

## NEW CROP ORGANIC APPLE OUTLOOK



An exciting seasonal variety back in stock for September and October is the **Organic Sweetango** from Stemilt. This variety with **Honeycrisp** parentage has excellent flavor and crisp-juicy-crack-apart-bite texture.

The outlook is favorable for the 2023 new crop of **Organic Apples** from Washington, with nice volume and quality expected this Fall and Winter.

Storage and import **Organic Fuji** and **Granny Smith Apples** are expected to run out over the next few weeks, and we expect a small gap before the new crop out of Washington begins in mid-October.

**Organic Gala** and **Honeycrisp Apples** will fully transition to 2023 new crop out of Washington during early to mid September without a hiccup.

Import **Organic Pink Lady Apples** are expected to run out before the new crop in Washington gets started in early November. Quality isn't holding on the Argentina and Chile crop. While New Zealand fruit is nice.



### OG BERRIES

**GOOD NEWS!** **Organic Strawberries** will continue to be promotable into early September at least. Harvests remain strong, and quality has been nice. Continue to push late-season California **Strawberries**.

**ALERT!** **Organic Blueberry** prices will spike as supplies tighten up. Peruvian imports are slowly arriving or not arriving at all as harvests are delayed. Expect tight supplies and high prices until vessels start arriving in late September or early October.

**Organic Raspberry** supplies are starting to run out. West Coast weather has affected the crops, and fruit is becoming tighter.

**Blackberry** supplies are fairly snug overall and pricing is steady. Demand remains strong as CA really remains the only region harvesting fruit right now. Quality is good and continue to eat excellent. Central Mexico will begin to start scratching fields but volume is going to be limited.



### OG TOMATOES

**LOCAL** **Organic Grape Tomatoes** from Lady Moon Farms in PA continue to have great availability! Continue promoting as the quality and pricing have been excellent. Lady Moon expects to pick up production in PA into October and then move back to Florida.

We should be steady-rolling moving forward on **Organic Tomato Clusters** 11 lb. We are having to use several growers to get filled. Savoura greenhouses in Quebec are expected to start up their **Organic Cluster** and **Beefsteak Tomatoes** again by the second week of September.

Savoura has started with the following **Organic Specialty Snacking Tomato** items arriving for the start of September:

233007 **Organic Tomatoes Cherry On the Vine** 12/6.56 oz

42291 **Organic Tomatoes Cocktail** 12/8.8 oz



### OG GRAPES

**ALERT!** Rains from Hurricane Hilary damaged **Organic Grapes** in California. The growing region gets very little rain in August. but got 1-2 inches in a day which is causing splits, cracks, mold, and decay on some varieties that were about to be harvested.

**Organic Red** and **Green Grapes** are more available than conventional at the end of August, but expect high pricing and unsteady markets into September.

**Organic Black Grapes** for early September were a total loss.

Stay away from ads and promos until more concrete information is available, growers are still accessing the damage and monitoring the fruit post harvests.





## OG BROCCOLI

**Regenerative-Organic Sweet Baby Broccoli** will be promotable this week as Braga Fresh's "Josie's Label" kicks off this new program. Supply should be plentiful, and quality should be excellent, with an aggressive price point on this new item.

**Organic Broccoli** pricing and availability remain steady. Supplies out of the West Coast continue to be steady, and quality has been arriving nicely. Canada also continues to harvest with a nice supply and quality.



## OG ROMAINE HEARTS

**Organic Romaine Hearts** remain available with fairly steady pricing. The quality has been excellent overall from California.



## OG PEPPERS

**Organic Shishito Peppers** from Lady Moon Farms in PA will be available and promotable for the start of September. They are offering traditional Green and Red now to add some color and excitement to your shelf.

**ALERT! Organic Hothouse Color Bell Peppers** remain extremely limited with high prices. Mexico is a few weeks away from starting with any kind of volume, and Canadian supplies are extremely limited. Expect higher pricing and limited supplies, especially on packaged product.



## OG CAULIFLOWER

**Organic Cauliflower** remains steady overall. There is some slight instability in the market due to supply, but pricing hasn't changed yet. The quality has looked nice.



## OG PEARS

**LOCAL PA Organic Bartlett Pears** are now in stock but will be gone as fast as they started in mid-September.

**Organic Bartlett Pears** have transitioned to Washington; good supplies should be expected. New crop Washington **Bosc Pears** are expected to join the mix in mid- to late-September.



## OG CUCUMBERS

**GOOD NEWS!** Canada will start to flush for the next several weeks again with new crop **Organic Mini Seedless Cucumbers**. This will be of high quality and a very promotable item.

**ALERT! Organic Cucumbers** have become very tight as the local production is all but finished. Mexico is about a week or two away from any significant volume. Expect tight supplies and higher pricing.



## OG ASPARAGUS

The first loading of Argentinian **Organic Asparagus** was pushed out to start at the beginning of September. This will get us some great quality and availability through October. During this time frame, we will also be adding **Organic Asparagus** from Ecuador.



## OG GARLIC

**Organic Black Peeled Garlic** from Obis One in Virginia will now be back in stock. Available in a 6/3.5-oz clamshell.

**Black Garlic** benefits include higher antioxidant levels than raw garlic and aid in supporting respiratory health, among many others!



## OG POTATOES

New crop California premium **Organic Sweet Potatoes** are right on the cusp of transitioning from an old crop to a new crop. We will see a seamless transition without any gaps (except for the Ben Yagi's).

**Orange and Red Sweet Potatoes** will start the first week of September. **Japanese Sweet Potatoes** will start in the end of September. **Stokes and Whites** will start the last week of September. And **Ben Yagi** and **Okinawa** (which is a new variety) will start the first or second week of October.

**Organic Ben Yagi Sweet Potatoes** are now done for the season and will return in early October.





## OG WATERMELON

**Organic Mini Watermelon** prices will start to increase as the seasons end. Harvests have slowed down as California starts to finish the season. There are some late-season local Melons still around, but supplies are limited as well.



## OG MANGOS

**Organic Keitt Mangos** from Mexico are finishing up. Sizing will shift away from 10 and 12ct and will feature jumbo-sized 7 and 8ct fruit for the start of September.



## OG MELONS

**Organic Melons** will continue to increase in price as we get into September; expect quality to remain outstanding.



## OG AVOCADOS

**Organic Avocado** supplies are better. Pricing has begun to drop on the popular 48-ct size for the start of September.

Equal Exchange Fair Trade **Organic Avocado** season has begun, and many customers have already begun to take advantage of some great-quality fruit for a great cause!

8/4-ct **Organic Avocados** from Equal Exchange are back with eco-packaging. This smaller-sized fruit provides a great solution for farmers who are looking to promote all sizes harvested!



## OG SPECIALTY FRUIT

**Organic Royal Star Papayas** are in good supply for the start of September. Quality has been good.

California **Organic Tomatillos** and **Organic Okra** will be available in September from our growing partner, Coke Farms.

**Organic Kiwiberries** are expected to start in the middle of September. The season is expected to last about a month.

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



## OG CITRUS

**Organic Grapefruit** is in decent supply this week, but sporadic supplies should be expected for the next few weeks after that.

Argentinean **Organic Lemons** remain in good supply this week, but sporadic supplies should be expected over the next 2-3 weeks while Mexico and California ramp up.

**Organic Valencia** supplies are beginning to tighten; expect sporadic supplies with stronger prices. There is expected to be a gap between **Valencia** and **Navels** sometime in late September or early October.







CALIFORNIA  
TABLE GRAPE  
COMMISSION

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# News Release

FOR IMMEDIATE RELEASE

August 31, 2023

Contact: Kathleen Nave

559-447-8350

## **California Table Grape Growers Estimate 25 Million Boxes Lost to Hurricane Hilary**

Fresno, CA – Hurricane Hilary delivered wind and rain to many of California’s table grape vineyards at peak harvest time for most of the 90 varieties grown in the state. The immediate aftermath of the hurricane brought additional rain and humidity to many growing areas, compounding problems and loss. “The impact of the hurricane and its aftermath is devastating and heartbreaking,” said Kathleen Nave, president of the California Table Grape Commission. “To say that the grower and farmworker community is in shock is an understatement.”

With approximately 30 percent of the crop harvested when the hurricane hit, it is projected that 35 percent of the remaining crop – 25 million boxes – has been lost. “The revised estimate for the California crop is 71.9 million 19-pound boxes,” said Nave. “The last time the crop was under 75 million boxes was 1994.”

Noting that it is typical for California to ship over 65 percent of its crop after September 1, Nave said that based on the revised estimate there are still over 45 million boxes of grapes the industry plans to ship. “Reaching consumers at retail stores is a major focus of the work done by the commission,” Nave said. “Partnering with retailers to get grapes on store shelves and to promote them to consumers is work that will continue throughout the season.”

Nave said that retailers understand the damage the storm caused and the many ways that labor costs will increase as a result. “Retailers understand that even with skilled workers it will take more time to harvest much of the remaining crop and that accordingly, to keep grapes on the retail shelves throughout the fall the price paid to growers will need to be enough to make it worthwhile to harvest.”

Nave said the industry plans to continue assessing the situation in the weeks ahead, providing updates as needed, and that the commission will continue its retail promotion activities and consumer advertising campaigns throughout the season.





# CONVENTIONAL MARKET NEWS

SEPTEMBER 1 - SEPTEMBER 8, 2023

## PUMPKIN & ORNAMENTAL SEASON 2023



The return of Starbucks' "Pumpkin-Spice Latte" may be highly anticipated this time of year by some, but for many of us in the produce and food retailing industry – the real anticipation comes for the return of **Pumpkins** and **Ornamentals** season. In spite of some heavy August rains, quality is looking good!

Four Seasons Produce's **LOCAL** grower partners in Lancaster County, PA and other parts of the state are ramping up for September and October promotions. Additional supply, especially on pre-packed items, will come from Canada too.

Larger pulls of **Pumpkins** won't start until mid-September closer to when it is ideal for larger porch, vestibule and parking lot builds at retail. Quality has been looking fantastic and shaping up for a great season. The first pre-orders for **Mini-wrap Straw** and **Painted Pumpkins** are due in early to mid-September.

The first load of **LOCAL Face Pumpkin** bins arrived on 8/30 and more variety will arrive daily. For post-Labor Day displays, these will be in stock starting 9/4: "Autumn Mix" and "Fall Fantasy" **Mix Pumpkin Bins**, **Baby Pam/Pie Pumpkins**, **Jack-be-Little Mini Pumpkins**, **Baby-Boo Mini White Pumpkins**, **Tiger Stripe Mini Pumpkins**, **Pumpkin Littles**, **Gourds**, **Indian Corn**, and full-sized **Straw Bales**.



### CV APPLES

New crop **Eastern Ginger Gold** and **Gala Apples** are now in peak season. Bulk product is available along with random weight graphic tote bags and 12/3 lb poly-bags. Ask about promo opportunities on 8/5 lb Eastern Apples.

New crop **Honeycrisp Apples** have started out of Washington and in the Eastern growing region; expect good supplies moving forward.

Eastern **McIntosh Apples** will transition from old crop to new crop over the next couple of weeks, and we will welcome tote bags back into the mix.

"**Lil Snapper**" brand kid sized **Apples** from Stemilt are available in 9/3 lb pouch bags.



### CV BERRIES

**Strawberries** are promotable out of California. Quality is fair to good as we come into the late season fruit. Keep retail price points aggressive to continue to move fruit and take advantage of spot buys/deals when available.

**NOTE: Blackberry** supplies are fairly snug overall, and pricing is steady. Demand remains strong, as California really remains the only region harvesting fruit right now. The quality is good, and will continue to be excellent. Central Mexico will begin to scratch fields, but volume is going to be limited.

**NOTE: Raspberry** prices could become active as the West Coast is short after Hurricane Hilary and the hot/humid weather behind it. Central Mexico is continuing to harvest, and supplies are steady.

**ALERT! Blueberry** supplies are very limited as El Nino has delayed the start of the import season from Peru. Pricing will be very high for most of September, and supplies will be tight. Michigan is supplying fruit right now but will stop soon, and there is some Nova Scotia fruit available in pallet volume.



### CV TOMATOES

**LOCAL Grape** and **Round Tomatoes** are starting again with new fields, and we will see more availability come back into the market as we head into the middle of September.

**GOOD NEWS!** Campari **Cocktail Tomato** pricing will continue to be promotable into the middle of September. The quality will be fantastic, and this will be a great opportunity for displays.

**Tomatoes Clusters** will remain steady and promotable into the middle of September.

**Beefsteak Tomatoes** from Savoura, their first pickings from the fall/winter season crop, will be in the house starting in September.





## CV GRAPES

**ALERT!** Hurricane Hilary rains that put 1-2 inches into California's Grape growing region are resulting in some crop loss and extra labor costs to sort and pack.

Due to those rains and the humidity that followed, it is estimated that 25 million cases of the 2023 California **Grape** crop will be lost.

Stay away from **Grape** ads until more concrete information is available, as growers and shippers are still accessing the damage and monitoring the fruit's reaction to the historic moisture for the region.



## CV BROCCOLI

Eastern **Broccoli Crowns** from NY and ME are starting to see better volume with nice quality. Pricing should hold on the lower end with the East Coast up and running full harvests again.

**LOCAL** Hydro-cooled 110-ct **Bin Broccoli** with **Stems** will have some availability expected starting around the middle of September, with each week bringing on stronger numbers! Ask your sales rep how you can prebook this Lancaster County, PA farm-market-style product now!



## CV MANGOS

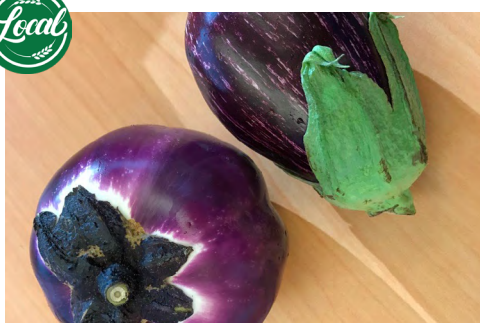
**Mango** supplies are dwindling in Mexico as significant rain has decreased the shelf life of the late **Keitt Mango** crop.

Brazil is offering **Tommy Atkins Mangos**, but supplies are limited. Pricing is rising due to fruit being more limited as we start the month of September.



## CV CAULIFLOWER

**LOCAL** 60-ct **Bin Jacket-cut Cauliflower** will be starting near the end of September, with each week bringing on stronger numbers! Ask your sales rep how you can prebook now!



## CV EGGPLANT

**GOOD NEWS!**

**Eggplant and Specialty Eggplant** from **LOCAL** New Jersey farms will be very promotable through the middle of September.



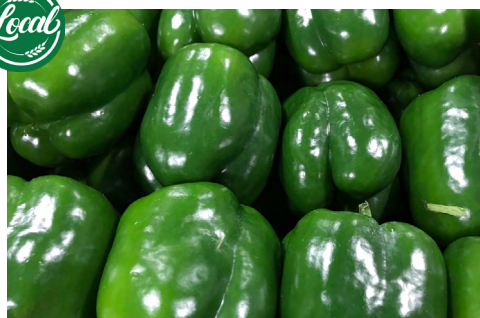
## CV RED CURRANTS

**Red Currants** in 12/6oz clamshells are now in season from the Pacific Northwest, and available at Four Seasons in code 236678. **Currants** have a sweet and bright acidic berry flavor.



## CV POMEGRANATES

California early **Pomegranates** are here! Fruit is somewhat limited to start but arrived in great condition! 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 winter!



## CV PEPPERS

**GOOD NEWS!** **LOCAL** **Jumbo Green Pepper** pricing is falling locally with new fields that have started and will be promotable into the middle of September.

**LOCAL** **Chili Pepper** varieties continue in peak season.



## CV HASS AVOCADOS

**GOOD NEWS!** **Hass Avocado** supplies have jumped over the past week, so much so that supplies have begun to outweigh demand. Expect pricing to drop significantly in early September, especially on 48-ct fruit.

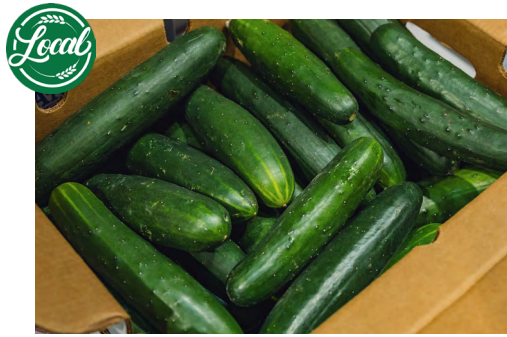




## CV POTATOES

**LOCAL** NJ **Gold** and **White Potatoes** will be in supply through and into October.

NJ **Red Potatoes** are now done for the season, and our **Red Potato** offering will transition over to a product of Minnesota on the Dole label.



## CV CUCUMBERS

**LOCAL** **Super Select Cucumber** pricing continues to remain steady.

Many **Select-grade Cucumbers** are coming out of the field, leaving the “supers” to bring a premium.



## CV QUINCE

**Quince** will be available in limited quantities starting at the beginning of September in California and be in season through the Fall.



## CV MELONS

**Melons** are the latest victims of the Tropical Storm in California, as small Cantaloupes have become extremely tight and large fruit is getting allocated to pre-committed. This price will rise over the start of September. **Honeydews** are following a similar pattern as the **Cantaloupes**.

**Watermelon** prices will start increasing as the season starts to end. Local **Watermelons** will still hang around for September, but harvests slow way down as peak business ends. There was some hurricane/tornado damage to the NC crops as well, limiting harvests.



## CV STONE FRUIT

**LOCAL** New Jersey **Peaches** are expected to continue until about the second week of September.

Western **Peaches** out of California and Washington are becoming more limited with rising prices and are expected to finish for the season in mid-to-late September. California's tropical storm rains damaged some late season fruit.

There are still some great California **Plumcot** and **Pluot** varieties like Gold Rush, King Kong, Summer Punch, Green Mambo, and Red Raspberry for early September.

California **Black Plums** are in limited quantities, and prices are strong.



## CV CITRUS

**GOOD NEWS!** **Navel Oranges** are arriving from Chile, South Africa, Peru, and Uruguay in outstanding condition, with the crop peaking on larger fruit. Now is a great time to push large fruit for excellent value (size 36–56 ct).

Import **Mandarins** (10/3's and 15/2's) are in abundant supply from all regions (Chile, Uruguay, Peru, and South Africa), as varieties are becoming stronger and more desired. Halos are at a premium over other brands of imports.

**NOTE:** **Lemon** in District 2 remains extremely tight for all sizes and grades due to quality, and in District 3, it is not expected until the end of September now. We have fully transitioned into Argentina to remain consistent in quality and price until D3.

**ALERT!** **Lime** pricing is elevating while unfavorable weather hits the Gulf Coast; expect this pricing to increase drastically on all sizes. Stay away from ads and promotions, as quality will suffer!

## OTHER STORIES

Specialty Import **Citrus** such as **Cara Cara's** (bulk and bagged) are in stock; **Minneola's** are available; and **Blood Oranges** will hit the East Coast in the first week of September.

**NOTE:** 11-lb **Asparagus** pricing is on the high side as we head into the middle of September.

**LOCAL** **Green Cabbage** is into new plantings from growers out of PA and NJ. Expect nice quality and value.

**Black Mission Figs** will continue in peak season from California for September. Make sure you are promoting this popular seasonal fruit!

There are great supplies on all **Sungold** and **Green Kiwi** for the beginning of September! Look to continue to promote **Kiwi** over the fall months!



# 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



# 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 Mushroom 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 Portobella 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](http://mushroomcouncil.org/retailers/resources/downloadable-assets)  
[mushroomcouncil.org/retailers/resources/best-practices-studies](http://mushroomcouncil.org/retailers/resources/best-practices-studies)







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](mailto:contests@fsproduce.com)  
no later than October 4th.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://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

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