

REGENERATIVE ORGANIC AGRICULTURE

Beginning in the first week of September, Four Seasons will offer **Regenerative Organic Sweet Baby Broccoli** from Braga Fresh in the Josie's Organic Brand.

Regenerative Agriculture is a farming approach that places an emphasis on the overall farming environment, sequestering carbon into the soil, as well as the health of the soil. This farming practice has advantages for the environment, including improvements for the soil, animals, and climatic system. **Regenerative Ag** is largely being discussed as the farming method of the future due to its key advantages.

The **Organic Sweet Baby Broccoli** that is cultivated regeneratively will have prominent indicators on the tags to identify "Regenerative Organic", and it should be promoted as such in stores!

COMING IN SEPTEMBER!

ORGANIC REGENERATIVE SWEET BABY BROCCOLI

Braga Fresh, home of Josie's Organics made a commitment to harvest and take to market regeneratively grown trial crops; a major step in trialing **low soil tillage** concept to **improve the carbon content in soil.**



[Watch video to learn the answers >](#)

- What is Regenerative Farming?
- What are Benefits of Regen?
- What is potential impact of these Trials?
- Background on Carbon?

PLU 93277



LEARN MORE / SEE MORE

For more details and videos:

bragafresh.com/regenerative-farming-trials



All packed cartons include this label
**ORGANIC
REGENERATIVELY
GROWN**



OG BERRIES

Organic Strawberries will remain fairly promotable through early September. CA harvests are strong with plentiful supplies. Quality has been looking nice overall.

Organic Blackberries will be promotable out of California. Quality has been very nice, and supplies are plentiful.

Organic Raspberry pricing continues to ease off lightly as California and Mexico supply becomes steadier. Quality has been very nice overall.

NOTE: Organic Blueberries will become limited as domestic production winds down quickly from the Pacific Northwest and British Columbia. There are light Peruvian supplies available. Pricing is increasing weekly as most Peruvian growers are late to start.



OG MELONS

Organic Mini Seedless Watermelons will be available and promotable on larger 6ct size fruit. We have an excellent promotion setup for Labor Day. However, California supplies are winding down very quickly. In early September, expect fruit to become very limited as harvests transition back to Mexico for the fall season.

LOCAL Pennsylvania Organic Watermelons are beginning to finish up. Supplies are light and limited. Bins will also mostly likely start to finish for the season.

Organic Honeydew and **Cantaloupes** will slowly start to increase in price heading into September. Expect quality to remain outstanding.



OG LETTUCE

GOOD NEWS! Californian **Organic Leaf and Romaine Lettuce** continue to produce a consistent volume of supply. Pricing is still competitive, and quality has been excellent.

Organic Iceberg Lettuce and **Romaine Hearts**, both grown in California, are performing well. The primary supply will continue to come from California, although Quebec-grown product is starting up again after suffering significant losses in August due to weather.

The **LOCAL Pennsylvania** and **New Jersey Organic Lettuce** seasons will also start back up in the middle of September.



OG ASPARAGUS

The first Argentinian **Organic Asparagus** will be available for early September and will have some great quality and availability through October. This will bring better quality and a slight increase in pricing.

We are seeing quality issues that are hit or miss in Mexican **Organic Asparagus** not being able to make the ride east. Argentina and Ecuador **Organic Asparagus** will get us through until the Caborca season starts again out of Mexico.



OG COLOR PEPPERS

ALERT! Canadian **Organic Red, Yellow, and Orange Bell Peppers** remain difficult to procure due to the incredibly low volume.

The situation was intended to improve in late August or early September, but the plants continue to experience trouble producing any volume. This time of year, production from Holland is frequently an alternative, but the volume of supply from there continues to be minimal. Expect limitations or gaps while prices continue to increase.



OG TOMATOES

LOCAL Organic Grape Tomatoes from Lady Moon Farms have promotable volume. Keep selling away as the quality has been outstanding.

GOOD NEWS! New crop **Organic Cluster Tomatoes** are starting out of Mexico, allowing for better pricing and availability by the beginning of September. Savoura is expected to start up again by the second week of September.



OG GREEN BEANS

GOOD NEWS! LOCAL Pennsylvania grown **Organic Green Beans** remain marketable given their flourishing volumes and competitive price. Expect stable conditions into mid-September. Early to mid-October will be the conclusion of the local season.



OG STONE FRUIT

The **Organic Peach, Plums, and Nectarine** crop out of California has been affected by rain from Hurricane Hillary, but the good news is that Washington has a good crop of **Organic Peaches and Nectarines** keeping us in relatively good shape for the season, which should run well into September.

NOTE: **Organic Plums** are winding down fast and will abruptly stop in September. Expect sporadic supplies with high prices markets until the end.



OG GRAPES

NOTE: The California **Organic Grape** crops were hit with unfavorable weather dropping up to 2 inches of rain on some vineyards. While some farms had crops covered, others did not. Two inches in one day is a lot when the region usually only gets six inches all year.

California is basically sold out of **Organic Grapes** for late August, and accessing the damage in the days to come. Stay away from **Organic Grape** ads until early September when a clearer outlook is known.



OG BRUSSELS SPROUTS

In mid-August, new crop **Organic Brussels Sprouts** from Wisconsin have arrived. Late August and early September will bring regular supply volume, good quality, and fair prices.

Organic Brussels Sprouts bags have also returned, making them a fantastic grab-and-go choice.



OG RUSSET POTATOES

Organic Russet Potatoes are fully transitioned over to Wisconsin product on both the counts and bags. Pricing is much more attractive than what we were seeing out west. Product is in good supply.

Organic Red and Gold Potatoes will transition over to Wisconsin grown in late August. Pricing on the A-size and 16/3lb bags will also be much better than what we were seeing out of California.



OG ONIONS

Organic Red and Jumbo Sweet Onions are coming from **LOCAL** Pennsylvania growers, and quality is looking very nice with steady supply.

NOTE: We will see a gap on supply of **Organic White Onions** until early September as Peri & Sons finishes up out of Firebaugh, CA. Their Yerington, Nevada **Organic White Onion** crop will not be ready until the week of 9/11. Other than the **White Onions**, they do not expect to see any gaps in supply.



OG PINEAPPLES

ALERT! **Organic Pineapple** supplies will be extremely limited through September. Expect limits and prorates during this time. Do not plan large promotions for the near future.



OG FIGS

Organic Black Mission and **Brown Turkey Figs** are in peak season from California for the end of August.



OG SQUASH

LOCAL Pennsylvania **Organic Butternut Squash** got started from Central PA Produce. Their **LOCAL Organic Acorn, Butternut, Delicata, Kabocha, and Spaghetti Squash** are all promotable!



OG AVOCADOS

OKE's Equal Exchange **Organic Fair Trade Hass Avocado** season has begun in Mexico and many customers have already begun to take advantage of some great quality fruit for a great cause! 8/4ct packs that Equal Exchange introduced last year are back in stock. This smaller sized fruit provides a great solution for farmers who are looking to promote all sizes!

Organic Hass Avocado supplies have been steady. Prices on 60ct fruit went lower as volume remains strong in this size. Look to promote 60ct fruit for the end of August. 48ct fruit also saw a moderate decrease in price from some vendors as fruit volume has increased as we head towards the end of August.



OG APPLES & PEARS

New crop **Organic Starkrimson Red Pears** are now in season.

New crop **Organic Bartlett Pears** will transition by the beginning of September from California to Washington. Excellent supplies are expected.

Most **Organic Apple** varieties have transitioned from 2022 storage crop to imports until 2023 new crop starts in September and October.

The first Washington **Organic Sweetango Apples** will be available 8/31.



OG BROCCOLI & CAULIFLOWER

In August, California grown **Organic Cauliflower** continues to produce regular yields and exceptional quality. Conditions are anticipated to shift as September gets underway, and price increases will follow. In September, **Organic Cauliflower** grown in Quebec will also be offered as a supplement.

Although there are still supply issues for California grown **Organic Broccoli**, things are looking promising for consumers in late August. Even as prices remain high, late August and early September are expected to provide some relief. **Organic Broccoli** from Quebec is back in season and will be a great addition as a supplement option.

OTHER STORIES

- **Organic Green Skin Avocados** from Florida will be promotable through September from Florida!
- **Organic Mini Seedless Cucumbers** are promotable, and quality is outstanding. Canada will start to flush for the next several weeks again with new crop.

- **Organic Keitt Mangos** from Mexico are winding down for the season. The **Keitt** variety tends to get larger sized fruit, and recent rain in Mexico has pushed the size curve larger for the end of August and the start of September.

- New crop **Organic Pomegranates** from California are expected to start around the middle to end of September.

- **NOTE: Organic Lemons** will be very sporadic in September as we begin to transition from Argentina into Mexico and California fruit.

- **NOTE: Organic Lime** prices are on the rise due to all the rain in Mexico and Southern California. Expect sporadic supplies and seasonal quality.

APPLE CIDER SEASON



ZEIGLER'S



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644
Available Now	3247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order for 9/22	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order for 9/22	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064

Country Acres APPLE CIDER Quality Blend



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6165	CV Cider Apple	4/1 gal Country Acres	831134000105
Available Now	6167	CV Cider Apple	9-1/2 gal Country Acres	831134000785
Available Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/5 gal Country Acres	831134000518


MAYER BROS.
SINCE 1852
FINE BEVERAGES



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available 9/15	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059

ASK YOUR REP ABOUT FALL PRE-ORDER ITEMS!



CHECK OUT OUR 2023 LINEUP OF PUMPKINS AND ORNAMENTALS!

CLICK ON PHOTO BELOW OR SCAN QR CODE:



MINI DECORATIVES/ORNAMENTALS



Code: 4822
JACK-BE-LITTLE (MINI) PUMPKINS
40 ct case
PLU: 4734



Code: 4929
JACK-BE-LITTLES BAGGED
14/5 ct case
UPC: 743425-08950



Code: 214521
WHITE JACK-BE-LITTLES (BABY BOO)
40 ct case
PLU: 4734



Code: 4801
MINI INDIAN CORN
16/2 ct case
UPC: 033383-40077



Code: 214039
PUMPKIN LITTLES (mini) Pumpkins
20 ct case
UPC: 743425-40076



Code: 4944
PUMPKIN LITTLES (mini) Pumpkins
20 ct case
PLU: Retailer-Assigned



Code: 4913
TIGER STRIPE/POKEMON PUMPKINS
20 ct case
PLU: Retailer-Assigned



Code: 232624
GOURDS BAGGED
12/6 ct case
UPC: 7-46309-12347-6



PHONE: 1.800.422.8384 | www.fsproduce.com

LABOR DAY OFFICE & DELIVERY SCHEDULE

SATURDAY 9/2:

Normal office and delivery schedule

SUNDAY 9/3:

Normal office and delivery schedule

MONDAY 9/4 (LABOR DAY):

Normal delivery schedule, office open
8:00am – 12:00pm taking orders for
Tuesday 9/5 delivery.

Please contact your sales representative
with any questions.





THE LITTLE
POTATO
CO.



THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 27 – SEPTEMBER 30, 2023

The Little Potato Company and Four Seasons Produce will partner once again for our annual "Back to School" Display Contest. As the days get shorter and summer fades, most of your customers will be looking for items that they can quickly prepare before heading out to their children's after school activities.

These Little Potatoes are available in bags, grilling trays, and microwavable trays - making them nutritious, quick, and easy-to-make side dishes for any meal. The Little Potato Company products are great value-added items that offer little to no shrink for retailers.

If you are interested in participating in this year's contest, or just add some extra sales in your department, contact your Sales Rep or Merchandiser for assistance with building a display, growing some customer excitement, and capturing more sales!

CODES:

218908 CV Potatoes Little Trios 8/3 lb
218909 CV Potatoes Little Duos 8/3 lb
218906 CV Potatoes Little Yellows 8/3 lb
218907 CV Potatoes Little Reds 8/3 lb
213076 CV Potatoes Little Fingerlings 16/1.5 lb
213075 CV Potatoes Little Duos 16/1.5 lb
213074 CV Potatoes Little Trio 16/1.5 lb
213062 CV Potatoes Little Yellows 16/1.5 lb
213073 CV Potatoes Little Reds 16/1.5 lb
212055 CV Potatoes Little Savory Herb 6/1 lb
229351 CV Potatoes Little Smoked Salt 6/1 lb
229352 CV Potatoes Roasted Garlic Rosemary Thyme 6/1 lb
222885 CV Potatoes Lemon & Garden Hrb 6/1 lb
212056 CV Potatoes Garlic & Parsley 6/1 lb
212051 CV Potatoes Garlic & Herb 6/1 lb
212052 CV Potatoes Onion & Chive 6/1 lb
212054 CV Potatoes Roasted Red Pepper & Onion 6/1 lb
212058 CV Potatoes Variety Shipper 36/1 lb
218975 Empty POS shipper display

PRIZES:

1st Place
\$200 Visa Gift Card

2nd Place
\$150 Visa Gift Card

3rd Place
\$100 Visa Gift Card



CONTEST CRITERIA

- All product must be purchased from Four Seasons Produce
- Displays must have a minimum of 10 cases on display
- All lines must be represented and incorporated in your display-
Trays, 1.5 LB and 3-LB bags
- Pictures must be sent to contests@fsproduce.com
no later than October 4th.



PHONE: 1.800.422.8384

| www.fsproduce.com





THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 27 – SEPTEMBER 30, 2023



218908



218909



218906



218907



213076



213075



213074



213062



213073



212055



229351



229352



222885



212056



212051



212052



212054



212058



218975

THE LITTLE POTATO CO.



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CONVENTIONAL MARKET NEWS

AUGUST 25 - SEPTEMBER 1, 2023

FINAL STRETCH FOR SUMMER STONE FRUIT



Late August marks the beginning of the end for the 2023 USA **Stone Fruit** season. Even though many items will wrap up and shelf space will be reallocated to new crop apples and pears in September, there will still be some nice items to promote and interesting assortment.

Pennsylvania **Peaches** are winding down for 2023, but there will be plenty of New Jersey **LOCAL Peaches** to promote in September.

Washington and Canadian **Dark Sweet Cherries** are in their final stretch, with volumes expected to sell out by Labor Day. Prices have are much higher compared to the whole season, but excellent quality will keep them moving.

California **Peaches, Plums, and Nectarines** have been somewhat affected by Hurricane Hilary rains. The total impact is not yet realized, but there will be some crop loss for certain varieties that weren't harvested yet. This will drive pricing up for the final stretch of the season.

Here's a rundown of some of the interesting varieties available to offer customers in late August and early September:

- **Rocking Chair Ranch Red-Flesh Peaches**
- **White Donut Peaches**
- **"Gold Rush" and "Summer Punch" Plumcots**
- **Green Plums**
- **Italian Prune Plums**
- **Pluots:** "Green Mambo", "Dapple Dandy", "Red Raspberry"



CV BERRIES

Strawberries continue to be fairly promotable out of California. Fields have rebounded, creating excess supply with low demand. Pricing and supply should be promotable for early September before we see supply slow down. This will naturally bringing up prices.

Blackberries are available with good volume out of California.

Raspberry pricing continues to ease off lightly, and volume is steady. California and Mexico continue to produce fruit, and quality has been nice overall.

NOTE: **Blueberry** supplies will become very limited in the weeks ahead. Peru had a late start date, and vessels are late as well. Domestic production is all but finished. Expect high prices and limited supplies for the next few weeks.



CV APPLES

Fresh crop Eastern **Gala** and **Ginger Gold Apples** are up and running with good supplies of small and large bulk fruit, as well as poly bags and tote bags.

Storage Eastern **Empire Apples** from 2022 will finish for the season by early September, and then gap until new crop begins around the first week of October.

Western **Gala Apples** are expected to transition from old crop storage to new crop in early September. Larger fruit might be a little tighter during the transition but big supplies are coming on as the season ramps up.

New crop **Rave Apples** from Stemilt, an early variety with Honeycrisp parentage and an attractive red blush, are now in peak season!



CV MELONS

Honeydews and **Cantaloupes** remain promotable out of the West Side. As this deal starts, its upward market it still remains favorable in price and top notch quality.

Watermelon prices could increase slightly ahead of the Labor Day weekend. There is still a lot of local production available in the area and auctions, although a fair amount of growers did have disease and lost crops due to a wet rainy summer. North Carolina and **LOCAL** Delaware volume is steady ahead of the holiday. There should be plenty of fruit with excellent quality for the holiday week/weekend.

Mini Seedless Watermelons will be available out of New Jersey. Quality has been excellent and supplies are steady.



CV GRAPES

NOTE: Grape crops were hit with Hurricane Hilary weather dropping up to 2 inches of rain on some vineyards in California. While some farms had crops covered, others did not.

California growers are basically sold out of **Grapes** for several days, and accessing the damage in the days to come. Stay away from **Grape** ads through early September.



CV PEPPERS

LOCAL Jumbo Green Pepper prices are on the rise as less volume is coming out of the fields. There are more smaller **Peppers** than jumbo sizing. Mexico has not started with pepper which means we could have a rising market through September.



CV POTATOES

Look for some new attractive pricing on the 10/5lb New Jersey Fresh White Potatoes. This is a very promotable item right now!

10/5lb Green Giant Red and Yellow Potatoes are coming out of Idaho. Supplies and prices are steady.

The Idaho **Count Russet Potato** prices continue to come off across the board on all sizes as more growers get started with new crop.



CV CAULIFLOWER & BROCCOLI

Warmer temperatures out west brought on bountiful **Cauliflower** yields, keeping pricing low and promotable. You can expect plentiful supplies out of California and Quebec.

Broccoli Crowns remain on the tighter side from all regions for late August. Promotable volume is expected after Labor Day as new fields start.



CV PUMPKINS

Face Pumpkins, White Pumpkins, Baby Pam Pumpkins, etc. will be available for the first week of September. Larger pulls of **Pumpkins** won't start until mid-September. Quality has been looking fantastic and shaping up for a great season.

The first pre-orders for **Straw Bales** and **Painted Pumpkins** are due in early September.



CV AVOCADOS

Hass Avocado volumes are starting to rebound. Many Mexican shippers are dealing on 60ct and smaller fruit. The 48ct crop is showing more volume crossing as each week progresses. Expect ample supplies of 48ct fruit and smaller for the end of August. 40 size fruit and larger remain tight.



CV FIGS

Black Mission Figs are promotable for the peak season in late August and September. Recent rains in California should not be a factor in fruit quality going forward with the California fig crop!



CV PEARS

This will be the last week of California **Bartlett Pears**, and we will switch into new crop Washington fruit. Overall 2023 crop size is down, and fruit is peaking on the smaller side.



CV TOMATOES

Cocktail Tomatoes will be promotable for the end of August. This is one of the only tomatoes that is flushing with promotable prices and availability.



CV SWEET CORN

LOCAL Sweet Corn has a steady market pricing through Labor Day with both crates and bins. Quality has been fantastic and availability will be steady.



CV CABBAGE

LOCAL Green Cabbage from Lancaster County, PA has started up again way earlier than expected. We will supplement with and Canadian until we have enough local volume.



CV GREEN BEANS

Green Beans pricing is coming off with less rain, allowing the fields to dry out as well as new **LO-CAL** plantings coming on with volume.



CV FALL FRUIT

New crop California **Pomegranates** with early variety fruit. Expect pricing to continue to drop as more and more growers have fruit that is ready. The early crop fruit will be the "Grenada" variety. "Early Foothill" and "Foothill" varieties will follow, and the season will finish with the "Wonderful" variety this fall and early winter.

NEW ITEM! Quince will be available in limited quantities starting in the middle of August from California. They will be available through the fall months!



CV LEMONS & LIMES

NOTE: Lemons remain extremely tight for all sizes and grades as supplies are being rationed due to quality. The next district is starting later than projected (early October). September will be a rough month for California Lemons. We have begun the transition into Argentina to remain right in quality and price.

NOTE: Lime prices are increasing as unfavorable weather hits the Gulf Coast. Expect prices to increase drastically due to lower quality and yields.



CV CITRUS

Import Mandarins are in ample supply from all regions (Chile, Uruguay, Peru, and South Africa) as varieties and regions continue to overlap. "Halos" **Mandarins** are back in stock with import fruit.

Navel Oranges are arriving from Chile, South Africa, Peru, and Uruguay in peak condition. Promote large fruit to begin the school year.

Valencia Oranges are showing great color and superb quality as they are peaking on fancy fruit vs. choice fruit, but all sizes are available from California.

Grapefruit from California are finishing with Star Rubies and transitioning into less desired Summer/Marsh varieties.

OTHER STORIES

- **Green and SunGold Kiwifruit** from Zespri's New Zealand crop continues in promotable volume and quality.

- The big **Artichoke** push has come to an end. Pricing is expected to continue to climb heading into September. Product is expected to be readily available, just a higher cost.

- **Mango** supplies remain sufficient out of Mexico, however recent rains may affect quality of the fruit to close out the season. Fruit is sizing larger overall. Brazil has some fruit that has landed on the east coast as well. Early fruit looks very nice, but pricing is expected to be higher to start from Brazil.

SEPTEMBER IS NATIONAL MUSHROOM MONTH



Want to maximize your mushroom sections' sales and profits and add some new variety to an increasingly popular produce category? Well this is the time to do it! September is National Mushroom Month, and Four Seasons Produce is celebrating this super month of "Fun"gi with some great promotional opportunities on mushrooms! Mushrooms are one of the fastest growing categories in the produce department and September is the perfect month to promote. Mushrooms are a key ingredient in a myriad of recipes, and many consumers are now seeing the tremendous benefit that mushrooms add to health and wellness which is boosting case movement at retail.

Now is a great time to start thinking about expanding your mushroom sets and sections by adding new varieties. Carrying a wide variety of exotic mushrooms can increase sales as well, as consumer interest in more specialty mushroom varieties is at an all time high. Mushrooms are versatile and have many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all.

Make it fun, make it profitable and make it educational. Want to plan a super cool educational event with mushrooms? Talk with your Four Seasons Merchandiser and get something on your calendars today! There truly is a mushroom for every occasion!

LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



Mother Earth Mushrooms



Mushroom King Mushrooms Farm

MUSHROOM FACTS:

- Mushrooms are 90% water and double in size every 24 hours.
- Mushrooms do not need sunlight to grow.
- It takes three weeks to produce the first mushrooms for picking.
- One portabella mushroom has more potassium than one medium banana!
- On average, one square foot of space in a mushroom bed can produce over six pounds of mushrooms.



CONVENTIONAL

CODE	DESCRIPTION	SIZE
1573	Whole Petite Pearl Whites	6/6oz
1580	Whole Medium Whites	12/8oz
1572	Whole Medium Whites	10/10oz
1575	Whole Medium Whites	10/12oz
223921	Whole Medium Whites	6/24oz
1569	Whole White Stuffers	10/10oz
1570	Whole White Stuffers	8/14oz
1598	Sliced White Medium	6/4oz
1592	Sliced White Medium	12/8oz
223887	Sliced White Medium	10/10oz
1594	Sliced White Steak Cut	6/8oz
1653	Whole Baby Bellas	6/8oz
1629	Whole Baby Bellas	12/8oz
1628	Whole Baby Bellas	10/10oz
1617	Whole Baby Bellas	6/24oz
1521	Sliced Baby Bellas	12/8oz
1646	Whole Port Caps	6/6oz
223919	Portabellini	6/6.5oz
1647	Sliced Port Caps	6/6oz
1546	Maitake	6/3.5oz
1620	Oyster	6/3.5oz
223890	Royal Trumpet	6/6oz
1626	Shiitake	6/3.5oz
223907	Sliced Shiitake	10/5oz
223891	Mushroom Medley	6/4oz
1545	Whole White Button	10 lb
1550	Whole White Medium	10 lb
1560	Whole White Silver Dollar	10 lb
1561	Whole White Jumbo	10 lb
1535	Slice White	10 lb
1635	Whole Baby Bellas	5 lb
1512	Whole Port Cap no stem 3 1/2"	5 lb
1645	Whole Port Cap 4-5"	5 lb
1625	Oyster	3 lb
1655	Shiitake	3 lb
224833	Grilling Port	4/14 oz
224830	Whole White	8/16 oz
224831	Whole Baby Bellas	8/16 oz
224832	Sliced Baby Bellas	8/16 oz
227543	Sliced White	8/16 oz

ORGANIC

CODE	DESCRIPTION	SIZE
40718	OG Mushroom Baby Bella/Cremi	5 LB
40714	OG Mushroom Baby Bella/Cremi	6/8 OZ
40989	OG Mushroom Crimini Sliced	5 LB
40580	OG Mushroom Crimini Sliced	6/8 OZ
215192	OG Mushroom Enoki	12/3.5 OZ
231162	OG Mushroom Maitake	6/3.5 OZ
232711	OG Lions Mane	6/3.5oz
232863	OG Mother Harvest	6/3.5OZ
41847	OG Mushroom Maitake	3 LB
222421	OG Mushroom Medley	6/4 OZ
231161	OG Mushroom Oyster	6/3.5 OZ
41850	OG Mushroom Lions Mane Pom Pom	3 LB
40719	OG Mushroom Port Caps	6/6 OZ
40720	OG Mushroom Port Sliced	6/6 OZ
40716	OG Mushroom Portabella	5 LB
41849	OG Mushroom Royal Trumpet	3 LB
230716	OG Mushroom Royal Trumpet	6/6 OZ
40722	OG Mushroom Shiitake	3 LB
40721	OG Mushroom Shiitake	6/3.5 OZ
207533	OG Mushroom Shiitake Sliced	10/5 OZ
40717	OG Mushroom White	6/8 OZ
40715	OG Mushroom White	12/8 OZ
40979	OG Mushroom White	10/12 OZ
40990	OG Mushroom White Large	10 LB
40713	OG Mushroom White Large	5 LB
40710	OG Mushroom White Medium	10 LB
40996	OG Mushroom White Sliced	6/8 OZ
229983	OG Mushroom White Whole	8/16 OZ
229985	OG Mushroom White Sliced	8/16 OZ
229986	OG Mushroom Crimini Whole	8/16 OZ
229988	OG Mushroom Crimini Sliced	8/16 OZ



SEPTEMBER IS NATIONAL MUSHROOM MONTH!

HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple five-step process, and watch your mushroom sales grow!

RECEIVING AND STORAGE - Much like berries, fresh mushrooms are very sensitive to temperature variations and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.

CARRY A GREAT VARIETY - White mushrooms, Crimini, and Portabella mushrooms are staples and a must-have in any mushrooms section. But with recent added exposure mushrooms have gotten over the years, adding varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms will build sales in the category. Don't forget to offer dried mushrooms in your sets as well. Certain mushrooms not often offered commercially, such as Porcini, Wood Ear, and Morrels, are often sold in dry form and can be reconstituted to add to your favorite meal!

MERCHANDISING

A nice and tight mushroom set is visually super appealing. Having a great variety on the shelves can be, even for a packaged product, a really cool looking section! Also, loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness.

Larger displays of Portobello Mushrooms, especially at summer holidays for grilling, makes for an impressive looking presentation. Also, placing caps up ("Capping") adds a nice and clean look to the section.

CARE AND HANDLING

Mushrooms bruise easily, so be sure to handle with as much care as possible.

EDUCATION, EDUCATION, EDUCATION

While cooking shows have really brought mushrooms into the spotlight a bit more, it is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. "Talk mushrooms" with your staff to offer your knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.

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LOOKING FOR RESOURCES FOR MUSHROOM MONTH?
CHECK OUT THESE FROM THE FRESH MUSHROOM COUNCIL:
mushroomcouncil.org/retailers/resources/downloadable-assets
mushroomcouncil.org/retailers/resources/best-practices-studies

