additionally, **Romaine, Boston, and Leaf Lettuce** will all have consistent availability from Quebec.

Market conditions from the West Coast have seen the opposite as yields have decreased and costs are quickly surging across the category. California-grown **Iceberg Lettuce** will experience a substantial price increase in early July due to limitations of availability.

Additionally, **Romaine, Romaine Hearts, and Leaf Lettuce** from California are beginning to follow the same trend as conditions are changing, however not to extreme levels.



CV APPLES

Since there are ample supplies of Washington **Gala Apples**, and new crop is expected to begin towards the end of July, we are discontinuing import **Gala Apples** for the season.

Eastern **Pink Lady Apples** are done for the season, but plenty of Washington fruit is here for the rest of the season.

Eastern **Wild Twist Apples** have sized up expect some large 64ct fruit before the season wraps up for good before the end of July.

Eastern **Ruby Frost Apples** are done for the season, and **Snap Dragon Apples** will finish in early July.

OTHER STORIES

- Import **Asian Pears** are expected to wrap up for the season in early July.

- Import **Bartlett Pears** will end by mid-July. A smooth transition into new crop California fruit is expected, with a nice size crop projected out of California.

- **Bosc** and **Red Starkrimson Pears** to begin before the end of July.

- **Celery** from California remains readily available and favorably priced despite small increases for the start of July. However, as July continues, conditions can continue to change, driving further price increases. Overall availability and quality are not expected to suffer.

- **Brussels Sprouts** conditions continue to worsen as insect pressure is affecting quality and yields. Expect decreased availability to begin July and subsequently costs will continue to increase. Quality is expected to be subpar.

- District 2 **Lemons** crop demand is exceeding supply, and it looks to stay that way through summer. All sizes and grades are tight. Expect firm prices out of California.

- California **Navel Orange** crops will go through mid-July, then we will fully transition into imported summer fruit.

- California **Mandarins** are done for the season, and we are fully transitioned into imports.

- Seasonal tightening of **Pineapples** is beginning earlier than anticipated from two of our three major shippers. Starting with arrivals for the first week of July, supply shifts are already underway. Expect tighter supplies through July and August, with **HoneyGlow Pineapples** becoming especially limited.

- We will make the switch from old crop Maine-grown off-label **Bagged Potatoes** to new crop Virginia-grown **Bagged Potatoes** for our val-

ue-lines. Quality should look extremely nice with this switch but will be a bit more expensive than old crop. Even with the increase, these will still be a great value in comparison to the Green Giant branded counterparts.

- **NOTE:** The **Sweet Potato** market in North Carolina has seen some activity and signs of strengthening. Growers are starting to scratch the bottom of the barrel with yields lower due to a poor growing season last year. Some growers have begun sourcing from other regions to stretch remaining inventory until new crop arrives in October. Others may face a gap in supply.

- **Orange Sweet Potatoes** have pushed up in price across the board for all packs and sizes this past week, and we expect slow, steady increases. Market pricing has been adjusted to reflect these increases.



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

- ☐ 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

THURSDAY, 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.

FRIDAY, 6/27 – SATURDAY, 6/28

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.

SUNDAY, 6/29 – MONDAY, 6/30

Focus: Tonnage & Holiday Staples

- Begin receiving large-volume items like sweet corn, watermelon, cantaloupes, and summer stone fruits.
- **Do not delay these orders until Monday 6/30** - you risk delayed delivery and missed sales windows.
- Customer traffic will begin to build on Friday and accelerate daily into the long holiday weekend.

TUESDAY, 7/1 – THURSDAY, 7/3

Focus: Refills & Perishables

- Replenish **ad items, fresh perishables, and key promotional product** to stay fully stocked.
- Make sure product is available and fresh for **Friday morning shoppers and the start of the 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.

FOUR SEASONS 4TH OF JULY SCHEDULE

JUNE 29 - JULY 3:

NORMAL OFFICE AND DELIVERY SCHEDULES.

**FRIDAY, JULY 4:

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

JULY 5 - JULY 7:

NORMAL OFFICE AND DELIVERY SCHEDULES.



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

GOLDEN HONEYDEW



PLU: 3100

GOLD RIND,
GREEN, VELVETTY,
& SWEET FLESH

CANARY



PLU: 4317

FIRM,
LIGHT-GREEN FLESH,
SWEET AROMA

GAYA



PLU: 4346

IVORY COLOR RIND
WITH OCCASIONAL
GREEN STREAKS.
JUICY & CRISP.

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

NORTHWEST CHERRY DISPLAY CONTEST

JUNE 30 - JULY 27, 2025



Four Seasons Produce and the Northwest Cherry Commission have once again partnered to bring you a Cherry Display Contest in the month of July! Washington State grown Cherries are now in season and ready to take centerstage on your department floors and counters. Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's have fun, get creative, and build some cherry excitement in your stores with this super seasonal consumer favorite!



DISPLAY CONTEST CRITERIA:

- Build a beautiful Cherry display in your produce 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 **July 31, 2025.**

DISPLAY CONTEST PRIZES:

Grand Prize

(Cherry Champion)

Display will be judged on creativity and overall eye appeal

\$500

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

EVERYONE IS A WINNER!

Every qualified entry will receive a Stemilt cherry hat!



PHONE: 1.800.422.8384

| www.fsproduce.com



NORTHWEST CHERRY DISPLAY CONTEST

JUNE 30 - JULY 27, 2025



DISPLAY CONTEST CODES:

CONVENTIONAL CODES:

- 15033 CV 8.5 row Red Cherries 18lb *
- 15050 CV 9.5 row Red Cherries 18lb *
- 15052 CV 10.5 row Red Cherries 18lb
- 15049 CV 11.5 row Red Cherries 18lb
- 239671 CV 10.5 row Red Cherry Clamshells 16/1lb
- 15072 CV 9.5 row Rainier Cherry 18lb
- 15063 CV 10.5 row Rainier Cherry 18lb
- 14873 CV 10.5 row Rainier Cherry Clamshells 16/1lb

ORGANIC CODES:

- 41263 OG 9.5 row Red Cherries 18lb
- 43257 OG 10.5 row Red Cherries 18lb
- 43256 OG 11.5 row Red Cherries 18lb

POS CODES:

- 239976 POS Box Empty Stemilt CV
- 231736 POS Box Empty OG Cherry
- 231737 POS Box Empty Cherry Export Full Box
- 231735 POS Box Empty Cherry Export Half Box
- 237350 POS Display Bin CV Cherry

***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 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





Regenerative
Organic
Certified

Homegrown Organic Farms Stone Fruit Display Contest

June 16 - July 13, 2025

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. As we dive into the heart of the season, Homegrown Organic Farms is ready to deliver top-quality EFI (Equitable Food Initiative) and ROC (Regenerative Organic Certified) stone fruit. June and July are perfect times to shine the spotlight on this category so get creative, have fun, and show off your merchandising flair!

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 EFI decals, OR have Homegrown Organic Farms branded boxes** within your display. Point of sale signage and EFI stickers 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 **August 7, 2025.**



DISPLAY CONTEST CODES:

- 239884 - OG Premium Yellow Peach euro box
- 244102 - OG Premium White Peach euro box
- 231487 - OG Premium Yellow Peach 12/2lb. pouch
- 240494 - OG Premium Yellow Nectarine euro box
- 243851 - OG Premium White Nectarine euro box
- 231488 - OG Premium Yellow Nectarine 12/2lb. pouch
- 244126 - OG Premium Red Plum euro box
- 244127 - OG Premium Black Plum euro box
- 231489 - OG Plum 12/2lb. pouch
- 244128 - OG Premium Pluot euro box
- 244134 - POS Display box Homegrown euro (new green)
- 244133 - POS Display Pop Up Bin Homegrown (new green)
- 239994 - POS Display Box Homegrown 2 layer (new green)



Code 239994



Code 244134



Code 244133

DISPLAY CONTEST PRIZES:

MOST CREATIVE DISPLAY

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



LARGEST DISPLAY

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



BEST SMALL STORE DISPLAY (3 registers or less)

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



Every qualified entry will receive one of these dual branded Homegrown Organic Farms/Four Seasons Produce Vests just for entering!

For more information, 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

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CRESPO ORGANIC MANGOES DISPLAY CONTEST JUNE 16 - AUGUST 3, 2025

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for a **minimum of 1 week**.
- Send all display contest photos to contests@fsproduce.com by **August 7, 2025**.



Code:
239637

Code:
239641



CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card

- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



ENTRY RAFFLE:

Every qualifying entry will be entered for a chance to win a Crespo Organic Mangoes backpack!

To read about the Crespo Organic story and get some really cool recipe ideas, please visit www.crespoorganic.com.

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

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VIDALIA SWEET ONIONS DISPLAY CONTEST WINNERS

GRAND PRIZE
DISPLAY:

LARGE STORE



HENNING'S SUPERMARKET
Harleysville, PA

SMALL STORE



SOULBERRY NATURAL MARKET
New Hope, PA

BEST GRILLING
DISPLAY:

1ST PLACE



GREENSTAR FOOD COOP
Ithaca, NY

2ND PLACE



COMMON MARKET 7TH STREET
Frederick, MD

BEST ALL ORGANIC
DISPLAY:

1ST PLACE



RIVER VALLEY CO-OP
Easthampton, MA

2ND PLACE



KIMBERTON WHOLE FOODS
Douglasville, GA



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LINE EXTENSION



NEW - DELIVERY STARTING 6/24

| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|----------------------------|----------|-----------------|
| 243617 | CV Kombucha Orange Vanilla | 12/12 oz | 6-80491-53525-2 |



NEW
AVAILABLE NOW!



| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|--------------------------------|--------------------------|-----------------|
| 244379 | CV Salad Chop Mango Lemonade | 6/10.65 oz Taylor Farms | 0-30223-06126-7 |
| 244380 | CV Salad Chop Creamy Italian | 6/11 oz Taylor Farms | 0-30223-06286-8 |
| 237091 | OG Salad Chop Lemon Parm Kit | 6/8.8 oz B Taylor Farms | 0-30223-06058-1 |
| 244382 | OG Salad Chop Avocado Ranch | 6/11 oz Taylor Farms | 0-30223-06074-1 |
| 237092 | OG Salad Chop Honey Citrus Kit | 6/9.25 oz B Taylor Farms | 0-30223-06107-6 |



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NEW



Joolies™
CALIFORNIA SUPERFRUIT

LINE EXTENSION
DELIVERY STARTING 6/25

| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|---------------------------|------------------|-----------------|
| 244422 | CV Dates Medjool Pit Free | 12/12 oz Joolies | 8-10076-77093-2 |



- ✓ 3+ servings of fruit per bottle
- ✓ No sugar added
- ✓ Helps support immune health
- ✓ Excellent source of vitamin C
- ✓ Excellent source of potassium



LINE EXTENSION
DELIVERY STARTING 6/23

| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|------------------------|---------------------|-----------------|
| 244653 | CV Juice Mango & Tajin | 6/15.2 oz Bolthouse | 0-71464-02540-3 |



wildbrine®



| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|--------------------------------|-------------------|-----------------|
| 243711 | OG Sauerkraut Red Beet&Cabbage | 6/18 oz Wildbrine | 8-58159-00214-3 |
| 243712 | OG Sauerkraut Dill&Garlic | 6/18 oz Wildbrine | 8-58159-00211-2 |
| 243715 | OG Kimchi Korean-Style | 6/18 oz Wildbrine | 8-58159-00216-7 |

NEW!

DELIVERY STARTING 6/30