



# ORGANIC OUTLOOK

NOVEMBER 9 - NOVEMBER 16, 2018



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## ORGANIC BROCCOLI & CAULIFLOWER OUTLOOK

Prices have dropped a little for mid-November as northern-California growers sought to move more **Organic Broccoli** ahead of their transition moves to southern growing regions. Some minor hollow heart issues are being found in that product. Current pricing may not hold all the way to the holiday, but it does appear that there will be enough Organic Broccoli for moderate Thanksgiving promotions.

Cal-O brand is harvesting a seed variety that tends to have a whiter stem with a dark green top. Other shippers have greener stems but their product is showing some occasional purpling on the crown.

**Organic Broccoli Crowns** are back into fairly good supply at this time.

Expect good supplies of **Organic Cauliflower** for the holiday. Pricing has gone down, but if the temperature in California continues to be cold, there could be a slowdown of harvests mid to late-November.

There will be limited supplies with California **Organic Orange Cauliflower** for the holiday.



### OG BERRIES

**Organic Blueberries** from Chile and Argentina continue increasing in supply, and pricing is coming down throughout November.

**Driscoll's Organic Blueberries** continue to be extremely limited.

**ALERT! Driscoll's Organic Strawberries** have gotten very limited in supply. Harvest volumes are not expected to improve until December. Expect pricing to rise rapidly as November continues.

Non-Driscoll **Organic Strawberries** will continue to be in firm supply for November. Due to quality issues expect inconsistent fill rate from these brands.



### OG BERRIES

Throughout November **Driscoll's Organic Raspberries** supply and pricing are expected to improve.

Non-Driscoll **Organic Blackberries** out of Mexico are in excellent supply, expect some seasonal quality issues due to the earlier hurricanes.

**Driscoll's Organic Blackberries** continue to be very limited with fixed pricing, this is not expected to improve until December when Mexican production ramps up.

**Organic Golden Berries** out of Columbia continue to have a sporadic supply, this is expected to continue for at least the next few weeks.



An avocado packing plant in Uruapan halted by the strike. (Via: Mexiconewsdaily.com)

### OG AVOCADOS

**ALERT: Organic Hass Avocado** pricing has made a dramatic change. These prices will continue to rise as supply in the United States diminishes.

*What is causing this situation?* Some growers are trying to force prices up and have blocked workers and logistics in Mexico. The issue has not been resolved. There has been no harvesting since late October and the supply chain is emptying. Expect expensive fruit and likely out of stocks as the month continues.

**Organic Fair Trade Avocados from Equal Exchange** were especially affected by the harvesting disruption. 48ct fruit is already sold out and 60ct will be sold out by mid-November until harvesting resumes.





## OG ASPARAGUS AND BEANS

There will be very tight supplies of **Organic Green Beans** out of California with prices rising. Florida reports adequate supplies, yet have been short this week for loading. There will be a few **Fair Trade Organic Green Beans** in 15lb cases from Mexico.

Better supplies of **Organic Asparagus** are coming from Mexico. Holiday supplies seem to be in good shape to be delivered in time.



## OG SUMMER SQUASH

Florida is up and running with beautiful **Organic Zucchini** and **Organic Yellow Squash**.

Mexico reports increasing supplies of Organic Zucchini, and prices are dropping.

Meanwhile Mexican **Organic Yellow Squash** is available at lower prices than last week with possible scarring.



## OG FALL FRUIT

**Organic Pomegranates** continue with excellent color and steady supplies.

**Organic Fuyu and Hachiya Persimmons** have arrived and are to stay in supply through the holidays.

**Organic Cranberries** remain in peak season and quality from Quebec is nice for Thanksgiving promotions.



## OG ROMAINE HEARTS

**ALERT!** There will be tighter supplies of **Organic Romaine Hearts** from California. Expect prices to rise on this good quality Romaine through the end of November. Yuma will begin to harvest mid-November with rising prices.



## OG CITRUS

The first California **Organic Satsuma Mandarins** have arrived in limited supply. Flavor has been nice on these easy peelers!

Supplies of **Organic Navels** out of California are expected to improve along with pricing through November.

**Organic Grapefruit** will continue to improve in supply out of District 3 in Southern California, we will see markets ease through the end of November.



## OG BRUSSEL SPROUTS

Good supplies of **Organic Brussel Sprouts** will be coming from California, Wisconsin, and New York. High Quality **Organic Bagged Brussel Sprouts** are now available out of Wisconsin.



## OG TOMATOES

Good supply of **Organic Grape Tomatoes** out of Florida and Mexico at this time.

Florida has begun harvesting **Organic Cherry tomatoes**. Canada also has adequate supplies while Mexico is very limited.

**Organic Rainbow Cherry Tomatoes** are in limited supply out of Florida.

Mexico reports adequate supplies of 2 layer **Organic Tomatoes**, as well on on **Organic Hot House Tomatoes**.



## OG PINEAPPLE

Quality has been excellent, and supplies are good on **Organic Dole Pineapples**.

**Organic Non-Dole Label Fruit** might be tight through mid-November.



## OG HARD SQUASH

There will be limited supplies of **Organic Pie Pumpkins, Sweet Dumpling Squash, and Red Kuri Squash**.

Eastern supplies have been exhausted on **Organic Spaghetti and Green Acorn Squash**. Those items will come out of Wisconsin or California at higher prices due to extra freight.

**Organic Butternut, and Delicate Squash** will continue with good quality out of New York, Ohio, and Maine.



## OG GRAPES

Supplies of **Organic Green, Red and Black Grapes** out of California are starting to decrease while pricing is on the rise. The quality remains excellent and it looks like there will be enough to keep displays full through thanksgiving.

**Organic Thomcord Grapes** are done for the season.



## OG MELONS

**Organic Cantaloupe and Organic Honeydew** out of Mexico are in extremely sporadic and limiting supply from Mexico during the beginning of the season.



## OG KIWI FRUIT

**Organic Zespri** one layer and 20 lb. bags will begin to wind down and finish at the end of this month.

**Organic Zespri Green Kiwi** will continue to stay in good supply before transitioning to **Organic Italian Kiwi** in a few weeks without interruption.



## OG CELERY

**Organic Celery** pricing has eased somewhat. Oxnard, California has begun shipping, with another vendor beginning mid-November.

Expect good supplies of **Organic Celery** for Thanksgiving. The best quality is now out of Oxnard.

There will be good supplies of **Organic Celery Hearts**.



## OG SALADS

**ALERT!** **Organic Salads** have seen some supply issues across the board as grower's transition from Salinas, CA down to Huron, CA and Yuma, AZ over the next few weeks.

Some lines have seen heavy out of stocks or prorates during early November.



## OG KALE

Lady Moon Farms has started with **Organic Green, Lacinato and Red Kales** harvesting in their Punta Gorda, Florida fields. Quality is off to a great start!

California will continue to have good supply of Organic Kales, particularly out of Oxnard where the cooler nights lead to a darker green color.

## OTHER STORIES:

**Organic Dragon Fruit, Kiwano, Passion Fruit, and Starfruit** will be available again next week!

**Organic Formosa Papayas** are back in stock and should remain fairly steady. Fruit will be on the smaller side through November.

**Organic Red Cabbage** is still limited out of California, while Wisconsin has growing supplies. California is reporting better supplies of **Organic Napa Cabbage**.

There are abundant supplies of **Organic Cucumbers** out of Mexico and Florida.

There will be better supplies of **Organic Hot House Cucumbers** this week out of Mexico. This is a good time to promote as well.

Expect to see limited supplies of **Organic Turmeric** in the next few weeks. **Organic Fiji Turmeric** is in stock now. **Organic Hawaiian Turmeric** is in limited supply. **Organic Jamaican Turmeric** will return this weekend.

**Organic Tommy Atkins** are finally in stock from Ecuador. Pricing will remain elevated as the season gets in full swing.

Now is the time to lock in all of your Thanksgiving Ads for **Organic Potatoes, Onions, and Sweet Potatoes!** Big displays equal big sales! Aggressive ad prices are in effect! Quality is excellent!

**Organic Kiku Apples** are back in season. This super sweet variety was developed in Japan with Fuji Apple parentage.

**Organic Artichokes** will be available for Thanksgiving out of California.

**Organic Rutabagas, Organic Turnips, Organic Parsnips, and Organic White Sunchokes** will be available for November promotion.

**Organic Soup Mix and Rainbow Carrots** are available from Wisconsin in limited supply. California Organic Rainbow Carrots are promotable.

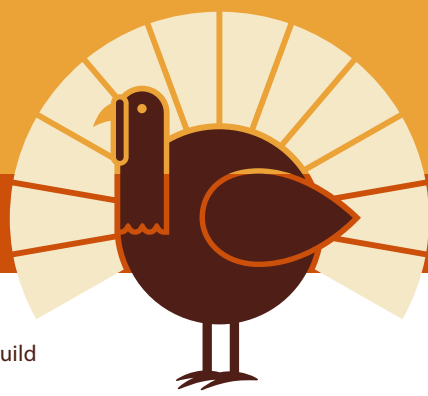


# 2018 THANKSGIVING PRODUCE CHECKLIST & MERCHANDISING TIPS

Thanksgiving is Thursday, November 22<sup>nd</sup>, 2018. **PLAN NOW** while there's still the luxury of time!

As a retailer, you want to help your shoppers create that special meal event for Thanksgiving - this is a big deal for them as family and friends are coming. To do that, you need to anticipate what ingredients they'll be using, when they'll need them, and how much they'll need. Do this well and you'll create big sales and build goodwill with your shoppers that can help them make you their choice for all of their holiday shopping needs.

As a buyer or manager, Thanksgiving is all about maximizing sales and profits by building massive, fresh and seasonal, and holiday related displays. Some of these displays can stay up through Christmas. Let's get to planning! Be creative in order to encourage impulse sales and maximize profits. Based on our experience, your customers will put a lot of effort into making sure that their Thanksgiving holiday dinner is perfect. Even consumers that "shop around" most of the year prefer to buy all of their ingredients from one store for major cooking holidays.



## 10 TIPS & REMINDERS TO HELP YOU ACE THIS UPCOMING THANKSGIVING SALES PERIOD!

**1 Nut and Baking Displays** should be built no later than November 10th! In fact, many chain stores have their set and ready to go the week of Halloween. Nuts are not just for baking, they're good sellers as healthy, high energy snacking.

What to Include: In-shell and Shelled Mixed Nuts and Walnuts, Raisins, Dried Cranberries, Baking Dates, Medjool Dates, Fresh Chestnuts and Roasted/Peeled Chestnuts, and Dried Figs. Pistachios and Almond displays for snacking can be included.

Refill: Initial California shelled and in-shell nut orders have already shipped. Re-order early so you can stay ahead as product sells down. Few things are worse than having a department full of customers, yet empty bins right before the holiday. Nuts and baking products will sell well through New Year's.



**2 Convenience and Recipe-Ready Products** save time for stressed-out hosts and sell well the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, peeled and cut, or in a microwavable package.

- Trimmed & Washed Microwaveable Green Beans
- Ocean Mist's Season & Steam Microwaveable Brussels Sprouts
- Peeled and Cubed Butternut Squash
- Taylor Farms Organic Bagged Cut Vegetables & Veg Trays
- Green Giant Bagged Bagged Cut Vegetables & Veg Trays
- Fresh Cut Vegetables and Fruits & Trays - available by preorder to help you stay in stock
- Stuffing Mix (Diced Onion & Celery with Herbs) - huge mover and available by preorder



**3 Build a Big Sweet Potato Display** to capture Big Sales! Promote the full variety of Sweet Potatoes (Yams) with some aggressive pricing too!

- TIP #1: In areas where "sweet potato pie" is popular, jumbo sweet potatoes are ideal.
- TIP #2: Post a full case price.
- TIP #3: Add 3lb Bagged Sweet Potatoes for November.
- TIP #4: Purple is hot! Add Stokes Purple Sweet Potatoes for consumers that want a conversation-sparking side dish.



**4 Potatoes & Onions – the staples matter.** This is the time of year to build large displays of bagged and loose Potatoes & Onions, Shallots, and Garlic.

- The best varieties for MASHING include: Yellow/Yukon Gold, White potatoes, Red Skin (for skin-on recipes) and Idaho russets (for fluffy texture).
- Fingerling Potato varieties and Baby Potatoes are ideal for ROASTING and don't need to be peeled.

**5 Classic Thanksgiving ingredients** for holiday side dishes drive sales. Be ready with:

Traditional Veg - Green Beans are a favorite! Broccoli, Asparagus, Brussels Sprouts, and Cauliflower are in peak demand.

Did you know? Thanksgiving week sales are often higher than at any other week of the year for:

White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.



**6 Be ready with Fresh Herbs!** Pre-book your FRESH HERBS. Don't wait and be disappointed the day before Thanksgiving when you can get more in. Poultry Mix, Thyme, Rosemary, Sage, and Chives will be the top 5 fastest moving herb packs for Thanksgiving.



**PRO TIP:** Plan your ordering with this sales at retail curve in mind.

To be in stock for the Sunday, Monday, Tuesday rushes, you need to have product ordered and delivered 24-48 hours ahead of these peak days.



**7 Pay attention to Stuffing and Filling ingredients.** Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- Celery or Celery Hearts and Yellow Onions or Sweet Onions are on almost everyone's shopping list. Be ready and fresh!
- Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples, and Cranberries are key stuffing ingredients in many recipes.

**8 Greens Sell!** Collards, Kale, Mustard, Turnip Greens are extremely important for many ethnic and vegetarian holiday dinners.

- TIP #1: Get pre-books in for Washed & Chopped Collards and Kale bags.
- TIP #2: Get pre-books in for bunched Collards and Kale at stores where that is a in-demand traditional side dish.
- TIP #3: Post a case price for Collards where appropriate.





9 "Whoops, I forgot these sell so well for Thanksgiving!" Some items just move surprisingly well around Thanksgiving. Be ready on:

- Artichokes and Fennel (Anise), Cabbage, Parsnips, Rutabagas, Cole Slaw mixes, Bananas with a good yellow color are a "MUST" on display, Fresh Apple Ciders, Pomegranates and Pomegranate Arils, Persimmons and Grapes, Jarred fruits and citrus salad, Clementine and Satsuma Mandarins, and Pineapples.

\*\*Tofurkey Plant-Based Roast & Gravy are very popular with your vegetarian customers.

\*\* Beginning Black Friday, Lettuce and Tomato displays for leftovers are perfect for the weekend after Thanksgiving.



10 Labor Scheduling and Order Planning can MAKE or BREAK your Thanksgiving Sales.

ORDERING TIP #1: Being a last minute orderer will burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you can't sell what you don't have in your store. Deliveries will be available on Wednesday 11/21, but that should be for last minute fill in and highly perishable only.

ORDERING TIP #2: Bring hard items in for THURS 11/15 - SAT 11/17; and fresh items in by SAT 11/17 - MON 11/19 BEFORE Thanksgiving so you and your staff are on the sales floor Wednesday 11/21, not in the back room waiting on and unloading a truck.

LABOR TIP #1: Your produce department should be set and ready to shop by 9:00 AM Monday through Wednesday for your customers' convenience. Don't get behind the '8' ball or you'll disappoint your customers. Stay ahead and your holiday business will go smoothly. Expect a 5% sales bump the week before Thanksgiving and a 15-20% bump the week of Thanksgiving, but packed into 6 days. Sales will then likely drop 15-25% for the week after Thanksgiving.

LABOR TIP #2: Schedule evening help on Sunday through Wednesday. Have your evening associates fill all hard goods like potatoes, onions and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings – apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.

**Be Organized! Be Fresh & Full! And Be Successful! Have a great holiday! And THANK YOU for being our customer!**

- Bruce Meidinger, Retail Services Manager, and the whole Four Seasons Produce Team

\*Want more advice or tips individualized for your store situation? Contact your Four Seasons Produce Merchandiser or Sales Rep!

## 2018 Q4 HOLIDAY SCHEDULE

### THANKSGIVING

MON 11/19 & TUES 11/20 – Normal Office and Delivery Schedule

WED 11/21 – Extra Deliveries Available in Most Regions' Orders for FRI 11/23 Due at Normal Cutoff Times

THURS 11/22 – Happy Thanksgiving! Office Closed. No Deliveries.

FRI 11/23 & SAT 11/24 – Normal Office and Delivery Schedule

### CHRISTMAS & NEW YEARS

MON 12/24 – Orders for WED 12/26 due before 1 PM

TUES 12/25 – Merry Christmas! Office closed. No deliveries.

WED 12/26 – Normal office schedule. Extra deliveries in most regions.

MON 12/31 – Orders for WED 1/2 due before 1 PM

TUES 1/1 – Happy New Year! Office Closed. No Deliveries.

WED 1/2 – Normal office schedule. Extra deliveries in most regions.

\*For clarification or special requests on this schedule, please contact your sales rep. or merchandiser.

Have a safe and enjoyable holiday season!

# HOW TO CUT A POMEGRANATE

## - AQUA METHOD -

YOU GOT THIS!



### WHAT YOU'LL NEED

- Pomegranates
- Colander
- Bowl of water
- Knife



### STEP 1

Slice the crown off the top.



### STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



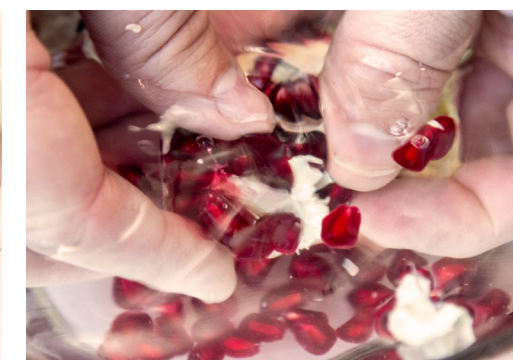
### STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



### STEP 4

Pull the arils from membranes under water.



### STEP 5

By pulling the arils under water, it will prevent juice splatter.



### STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



### STEP 7

Strain the arils.



### STEP 8

Enjoy!



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For info on what's in season each week: producegeek.com





# CONVENTIONAL OUTLOOK NOVEMBER 9 - NOVEMBER 16, 2018

WWW.FSPRODUCE.COM 25 LB

## PROMOTABLE BRUSSELS SPROUTS FOR THANKSGIVING



Production on **Brussel Sprouts** continues to outpace demand. This is keeping prices affordable. Quality remains outstanding from most shippers out of the Salinas, CA area.

This looks like a great item to promote for Thanksgiving!

**25lb Bulk, 24/1lb Net Bags, 9ct On the Stalk, and Value Added Packs** will give your shoppers lots of options.

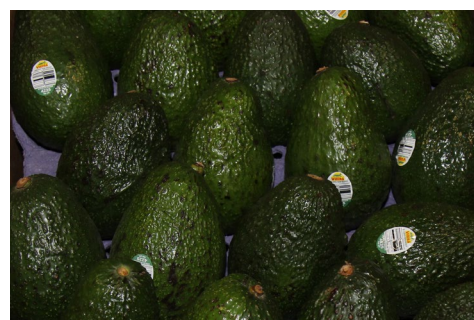


### CV CALIFORNIA CITRUS

New Crop 56 ct and larger **California Navel Oranges** are still limited. It will be December before we see any real volume on the large sizes. 72/88sz and 4lb bags are in decent volume.

**Satsuma Mandarins** have been going for about two weeks, but we will see improved color and taste starting mid-November.

**Stem and Leaf Satsuma Mandarins** are set to arrive to the east coast by Thanksgiving for peak promotion in late November and through mid-December.



### CV AVOCADOS

**ALERT!** A few growers who were upset with the lower pricing trends on Hass Avocados have been blocking workers from harvesting and blocking logistics from exporting fruit since late October.

Avocado industry officials, Growers, Packers and the MX Government have a meeting in Mexico City tomorrow with the hopes of finding a resolution. No one knows when growers will start harvesting again.

Importers are currently out of fruit. Prices will be higher on anything left in the wholesale pipeline. Out of stocks appear likely for mid to late November.



### CV CLEMENTINE MANDARINS

New crop California Halos Mandarins are expected to arrive to the east coast around 11/18 or 11/19.

The next sea vessel arrivals of Gift Box Clementines from Spain have been delayed so these will not be abundant until later November.

There are still small size Murcott Mandarins in 3lb bags available from South America to keep your shelves full.



### CV BROCCOLI

California **Broccoli Crowns** show some signs of easing down in pricing ahead of big Thanksgiving pulls. Pricing will then stay relatively steady as demand increases.

A few shippers have started in Georgia on Broccoli Crowns. So far quality is nice and with lower freight rates to the northeast and coming from the west coast this could be a good option for the holiday.



### CV SQUASH

Several cool nights earlier this week have slowed **Squash** growth in Mexico. Expect tightening supplies and stronger pricing next week. Georgia is wrapping up and Florida will begin shipping shortly. Quality is good in both growing areas, but significantly better out of Mexico.



### CV GRAPE TOMATOES

**Grape Tomatoes** from Florida are on the rise. Quality has been excellent on premium USA tomatoes.

Florida has also started on Roma's and Round tomatoes as well. Sizing and quality look to be excellent. Prices may rise a bit as we approach the Thanksgiving holiday.



### CV BLACKBERRIES

**Blackberries** will remain in steady supply this upcoming week out of Mexico. Growers are stating that supplies should remain unchanged through Thanksgiving, and promotional pricing will continue.



### CV STRAWBERRIES

**Strawberries** are being shipped from California and Mexico and supplies are much higher than expected for this time of year.

Look for promotional opportunities on the older field California fruit. New crop Mexican fruit is demanding more of a premium now. Prices are anticipated to jump up sharply towards December.



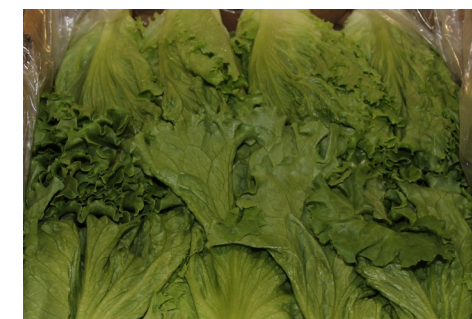
### CV SNAP PEAS

**Snap Peas** are on the rise this week. Availability has been tight causing a rise in prices.



### CV BLUEBERRIES

**Blueberries** are in excellent supply once again this week out of Peru and Argentina, and now is the time to promote. Much of the fruit is all packed in 6 oz. clamshells, but that will be changing in the next couple weeks. Containers are now on the water from Chile with full pints. These should begin arriving to the states around Thanksgiving.



### CV LETTUCE

**ALERT!** California **Lettuce** availability is lower as growers begin the transition to Yuma (most shippers will be in Yuma by mid-November). **Cello Iceberg Lettuce** has transitioned to Huron and will be extremely tight for the next few weeks. Huron boxes are on the lighter side but quality is good.

**ALERT!** **Romaine Hearts** are also very expensive and in small volume as growers change regions.



### CV GREEN BEANS

**ALERT!** **Green Beans** continue to be extremely limited. Northern Florida has started this week in a small way. Shippers report decent quality, but yields will be lower compared to previous years.

The Mexican deal officially starts December 1st, but there may be a few beans in Nogales over the next few weeks. Prices will remain stubbornly high through November.





### CV ASPARAGUS

**Asparagus** remains promotable for the week of 11/12. Prices are a bit higher with the Thanksgiving Holiday coming up, but quality has been excellent and there is good supply coming from Mexico and Peru.



### CV RASPBERRIES

**Raspberries** are in excellent supply from multiple shippers right now. Much of the fruit has been from Mexico, and that will continue moving forward. Quality has been okay.



### CV WATERMELONS

**Watermelon** out of Mexico continues to cut excellent. Sugar and color are perfect, order by the carton to fill your cut fruit sections for extra gross profit. Prices are holding steady.



### CV FLORIDA CITRUS

**Fal Glo Tangerines** continue in season but will be replaced by the next variety (Sunburst) later in November.

Hamlin variety **Juice Oranges** are in season. The crop is peaking on 125sz/100sz, then 138sz respectively.

Florida growers are now starting to get into larger sized **Navel Oranges**. Florida Navels can taste quite nice but tend to have lighter skin color.



### CV HARD SQUASH

Excellent quality and availability continues for **Acorn, Butternut, and Spaghetti Squash**. Canadian squash has been particularly good this year.



### CV GREENHOUSE TOMATOES

**Greenhouse Tomato** prices are on the rise! Hot-houses in Mexico are behind schedule so expect prices to rise with availability becoming limited.

**Tomatoes on the Vine** are finishing up out of Canada and new crop is not yet ready.

**Beefsteak Tomatoes** are also starting to climb in price as well. Not as much as Tomatoes on the Vine but they will remain higher through mid-November.



### CV APPLES

New this week are PA Grown **Kiku Apples!**

Also in season are **Pinata, Jazz, Snapdragon, and Pink Lady**.

Shippers in Washington are making deals on US extra fancy **Honeycrisp Apples** in large sizing (36-56ct). USXF have less color and a few more skin defects than the higher grades.



### CV CAULIFLOWER

9ct and 12ct Cello Cauliflower is in steady supply for Thanksgiving promotion. Quality arrivals have been fairly nice.

Purple, Orange, and Green Cauliflower is available in limited supply.

Local PA Cauliflower is basically done for the season due to quality issue caused by all of the rain.



### CV CELERY

Celery is peaking on larger sizing out of Salinas, CA for the Thanksgiving holiday. This means that 30ct and 24ct will be in good supply, while small sizes like Celery Hearts will be in more limited availability.

Quality on celery has been very nice.

# PEAR UP WITH FOUR SEASONS PRODUCE PEAR DISPLAY CONTEST!

NOVEMBER 5th - DECEMBER 3rd, 2018



Four Seasons Produce has "peared" up with the Northwest Pear Bureau to bring you a display contest for the month of November! What a pear-fect time of year to promote and drive sales in the pear category, show off your creativity AND have a chance to win some amazing prizes all at the same time!



#### Contest Criteria and Prizes:

- Build a super attractive pear display using organic, conventional (or both) northwest pears!
  - All displays must carry a minimum of 3 varieties.
  - Have your pear displays up for at least a week.
- Utilize NWPB Point of Sale material on your displays. POS Material will be available through Four Seasons Produce Sales Reps or your Merchandiser.

· Use of social media is strongly encouraged.

(Share a photo of your pear display and tag @USA PEARS on Instagram, Twitter or Facebook)

- 1<sup>st</sup> - \$750 VISA Gift Card and 2 Four Seasons Jackets
- 2<sup>nd</sup> - \$500 VISA Gift Card and 2 Four Seasons Jackets
- 3<sup>rd</sup> - \$350 VISA Gift Card and 2 Four Seasons Jackets
- 4<sup>th</sup> - \$250 VISA Gift Card and 2 Four Seasons Jackets
- 5<sup>th</sup> - \$150 VISA Gift Card and 2 Four Seasons Jackets



ALL ENTRIES WILL RECEIVE A USA PEAR HAT JUST FOR ENTERING!

ENTRIES MUST BE SUBMITTED TO:

Stephanie Fleetman (stephf@fsproduce.com) by December 7th, 2018