

Q1 Edition

THE **FOUR SEASONAL**

JANUARY/FEBRUARY/MARCH 2023

**MERCHANDISING TIPS & IDEAS
FOR INDEPENDENT RETAILERS**



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JANUARY 2023

FEATURE ITEMS

- Navel Oranges
- Salads
- Juicing & Cooking Greens
- Hass Avocados
- Blueberries
- Sweet Potatoes
- Potatoes
- Apples
- Pears

BEST OF SEASON

- Heirloom Navel Oranges
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Grapefruit
- Meyer Lemons
- Pummelos
- SUMO Citrus (begin)

PREMIUM APPLES

- SugarBee
- Rockit
- Cosmic Crisp
- Jazz
- Envy
- Opal
- Ruby Frost
- Piñata

FOR MORE INFO:



DECEMBER 2022						
S	M	T	W	T	F	S
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11	12	13	14	15	16	17
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JANUARY 2023



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FEBRUARY 2023						
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12	13	14	15	16	17	18
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26	27	28				

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1	DIET SEASON / NEW YEAR'S RESOLUTIONS						
	1 New Year's Day	2	3	4	5	6	7
WEEK 2	DIET SEASON / NEW YEAR'S RESOLUTIONS / FOOTBALL PLAYOFFS						
	8	9	10	11	12	13	14 NFL Wild Card Playoffs
WEEK 3	DIET SEASON / NEW YEAR'S RESOLUTIONS / FOOTBALL PLAYOFFS						
	15 NFL Wild Card Playoffs	16 Martin Luther King Jr. Day NFL Wild Card Playoffs	17	18	19	20	21 NFL Playoffs
WEEK 4	DIET SEASON / CITRUS SEASON / FOOTBALL PLAYOFFS						
	22 Chinese New Year NFL Playoffs	23	24	25	26	27	28
WEEK 5	CITRUS SEASON / POTATO LOVER'S MONTH						
	29 NFL Playoffs	30	31	1	2	3	4



Are you ready for **Diet Season?**

What is Diet Season?

The first few full calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season."

New Year's Resolutions focused on weight-loss and health shift eating behaviors, even if only for 2-3 weeks. As shoppers refill their kitchens with "fresh food" or return home from traveling, there are huge selling opportunities for fruits and vegetables.

Most retailers can expect a nice bump in both foot traffic and produce department sales as consumers are trying work off their holiday pounds and lead off their healthy eating resolutions?

What sells during Diet Season?

Be ready for increased demand on Salad Ingredients and Snacking Fruit. These commodities are among the hot-sellers for much of January:

- Salads & Salad Kits
- Berries & Apples
- Oranges & Mandarins
- Lettuces & Greens
- Peppers & Tomatoes
- Avocados & Bananas
- Broccoli & Cauliflower
- Carrots & Celery

Imagine if half of your customers bought an extra packaged salad and an extra pack of blueberries vs. normal weeks – how much more



would you need to be ready for, particularly from January 3 through January 11?

Diet Season also influences what consumers drink! Be prepared to sell more Functional Beverages and Fresh Beverages from your produce coolers:

- Fresh Orange Juice & Citrus Juices
- Kombuchas
- Protein & Keto Drinks
- Smoothies
- Cold Pressed Juices
- Wellness Shots

Another great way to prepare your produce department for Diet Season is to plan for additional sales on products that are ideal for home appliances that assist in healthy eating like Air Fryers, Juicers, and Blenders.

Many consumers may get a new Juicer for Christmas or pull their Vitamix blender out of the cabinet. Here are some ideas:

- 1) **Order and merchandise** for ingredients commonly used for in-home juicing and blending.
- 2) **Create little tags** reading “great for juicing” and placing by the price point sign on your display. Simple yet very effective!
- 3) Make specific sections in your department containing juicing items **recipe suggestions** at the point of sale, or **make “juicing recipe bags”** containing the ingredients for your favorite recipe in grab and go format.



- 4) **Generate excitement in January and offer a juicer as a giveaway and add some increased interest and exposure to the process.** The tremendous growth in the juicing and smoothie craze will only continue. Be sure to be part of the fun!

Check out our Juicing v. Blending Infographic for best-seller produce ingredients!



JUICING VS. BLENDING

WHAT'S THE DIFFERENCE?

JUICE



- 1 WATER & NUTRIENTS EXTRACTED FROM FRUITS / VEGGIES
- 2 JUICERS SEPARATE JUICE FROM PULP (INSOLUBLE FIBER)
- 3 GREEN JUICES DELIVER PHYTONUTRIENTS DIRECTLY TO THE BODY IN LIQUID FORM

FORMULA FOR A GREEN JUICE

[MAKES ABOUT 16-24 OZ]

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
[3 CUPS]

THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
[2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER,
OR 4 CELERY STALKS OR 1 CELERY HEART]

THE CITRUS CLARITY

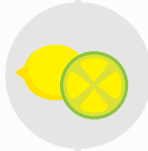
LIME OR LEMON
[1 - MOSTLY PEELED]

THE SWEET

APPLE OR PEAR
[2-3 WHOLE APPLES OR PEARS]

THE ZING

GINGER OR TURMERIC (OPTIONAL)
[THUMB SIZED PIECE]



SMOOTHIE



- 1 ENTIRE FRUITS / VEGGIES ARE BLENDED IN A SMOOTHIE - KEEPING NUTRIENTS INTACT
- 2 BECAUSE PULP (INSOLUBLE FIBER) IS LEFT IN, THE SMOOTHIE BECOMES THICKER
- 3 SMOOTHIES ALLOW FOR EXTRA NUTRIENTS, LIKE PROTEIN - (GREEK YOGURT, POWDERS, ETC.)

FORMULA FOR A GREEN SMOOTHIE

[MAKES ABOUT 24-28 OZ]

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
[1 CUP]

THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
[1 CUP]

THE FRUIT

BLUEBERRIES, BLACKBERRIES, STRAWBERRIES, RASPBERRIES,
APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
[2 CUPS FRESH OR FROZEN]

THE PROTEIN

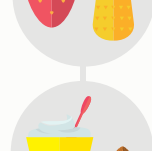
GREEK YOGURT, YOGURT, CHIA SEEDS, RAW ALMONDS, FLAX SEEDS
[1/2 CUP]

THE SMOOTH

BANANA
[1 FROZEN RIPE BANANA OR 1 WHOLE PEELED]

THE CHILL

ICE
[2 CUPS]



JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



orchidislandjuice.com



bolthouse.com



nakedjuice.com



unclematts.com



lovebeets.com



pomwonderful.com

JUICES & FUNCTIONAL BEVERAGES STOCKED AT FOUR SEASONS PRODUCE!



sogoodsoyou.com



sofrescoua.com



remedyorganics.com



gtslivingfoods.com



babasbrew.com



aquavitea.com



kevita.com



Avocado Merchandising Displays & Tips

Avocados are now considered one of the produce departments top selling items.



IDEAS AND TIPS ON SELLING MORE AVOCADOS:

- **Highlighting avocados front and center** in your department with a mass display is sure to get anyone's attention.
- **Create a nice impact display** walking into the front door.
- **Keep your display neat & clean, with plenty of ripe fruit** - Keep all the stickers are facing down. This keeps eyes only on product and not distracted by PLU stickers.
- **End Cap Display** - A well placed display with waterfall offers more selling space and mass appeal.
- **Bin Display** - Don't have an extra endcap or larger display space on your counters? No worries! Use a bin dummied up with empty boxes and place it in your aisle!
- **Cross-merchandise** ingredients used in guacamole and salads with your avocado display.

January, February, and March are prime months for Avocados from Mexico, both from the supply side and the consumer demand side.

With the fruit being so versatile, gone are the days when the fruit is just used for guacamole. Consumers, who are learning the health benefits of this fruit, are using avocados in salads, sandwiches, as toppings on burgers and just eating them by themselves.

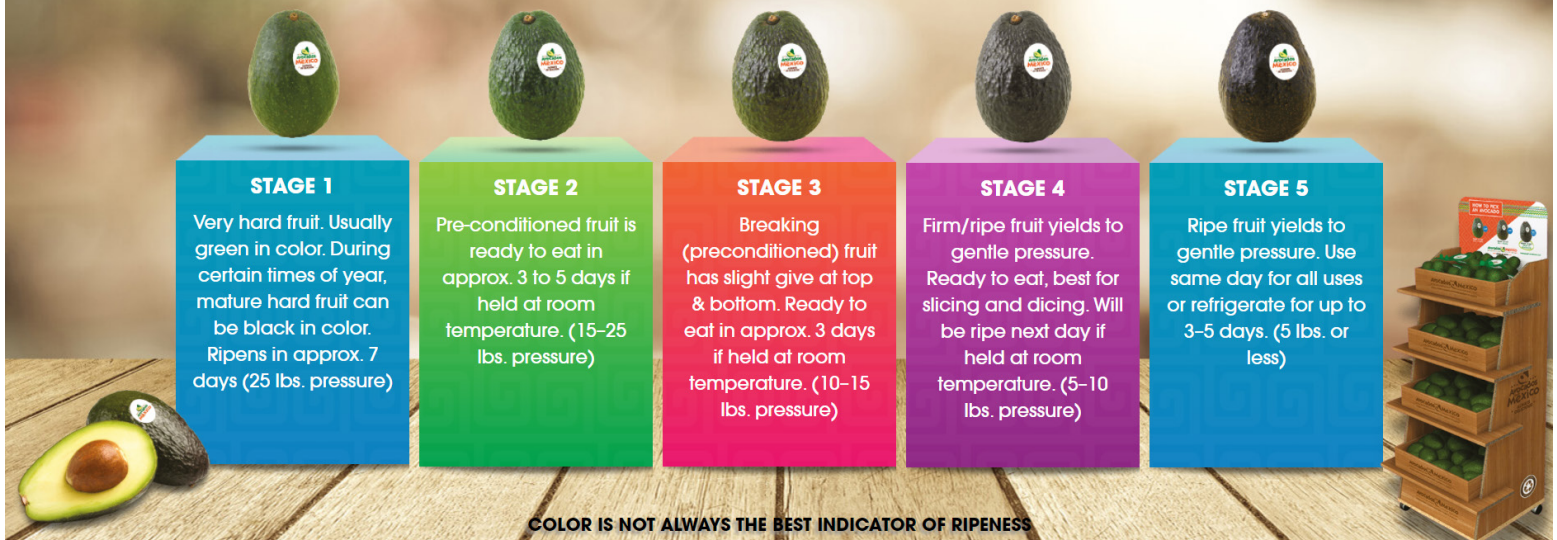
So, once they are in your store and departments, how do you keep them maximize the sales potential they offer?

Avocados have such huge sales potential, that they should be offered some additional space in your produce department. No more dinky one basket displays that are seemingly lost in your tropical sections!



SELECTION, RECEIVING AND HANDLING TIPS

STAGES OF RIPENESS



POS MATERIALS:

Use product info signs in your displays to help educate customers. Talk with your Four Seasons Produce merchandiser to get some point of sale material!

More **TIPS FOR RETAILERS** can be found at:

avocadosfrommexico.com/shopper/avo-101/for-retailers

PRE-CONDITIONING IN-STORE:

While it is best to offer both ripe and unripe fruit on your avocado displays, there are times when your fruit may come in hard and unripe, or you sell fruit faster than expected.

Four Seasons Produce offers professionally "Pre-Conditioned" Avocados where the ripening of the fruit has been triggered in a ripening-room and sold at a pressure of 15-25lb.

To pre-condition Hass Avocados yourself in the store, follow these quick steps:

- 1) Pick how many boxes of Avocados you want to ripen.
- 2) Take a banana, onion, tomato, or anything that naturally gives off ethylene, and place it in the box with the fruit.
- 3) Cover with any plastic bag—something that will trap the ethylene in and place the box back in storage.
- 4) Depending on how fast you need or want fruit to ripen, you may also cut a few holes in the plastic to allow some of the gas to escape. Simple as that!
- 5) Note — be sure to monitor your pre-conditioning fruit to insure fruit is at the ripeness you want and doesn't get overripe by keeping them covered.



Large Assortment Stocked at Four Seasons Produce!

World-Class Juice For Retail/Foodservice

Meticulously crafted to create an unrivaled drinking experience. Whether it's concocting fresh libations, bountiful indulgences or cheffing world-class cuisine, our juices are a preferred choice by leading industry professionals across the nation.



Authentic Nutrition For Your Grab N' Go Lifestyle

Sip on award-winning juices and enjoy an unrivaled tasting experience with the perfect on-the-go bottle size for your next adventure.



01 Honestly Sourced

As fourth-generation citrus farmers, you can say our passion for agriculture & love for Florida citrus runs deep.

We seek only the highest-quality ingredients beginning with our closest neighbors - Florida growers. Sourcing from local & regional farmers ensures we support the livelihoods of our surrounding community first. For ingredients that we cannot find in our region, we look toward fellow American growers whenever possible.

All that to say, we put great thought into how we source our ingredients. From handpicking the best ingredients to making conscious efforts to support local growers, we make every effort to bring forth great juices, honestly.



02 Squeezed Fresh

Authentic freshness is made by juicing hand-selected fruits & vegetables in small batches each week.

At Natalie's, our juices are gourmet pasteurized at the minimum temperature, for the minimum amount of time, to ensure we deliver fresh, nutritious juice. We never shy away from the meticulous practice (& significant investment) of juicing fresh & often, which means that quality is never compromised.



03 Clean Label

The purity of wholesome ingredients & their inherent health benefits drives us to create clean, authentic juices without additives, preservatives, or GMOs.

One look at the label should tell you everything you need to know. With minimal ingredients in each bottle, we offer authentically fresh juice with ingredients you know & trust. With all that freshness, our bottles do come with an expiration date, because nature's freshness is meant for "of the moment" enjoyment. Clean practices. Clean label juice.



04 Environmentally Thoughtful

Supporting a clean label operation goes beyond what's in the bottle.

Natalie's has the smallest carbon footprint in the juice industry & works with intention to maintain its commitment to the environment. Our citrus waste heads to cattle farms where it is repurposed feed. We are also committed to supporting American jobs which is why all of our packaging is made in America & 100% recyclable.



Northwest Pears

USAPears.org

BARTLETT (BART-let)

Signature sweet pear flavor with abundant juice when fully ripe

IN SEASON – August through February



STARKRIMSON (star-KRIM-son)

Aromatic, juicy and sweet with a floral essence

IN SEASON – August through November



ANJOU (ON-ju)

Refreshingly sweet and juicy with a hint of citrus

IN SEASON – October through July



RED BARTLETT (BART-let)

Juicy and sweet with a heady floral essence when fully ripe

IN SEASON – August through December

RED ANJOU (ON-ju)

Juicy with a fresh, sweet and slightly tangy flavor

IN SEASON – October through June



BOSC (BAHsk)

Crisp, woody and honey-sweet

IN SEASON – September through April



COMICE (ko-MEESE)

Succulent, buttery and exceptionally sweet when ripe

IN SEASON – September through February

SECKEL (SEK-el)

Bite-sized, crunchy and ultra-sweet

IN SEASON – September through February



FORELLE (for-EL)

Crisp, tangy and refreshingly sweet

IN SEASON – September through January



CONCORDE (KON-kord)

Crunchy and sweet with a distinct vanilla flavor

IN SEASON – September through December



Scan this code with your mobile device to visit USAPears.org for recipes, nutrition facts and more.

Ripening

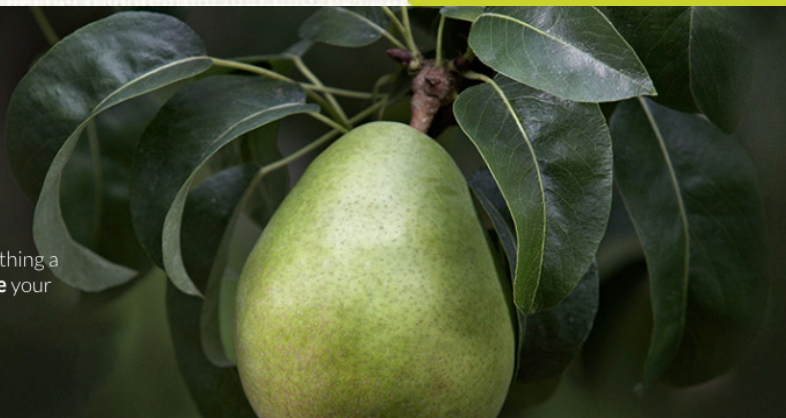
Store unripe pears in a fruit bowl and let stand at room temperature. Check the Neck™ daily, applying gentle thumb pressure to the neck, or stem end. If it yields slightly, it's ripe, sweet and juicy. Enjoy ripe pears immediately, or refrigerate to slow further ripening.



Pear Marketing and Merchandising Training Program

Welcome! The growers of USA Pears are pleased to provide everything a produce pro needs to know about USA Pears – so you can **increase** your **pear knowledge** and also your **pear sales**!

Get Started





FEBRUARY 2023

FEATURE ITEMS

- California Mandarins
- SUMO Citrus
- Blueberries
- Idaho Potato
- Navel Oranges
- Hass Avocados
- Strawberries
- Grapes
- Asparagus

BEST OF SEASON

- SUMO Citrus
- Heirloom & Jumbo Navel Oranges
- Grapefruit
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Brussels Sprouts
- Asparagus
- Broccoli Rabe
- Artichokes

PREMIUM APPLES

- Cosmic Crisp
- SugarBee
- Jazz
- Envoy
- Opal
- Ruby Frost

FOR MORE INFO:



JANUARY 2023						
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FEBRUARY 2023



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MARCH 2023						
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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

CITRUS SEASON / POTATO LOVER'S MONTH / SOUPS & HEALTHY COMFORT FOOD

WEEK 5

29

30

31

1

2

Groundhog Day

3

4

VALENTINE'S DAY / "BIG GAME" SUNDAY / POTATO LOVER'S MONTH

WEEK 6

5

6

7

8

9

10

11

VALENTINE'S DAY / CITRUS SEASON / POTATO LOVER'S MONTH

WEEK 7

12

The "Big Game"

13

14

Valentine's Day

15

16

17

18

CITRUS SEASON / POTATO LOVER'S MONTH / SOUPS & HEALTHY COMFORT FOOD

WEEK 8

19

20

Presidents' Day

21

Mardi Gras / Fat Tuesday
/ Fastnacht Day

22

Ash Wednesday
(start of Lent)

23

24

25

CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / LENT

WEEK 9

26

27

28

1

2

3

4

Set New Records with Floral in February!

February is the **PERFECT** time to capture **BIG** time floral sales, create new sales opportunities and draw new customers into your store by offering fresh cut flowers!

Valentine's Day is the biggest floral holiday of the year and the Four Seasons Produce is ready to help you nail it!

ORDERING TIPS:

- The bulk of your bouquets and arrangements should arrive by Tuesday, February 7th. With Valentine's Day falling on Tuesday, many will celebrate through the weekend.
- Plan to have your displays built by no later than Thursday, February 9th with fresh orders coming in on Friday, February 10th.
- Have options and multiple price points to appeal to shoppers with varying budgets. And don't be scared of having some high-end bouquets and extra fancy rose configurations featured too for this last minute gifting event.



DISPLAY TIPS:

- Plan in advance to have space for a display at or near the front of the store entrance to capture as much foot traffic as possible.
- Have tie ins such as berries, baked goods, candy, balloons, cards, wine and other complimentary gift ideas incorporated into or near your floral displays.
- Make sure displays can be easily shopped with plenty of space for carts and buckets and arrangements are able to be reached without being knocked over.
- Organize displays by color and variety for a clean look.



PRO TIPS:

- Upgrade some of the arrangements you've bought by adding picks, ribbon, and balloons yourself in store to create a new product you can now charge an even higher price for.
- Create a space off of the sales floor to prepare and store buckets for display.
- Print signs for your display ahead of time. Clean, clean, easy to read sign will help you sell!
- Use the in-store audio system to advertise your floral display and tie-in items.

LABOR TIPS:

- Schedule labor for initial display build out on the sales floor on Thursday 2/9 & Friday 2/10.
- Have enough help available on 2/12, 2/13 & 2/14 to answer customer questions, offer suggestions and upgrades, as well as consolidate and rework displays to keep from looking shopped.



Valentine's
pre-books
due 12/27



FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@floronation.com

THURSDAY:

Email Adrienne or call your Four Seasons rep with a potted plant order for delivery the following Friday.

EMAIL: adrienne@fsproduce.com

FRIDAY:

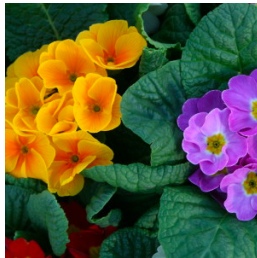
Call or email Evelin with you cut product pre-order for delivery the following Tuesday/Wednesday.

PHONE: 202-331-1130 ext. 106 FAX: 202-529-3870 EMAIL: eescobar@floronation.com



Dan Schantz Farm

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAMS





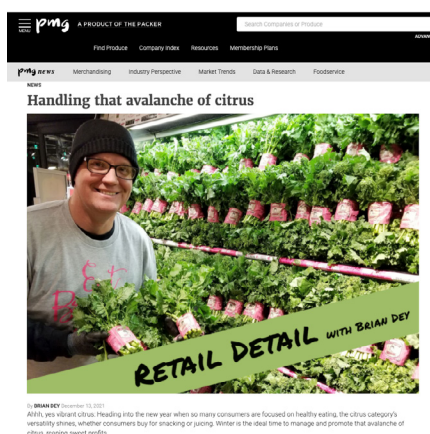
WINTER IS CITRUS SEASON

JANUARY - MARCH

Our Citrus Partners & Brands:



READ THIS CITRUS MERCHANDISING ARTICLE BY FSP'S BRIAN DEY:
www.producemarketguide.com/news/handling-avalanche-citrus



Pricing and dicing

Like most fruit commodities, citrus comes in sizes, and the size you choose is a clear matter of personal preference. Some stores might choose to carry 72-count navels exclusively, and some might go with 56- and 88-count navels on their counters to target two different customers and two different price points. Pricing structures will vary of course by store and location. In my personal experience, using the multiple-size model, sold by each, yields the best results. While most retailers do offer citrus sold per piece, others also sell citrus by the pound. The benefit of selling by the pound is that it allows for multiple sizes mixed in the same display section. Quick tip on selling by the pound: Try pricing in multiples (4 for \$5 or 2 for \$3) instead of by the each (\$1.25 or \$1.50). Multiple pricing triggers a consumer's mind to buy that specific multiple, which increases sales and builds that basket.



Super citrus spectacle

If you build it, they will come, right? Citrus is a category that does relatively well without refrigeration, so don't be afraid to build some waterfalls on your counters or secondary displays. Big, and I mean big, standalone citrus displays are super impactful. It's consumer eye candy. Citrus is a high tonnage category. Unlike berries, it offers a lot more leniency with shrink. If you ever wanted to try to go big with a display of fresh fruit, citrus is the perfect category to use. Risk will equal reward! Also, an excellent practice to help sell fruit is to cut halves and wrap them for your displays. This gives a visual window for what the customer can expect when they buy and enjoy at home. For sanitation and safety purposes, place a small sticker on these wrapped halves and write "display only" with a small marker pen. This is a clear way to define the fruit as not for sale.



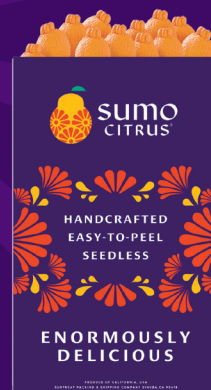


sumo CITRUS®



Bursting with juicy sweetness, Sumo Citrus® is one of the world's largest and sweetest mandarins. Distinguished for its Top Knot™ and uneven skin, this rare seedless hybrid variety delivers the ultimate citrus experience: incredibly sweet and easy-to-peel, without the mess! Born in Japan and raised in California, Sumo Citrus is grown with care by our passionate, expert growers. Each Sumo Citrus tree is pruned and harvested by hand, which means we hold this notoriously difficult-to-grow fruit to high standards so only the best are called Sumo Citrus.

**Available from
January – April**



follow us @SUMOCITRUS





HEIRLOOM NAVEL ORANGES



The first bite of an heirloom Vintage Sweet navel orange is pure bliss: luscious aroma and delightful flavor for a wonderful eating experience. Our citrus sommeliers hand select the fruit from our best old line groves and test it for peak sugar levels and perfect flavor to deliver on the Vintage Sweets promise.

TASTE THE DIFFERENCE!

PEAK SEASON IS JANUARY - MAY!

PREMIUM APPLE VARIETIES THAT WILL BE PROMOTABLE IN FEBRUARY 2023!

SNACKING SUPERSTAR



The perfectly balanced flavor, crisp texture and standout juiciness in every Cosmic Crisp® apple make it your go-to ingredient for snacking, baking and entertaining.



Get inspired at
cosmiccrisp.com



CRISP. SWEET. NATURALLY DELICIOUS.



www.chelanfresh.com

uses	Great for snacks, baking, for use in fresh salads, or beverages
description	Crisp, sweet and juicy with complex aromatic honey flavors, also stores well
cheese pairing	Salty goat and ewe's milk cheeses like Feta, Humboldt Fog or Pecorino
wine pairing	A crisp off-dry Gewürztraminer or Riesling, balances a cheese with a high salt content



PHONE: 800.422.8384

WWW.FSPRODUCE.COM



MARCH 2023

FEATURE ITEMS

- Jumbo Navel Oranges
- California Mandarins
- Asparagus
- Strawberries
- Grapes

BEST OF SEASON

- Murcott Mandarins
- Golden Nugget Mandarins
- SUMO Citrus
- Cara Cara Oranges
- Blood Oranges
- Minneola Tangelos
- Heirloom & Jumbo Navel Oranges
- Grapefruit
- Blackberries
- Raspberries
- Honey/Ataulfo Mangos
- Asparagus
- Artichokes
- Brussels Sprouts
- Broccoli Rabe
- Rainbow Carrots
- Campari Tomatoes
- New Color Potatoes - FL

FOR MORE INFO:



FEBRUARY 2023

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2023



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APRIL 2023

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23	24	25	26	27	28	29
30						

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

CITRUS SEASON / SOUPS & HEALTHY COMFORT FOOD / LENT

WEEK 9

26

27

28

1

2

3

4

"My Sunkist Citrus Day" SEPC Southern Exposure SEPC Southern Exposure SEPC Southern Exposure

ST. PATRICK'S DAY THEMED DISPLAYS / CITRUS SEASON / LENT

WEEK 10

5

6

7

8

9

10

11

ST. PATRICK'S DAY THEMED DISPLAYS / CITRUS SEASON / LENT

WEEK 11

12

13

14

15

16

17

18

Daylight Savings Time starts

St. Patrick's Day

THINK SPRING! / CITRUS SEASON / LENT

WEEK 12

19

20

21

22

23

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First Day of Spring

Ramadan Begins in the Evening

THINK SPRING! / CITRUS SEASON / LENT

WEEK 13

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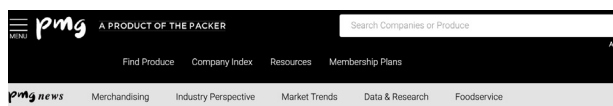
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CHECK OUT THESE MERCHANDISING ARTICLES BY FSP'S BRIAN DEY IN THE PACKER'S PMG!

ARTICHOKE & ASPARAGUS MERCHANDISING:

www.producemarketguide.com/news/artichoke-and-asparagus-merchandising



Artichoke and asparagus merchandising



By BRIAN DEY February 17, 2021
Greetings, produce professionals, and welcome to the produce department!

Build a basket, create a meal

These two commodities are perfect for tying in so many other items, both in the produce department and from around the store help build basket size. Some great tie-ins to include in or near your displays are lemons, garlic, breadcrumbs, olive oils, pastas, potatoes, parmesan cheese, mayo and hollandaise sauce. The list is nearly endless.



One of my favorites is placing wooden skewers on display with asparagus and calling out grilled asparagus rafts. It's different cool to see on the grill and plate, and it's something that a customer might not have ever thought about.

All of these add sales for the department and suggest meal ideas for your customers. There are myriad recipes online that call for these two as roots.

ROOT VEG MERCHANDISING:

www.producemarketguide.com/news/rooting-these-sometimes-unflashy-vegetables



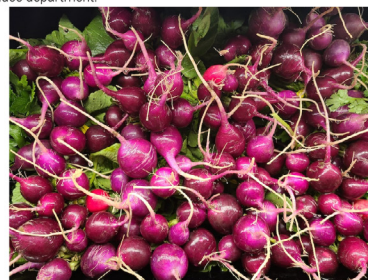
Rooting for these (sometimes) unflashy vegetables



By BRIAN DEY February 1, 2022
Consumers are craving healthy comfort foods, substance and something for dinner that will warm their families' appetites on a cold day.

Learn more: Golden beets

A few other cool varieties to include when available are horseradish, **burdock root**, **Chioggia beets** (**candy cane beets**), watermelon radishes and black radishes. Let's not forget to include South and Central American roots, such as **yucca**, **malanga**, **taro root** and the increasingly popular **jicama**. And, although ginger and **turmeric root** are not botanically roots, (they are rhizomes or stems), consumers will look at these two as roots. Their thirst for these two is at an all-time high, as they are a juicing staple and nutritional powerhouses. These are must-haves for any produce department.



Like I mentioned, there is a root for everyone.

Radiant roots

With all this variety and color, who says you can't paint a picture or be super creative? Like I mentioned above, root vegetables really do help make a wet rack become a work of art. Bright colored radishes and mixed carrots add that zing of color in between the sea of green, and bulk bins or baskets filled with roots add splashes of excitement in your cases. Also, never be afraid to carry bunched or bulk roots of the same variety, such as bunched beets and bunched carrots. Not only do they add color within the wet rack sets, but consumers will also actually use the tops and greens for salads, juicing or side dishes. Be sure to keep roots misted and watered frequently as being in air without mist and on refrigeration will draw moisture out of them.



PEAK SEASON MARCH CITRUS

For more info: [sunkist.com](https://www.sunkist.com)



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EUREKA & LISBON LEMON
Classic and Zestfully Delicious



MEYER LEMON
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SWEET BABY CAULIFLOWER

Product Details

- Available Year-Round
- Color: light to bright green slim stalks with blonde to cream opened florets - occasional blush/rosé tints
- Liner Iceless Pack
- Product of USA
- Wash Before Use

Flavor & Nutrition

- Sweet Mild Flavor
- Crisp and Fresh Texture
- 100% edible from stalk to floret, provides both soluble and insoluble sources of fiber
- Contains over 20 vitamins and minerals, fiber, phytochemicals and antioxidants

Specs

COUNT	PACK WEIGHT	PALLET CONFIGURATION	TIER/HIGH	CASE: L X W X D
18 CT. ICELESS	9LBS.	80	8/10	19.4 X 11.37 X 6

Andy Boy Florentino® Sweet Baby Cauliflower available now!