



ORGANIC MARKET NEWS



MARCH 15 - MARCH 21, 2023

ORGANIC LADY MOON FLORIDA VEG



GOOD NEWS! East Coast **Organic Greens, Kales, Cabbages, Fennel** and other **Veg** from Lady Moon Farms are flourishing once again!

Peak supply volume on **Organic Collards** and **Kales** from Lady Moon's Punta Gorda, Florida farm will be available in late March. Additionally, promotional opportunities with improved prices will be present throughout the remainder of the month. Expect top-notch quality on these exceptional products.



OG BERRIES

GOOD NEWS! **Organic Strawberries** remain promotable out of Baja/Central Mexico. Quality overall has been good - continue to promote! New crops will start and be available in late March from the Santa Maria, California area.

GOOD NEWS! **Organic Blueberries** are promotable from Chile/Peru as the final arrivals come in. Quality has been very nice this whole season. Volumes will begin to tighten up again around the Easter holiday and we'll transition to new crop North American fruit.

GOOD NEWS! **Organic Blackberries** continue to be available with fairly promotable volume. New spring crops are starting up, quality is very nice, and fruit is eating excellent.

Organic Raspberries remain steady out of Mexico. Harvests have improved slightly, bringing pricing down a little bit. Quality has been excellent.



OG CITRUS

GOOD NEWS! Promote **Organic Mandarins** through Easter. "Murcotts" and "Tangos" varieties are some of the best eating varieties and are coming on heavy right now from California.

GOOD NEWS! **Organic Navel Orange** harvests are higher than demand on large fruit creating deal pricing. We are seeing solid quality as fruit is fresh. Smaller sized fruit is still tight with raised markets.

Organic Cara Cara Oranges will be in season through mid-April. Continue to push until then while they're around.

The Central Valley is the main **Organic Lemons** growing region currently out of California. Expect prices to remain consistent to where they are for the rest of March.



OG ASPARAGUS & BRUSSELS

GOOD NEWS! **Organic Asparagus** will be promotable until the first week of April. This will be a nice seasonal promo item to offer for Easter.

Then **Organic Asparagus** is expected to jump significantly in price after the Mexico peak is finished.

March is **Organic Brussels Sprouts** month! Strong supply, excellent quality, and promotable pricing. Make impactful displays as Easter approaches to drive additional sales on this holiday favorite. Bulk, mesh bags, and high graphic bags will all be available in plentiful quantities.

The middle of March will also kick off our "**Hippie brand**" **Organic Asparagus** and **Organic Brussels Sprouts** display contest and promo!



OG PEARS

New crop **Organic Abate Pears** out of Argentina are now available. Supplies are expected to be limited.

NOTE: Washington storage crop **Organic Anjou** and **Bosc Pear** supplies continue to dwindle and will most likely gap before imports arrive.

Organic Bartlett Pears from Argentina continue in season.



OG ONIONS

NOTE: Peri & Sons is now done with their **Organic Red Onions** for the season until they get started with new crop out of El Centro, California in early May.

Gaps are not anticipated on supply, even on the **Organic Red Onions**, as there seems to be a couple different options floating around from Mexico, California, and Texas.

Organic Yellow, White, and Sweet Onions will continue to be available from this premium grower for a bit longer.



OG HASS AVOCADOS

NOTE: **Organic Hass Avocado** prices jumped up as threats of lower import volumes from Mexico around Holy week have caused market pricing to be somewhat volatile.

Equal Exchange **Organic Fair Trade Hass Avocados** have been building some momentum with some promotable pricing on their Ready-Cycle 8/4ct tray pack! This option features slightly smaller fruit enabling their Fair-Trade growing partners to use the "whole tree" when packing. This is an excellent way to be a good steward of all fruit sizes!



OG MELONS

OUTLOOK: Expect to see **Organic Cantaloupes** and **Honeydew** come into season around mid/late April from Mexico. **Organic Cantaloupe** and **Honeydew** will start during May from California.

Organic Mini Watermelons are gapping and will start again from Mexico during April.



OG MANGOS

GOODS NEWS! **Organic Mangos** from Mexico continue to drop in price each week as harvests improve. 8, 10, and 12ct sizes are available now!

Overall, both **Organic Tommy Atkins** and **Ataulfo Honey Mangos** will be steady for the middle to end of March.



OG SQUASH

Organic Zucchini Squash is promotable as we head into the end of March with Mexico leading the charge. Quality is outstanding. Small volumes of **LOCAL** NJ product will start from hoop house production too.

NOTE: **Organic Yellow Squash** is higher priced due to overall low volume available from all regions.



OG COLOR PEPPERS

ALERT! **Organic Red, Yellow, and Orange Bell Peppers** are going to be a struggle for the duration of March until new crop Canada greenhouses start in April. Mexico will continue to have very little volume. We will still be sourcing from Israel into about mid-April. Prices are up!



OG TOMATOES

GOOD NEWS! **Organic Grape Tomatoes** are finally promotable as we head into the end of March.

Organic Medley, Cherry, and other Snacking Tomato varieties still remain a little snug, but improving.



OG CELERY

GOOD NEWS! **Organic Celery** from Mexico and the desert regions of the West Coast are finally expected to have promotional opportunities in late March with improved quality and volumes. However, act hastily as conditions are expected to rapidly change in April back to more difficult conditions as transitions approach.



OG HOTHOUSE CUCUMBERS

GOOD NEWS! Organic Euro Seedless and Mini Seedless Cucumbers will be promotable as we head into the end of March and into April. Product has been arriving with outstanding quality.



OG ARTICHOKES

GOOD NEWS! Organic Artichokes are now readily available and of the highest quality. Promotions and displays are encouraged as good supply is expected to continue throughout March.



OG GRAPES

NOTE: Organic Grapes from Peru/South Africa should last through mid-April. Pricing is expensive with modest volume.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli remains plentiful from California with promotable pricing and high-quality. Promotions will be available throughout the month of March, and as Easter approaches. Transition to the Salinas Valley from the desert regions is expected to be fairly smooth this year and experience little to no interruptions.

In addition, North Carolina Organic Broccoli is expected to begin their season in early April, adding additional supply to the market.

Organic Cauliflower continues to be readily available, however supply volumes are not plentiful, but merely average. Quality has remained outstanding throughout the month.



OG APPLES

GOOD NEWS! Organic Cosmic Crisp Apples are in excellent supply with great quality. Promotional opportunities are available!

Organic Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady Alice, Opal, Pazazz, Pinata, Rockit and SugarBee Apples are in excellent supply.

NOTE: Northwest Organic Pink Lady Apples are peaking very small, so large fruit is limited with very high prices.



OG LETTUCE

ALERT! Organic Romaine Hearts and Iceberg Lettuce from California and Arizona will be difficult in quality, availability, and pricing throughout the remainder of March. As growing region transition time approaches, these commodities are expected to remain limited and expensive.

East Coast Organic Leaf and Romaine Lettuce conditions are favorable in the southeast in mid to late March. The primary supply coming from Lady Moon Farms located in Punta Gorda, FL has prevented some of the difficult circumstances that are affecting the lettuce category from California. Strong supply and top-notch quality should be expected throughout the remainder of March.

OTHER STORIES

- **Organic Yellow Pitahaya Dragon Fruit** will be available in limited supplies for mid-March.

- **NOTE:** Organic Pineapples will be limited starting now through the Easter holiday. The quality has been nice.

- **NEW!** USA Organic Turmeric will be available from Secret Beach Farms in Hawaii. They will be sending us premium product for the middle of March!

- **ALERT!** Overall Green Kiwifruit supplies are becoming very tight. Prices are escalating quickly as volumes from Italy have decreased.

CONVENTIONAL MARKET NEWS

MARCH 15 - MARCH 21, 2023

PROMOTABLE TOMATOES ARE BACK



Late March and April will be a great time to re-energize the **Tomato** category - starting with salad, slicing, and some snacking varieties.

GOOD NEWS! **Cluster** and **Beefsteak Tomatoes** will be promotable for the end of March. Mexico is going on with a lot of volume and will be driving the pricing down from all regions along with product coming of Canada and USA.

GOOD NEWS! **Grape Tomatoes** are promotable as we head into the end of March.

Medley, Cherry, and other Snacking Tomato varieties remain a bit snug, but are slowly improving.



CV BERRIES

GOOD NEWS! **Strawberries** continue to be very promotable out of Florida. Mid to late-March will be the last 2 weeks of Florida production most likely before it gets too hot, and quality is not holding up. California new crop harvests did start, and we will begin transition into new Crop fruit out of Santa Maria area.

GOOD NEWS! **Blackberries** continue to be promotable out of Central Mexico. We are in peak harvests, and quality has been excellent.

Blueberry pricing will rise quickly and significantly as the imports from Chile and Peru finish up. There will be light Peruvian supplies and light supplies from Mexico commanding premium pricing available. Florida has light volume as well.

Raspberry availability and pricing remains steady. Pricing is higher and volume is still on the lighter side. Quality has been nice.



CV CITRUS

GOOD NEWS! There's great supply of **Mandarins** from California and Morocco. Quality and flavor are top-notch for both regions, so continue to promote and push through Easter!

California's Central Valley area is peaking on larger **Lemons** and showing good color. The coastal growing area is getting into better supply each week.

Navel and **Cara Cara Oranges** continue to peak on large fruit, creating a crowded market with larger fruit being packed into bags to help with supply overages.

Minneola Tangelos from California's Central Valley are peaking on all sizes. This crop will go strong through the end of April as of right now.

Grapefruit supplies are currently coming out of Florida, Texas, and the desert region in California is winding down. The production of Starr Rubies from California are beginning.

Ojai Pixie Tangerines will be in stock around 3/19 in 25lb bulk and 16/1lb bags from Sunkist. This varietal is known for its intense sweet-citrus flavor.



CV ASPARAGUS & BRUSSELS

GOOD NEWS! **Asparagus** pricing has been at an all time low price for the past 5 weeks. Promote away to help move product!

The bad news is that farms are not profitable at these low costs however. Some have already started to halt shipping as they can't continue to operate at a loss. Pricing will start to adjust back up to more normal levels the week before Easter as vendors attempt to find the balance in supply and demand.

Most shippers expect the Caborca, Mexico season to go into the 2nd week of April before finishing. At this time, it is looking like transitional fields will be overlapping as Caborca finishes. So no gaps are expected, weather permitting.

GOOD NEWS! **Brussels Sprouts** from Mexico continue their flush supply in March. Although a few weeks of promotions have been available, more will come as Easter approaches. This holiday favorite will be in strong supply with excellent quality.



CV MANGOS

GOOD NEWS! Red Round Mango prices continue to get closer to normal promotable levels. Overall supplies are steady for the middle of March.

Ataulfo Honey Mangos from Mexico are through their first initial flush of the season. Overall pricing is still promotable. Be sure to check out our premium “**Champagne**” **Ataulfo Mangos** in a nice 14ct size. 18ct **Ataulfos** will also be available!



CV CAULIFLOWER

Cauliflower supplies from the West Coast continuously seesaw between promotable volumes and extreme limitations with elevated prices. Throughout March, look to act quickly on pockets of promotional opportunities as they will quickly dry up. Also note, the transition from the desert regions back to the Salinas Valley, CA will take place in mid to late March and is known to cause disruptions in volume and pricing.



CV STONE FRUIT

Import **Nectarines, Peaches, Plums, and Pluots** continue in good supply while inbounds will continue to decline week after week. Continue to promote right now while there are excellent supplies.

Import **Cherries** are expected to finish here in late March and then gap until California gets started at the end of April. The California crop is still looking excellent, but it will be a few more weeks till we can rule out a weather event that could change everything.

The first of the California **Stone Fruit** season will be **Apricots** and **White Peaches**. They are expected to start in early May, followed by **Yellow Peaches** the week after. Early estimates point to a larger crop than last season on most **Stone Fruit** commodities, especially **Apricots**, so get ready to promote them out of the gate.



CV HASS AVOCADOS

NOTE: Pricing on **Hass Avocados** saw the biggest week over week increase since the beginning of 2024. Prices on all sizes were up as Mexican growers are leaving fruit on the trees. Smaller sizes are tighter due to increased interest and demand this year, especially on 60ct fruit.



CV BROCCOLI

GOOD NEWS! **Broccoli Crowns** remain promotable with various regions yielding strong supplies during March. Both East and West Coast regions continue to produce copious amount of **Broccoli**, while Mexican supplies offer an additional source. Quality continues to be outstanding, and March is a great time to promote.



CV CUCUMBERS

GOOD NEWS! **Euro Seedless and Mini Seedless Cucumbers** will be promotable as we head into the end of March and into April. Product has been arriving with outstanding quality. Hothouse **Euro Seedless Cucumbers** will be starting with a crop out of Canada. The better weather and sunlight are bringing on a lot of volume. Promotable pricing will be available into the end of March.



CV LITTLE LEAF

NOTE: Little Leaf Farms CEA **Salad Greens** is going through a period of lower than planned production with increasing demand. 8oz packs will see prorated volumes in an attempt to fill 4oz demand until additional production matures in mid-April.



CV ARTICHOKE

GOOD NEWS! **Artichokes** from California remain in plentiful supply during March. Strong availability paired with excellent quality and aggressive prices makes for the perfect promotion during the Easter holiday.



CV SWEET CORN

Florida **Bi-color** and **Yellow Sweet Corn** are expected readily available through Easter. Pricing is coming down. **White Corn** will be available after the first week of April after growers transition to Bell Glade, Florida.



CV CELERY

GOOD NEWS! Celery remains promotable in the month of March with plentiful supplies and promotable pricing. Continue to highlight and promote as Easter approaches because conditions are expected to shift during April.



CV BELL PEPPERS

ALERT! Red, Orange, and Yellow Bell Peppers are going to be a struggle for the duration of March until Canada starts. Mexico will continue to have very little volume.



CV SQUASH

GOOD NEWS! Zucchini Squash will be promotable for the end of March with Mexico leading the charge. Quality is outstanding.

NOTE: Yellow Squash remains steady but higher priced due to overall low volume available from all regions.



CV APPLES & PEARS

The Washington **Cosmic Crisp Apple** promotion continues, make sure to get in on the action with this great apple to capture all the extra sales at the register!

Envy Apples continue in promotable supplies, and quality has been outstanding so far this season.

Northwest **Red** and **Green Anjou Pears** are expected to continue in good supply until mid-June.

New crop import **Asian Pears** are expected to start the last week of March in limited supply.

The last of the storage crop Northwest **Bartlett Pears** will finish by the end of March and transition smoothly to imports without a gap. Markets for imported large fruit are expected to remain higher due to a smaller than usual crop peaking in 100's and smaller sizing.

Northwest **Bosc Pears** continue in good supply and should continue to do so until mid-May when we will transition to imports. Northwest **Comice Pears** continue in good supply and will finish for the season towards the middle to end of April. Northwest **Forelle Pears** will finish for the season by the end of March.



CV MELONS

GOOD NEWS! Warmer weather is approaching, expect **Cantaloupe** and **Honeydew** sales to increase. **Cantaloupes** are showing optimum quality from Central America and hitting strides for this time of year with excellent external color and internal quality. **Honeydews** are showing excellent production out of Guatemala.

ALERT! Watermelons continue to be extremely tight. Off-shore harvests are finished after crop failure and Mexico also had crop failure, leaving markets extremely short. Early Florida might start in late March depending on weather. Expect high pricing and limited availability.

NOTE: Mini Watermelons are available, but demand is extremely high due to shortage on full size seedless. Expect higher pricing and limited availability.



CV ONIONS

Knob Onions are now available! **Knob Onions** are early "Vidalia Sweet Onions" that are plucked early with a mild Sweet Onion flavor to be used as a salad Onion or for grilling. We will likely stock these **Knob Onions** for 3-4 weeks leading up to the start of Vidalia season.

We made the switch over to new crop bulk **Red, Yellow, and White Onions** from Mexico. Quality on this new crop product is MUCH improved than what we have been seeing across the board. **Red** and **Yellow Onion** pricing is up just a little bit, but **White Onion** pricing is down significantly. Expect **Onion** pricing to ease down a bit as we move forward.

Sweet Onions continue to roll along out of Mexico as well where supplies continue to be relatively on the light side but pricing remains rather steady.

OTHER STORIES

- **Green Beans** transitioning further north in Florida will begin the beginning of April. Previously, gaps were expected between St Patty's Day and Easter but this is no longer the case. Fields were not hit with recent weather as hard as they thought. Availability and pricing is now expected to stay steady through Easter.

- Retail price fatigue is certainly slowing **Grape** movement down. **Reds** and **Greens** are in better supply for the rest of month and prices will remain firm and elevated. Quality is outstanding right now across the board. Fruit is arriving on the port and immediately shipping to customers, helping keep freshness good.

- **NOTE:** Pineapples will be tight as we head into the end of the month and the Easter holiday. Expect pricing to jump a bit as well.

- **NOTE:** Green Kiwifruit supplies from Italy and Greece are starting to become tighter as demand is greater than supply. Prices have jumped up considerably for the middle/end of March.

- **Red Skin Dragon Fruit** prices are up just a bit for the end of March but will still have promotable volumes available from Ecuador. **Yellow Pitahaya Dragon Fruit** will also be available in decent supplies.



POTOMAC
SPROUT
COMPANY

ORGANIC Sprouts



- Certified Organic by Maryland Department of Agriculture
- Superfood / High in vitamins, antioxidants, and fiber
- Add crunch and flavor to salads, wraps, sandwiches, and more
- Locally grown in Thurmont, MD



CODE	DESCRIPTION	PK/SZ	UPC
48006	OG Sprouts Alfalfa	6/4 oz Potomac	857099006013
41490	OG Sprouts Broccoli	6/4 oz Potomac	857099006006
48008	OG Sprouts Daikon Radish	6/4 oz Potomac	857099006044

AVAILABLE NOW!



PHONE: 1.800.422.8384

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ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

MARCH 18 - APRIL 7, 2024

Ready to “spear” head your asparagus sales and watch your Brussels movement “sprout”? Four Seasons Produce has teamed up with Alpine Fresh (Hippie Organics) to bring you a display contest and promotion that is sure to drive volume and put the green into your registers. BEAUTIFUL Hippie label Asparagus is in season with OUTSTANDING quality and sales potential, and when coupled with now a customer favorite in Brussels Sprouts, you have a display surely built for success! Beautiful organic product plus razor sharp packaging is great math for great sales. Let’s get creative and build some awesome displays of Hippie label Organic Asparagus and Brussels Sprouts!

CONTEST RULES

- Build an amazing display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product **MUST** be purchased from Four Seasons Produce.
- Must purchase at least 15 cases of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- All stores must cross merchandise at least two (2) items within your display to add color and some flair. Some great tie ins and codes are listed below.
- All displays must include Hippie Organics signage or utilize the Asparagus or Brussels Sprouts boxes to show off the Hippie brand. Point of sale can be gotten through your Sales Rep or Merchandiser.
- All displays must remain up for at least one week.
- Send all contest entries to contests@fsproduce.com by Thursday, April 11, 2024.



PRODUCT CODES

40325 - OG Hippie Asparagus 11lb

231119 - OG Hippie Brussels Sprouts 16/1lb



BUILD YOUR BASKET

Asparagus and Brussels Sprouts are great bases for building a shoppers basket, both in and out of the produce department! Tying in the following will add color to your display and create meal suggestions and ideas for your customers!

Also, don't forget to tie in olive oil, bread crumbs, pasta, and sauce from grocery to round out an awesome looking display!

- 41971 - OG Potatoes Honey Gold One-Bite 12/24oz
- 41970 - OG Potatoes Ruby Sensations One-Bite 12/24oz
- 41972 - OG Potatoes Sun Medley One-Bite 12/24oz
- 44019 - OG Lemons FCY 115ct
- 44020 - OG Lemons FCY 18/2lb Bag
- 40802 - OG Peppers Red Import 11lb
- 40803 - OG Peppers Yellow Import 11lb
- 43381 - OG Peppers Orange Import 11lb
- 40788 - OG Peppers Mini Mix Sweet 12/1lb
- 40964 - OG Garlic Colossal 30lb

CONTEST PRIZES



Top six (6) displays will receive a \$150 gift card. Displays will be judged on creativity, overall eye appeal, and use of Hippie Organics signage.



Every qualifying entry will receive a cool Hippie Organics t-shirt!



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COSMIC CRISP APPLE PROMOTION

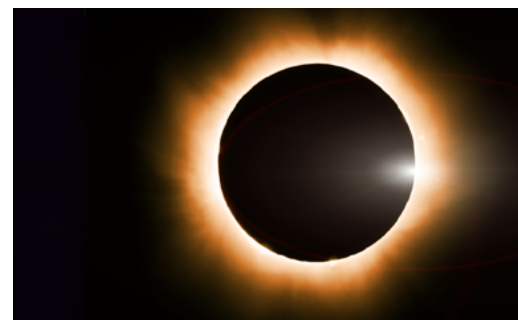
MARCH 11 - APRIL 8, 2024

TO INFINITY AND BEYOND!

Four Seasons Produce has partnered with Stemilt and their World Famous Fruit to bring you an “out of this world” promotion that is sure to send your apple sales into orbit! The Cosmic Crisp has quickly become a household favorite and the marketing centered around this apple over the past couple of years is second to none. It has a great flavor profile, tremendous crunch and is overall just a picture perfect looking piece of fruit. A definite show stopper for sure!



As we head towards the solar eclipse on Monday April 8, 2024, let's take this opportunity to send your customers taste buds into outer space, and create some “sun”-sational excitement for the Cosmic Crisp apple!



COSMIC CRISP CODES:

Conventional

- 221614 - CV Apples Cosmic Crisp 72/88ct 40lb
- 230228 - CV Apples Cosmic Crisp 12/2lb pouch

Organic

- 233983 - OG Apples Cosmic Crisp 72/88ct 40lb
- 230244 - OG Apples Cosmic Crisp 12/2lb pouch

Display Boxes

- 229657 - Cosmic Euro Display Box 1ct
- 229658 - Cosmic Tray Pack Box 1ct



POS signage will be available through your Four Seasons sales rep or merchandiser.

For more information on Cosmic Crisp, as well as some super cool recipe ideas, please visit:

<https://cosmiccrisp.com>

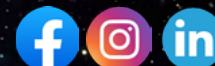
For pricing information, as well as display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser and plan a display build and promotion sure to be seen from across the galaxy.

Keep it fun and keep it fresh!



PHONE: 1.800.422.8384

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2024 Easter Notes

EASTER IS MARCH 31

A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality produce for you to meet all of your customers' special variety and traditional holiday needs.

Traditional "Must-Haves" Checklist

VEGETABLES

- ☐ Acorn & Butternut Squash
- ☐ Artichokes
- ☐ Asparagus & Asparagus Tips
- ☐ Baby Peeled Carrots
- ☐ Beets
- ☐ Broccoli
- ☐ Broccoli Rabe
- ☐ Brussels Sprouts
- ☐ Cabbage (red, green, savoy)
- ☐ Cauliflower
- ☐ Celery & Celery Root
- ☐ Cole Slaw Kits
- ☐ Cucumbers (field grown & euro)
- ☐ Eggplant
- ☐ Endive
- ☐ Escarole
- ☐ Fennel (Anise)
- ☐ Fresh Cooking Greens Garlic
- ☐ Green Beans
- ☐ Herbs (especially parsleys)
- ☐ Leeks
- ☐ Lettuce (Romaine & Leaf)
- ☐ Mushrooms
- ☐ Parsley Root
- ☐ Peas (Snow & Sugar Snap)
- ☐ Peppers (all colors) Radishes
- ☐ (bunched) Salad Mixes
- ☐ Shallots

FRUIT

- ☐ Berries (all varieties)
- ☐ Cantaloupes
- ☐ Grapes (red & green seedless)
- ☐ Honeydew
- ☐ Kiwifruit
- ☐ Lemons & Limes
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular, mini seedless, cuts)

HARD GOODS

- ☐ New crop bulk Red & Yellow Potatoes
- ☐ White & Russet Potatoes
- ☐ Sweet Potatoes

BAKING

- ☐ In-shell Nuts & Nut Meats
- ☐ Pine-nuts
- ☐ Dates
- ☐ Figs
- ☐ Raisins
- ☐ Prunes
- ☐ Coconuts

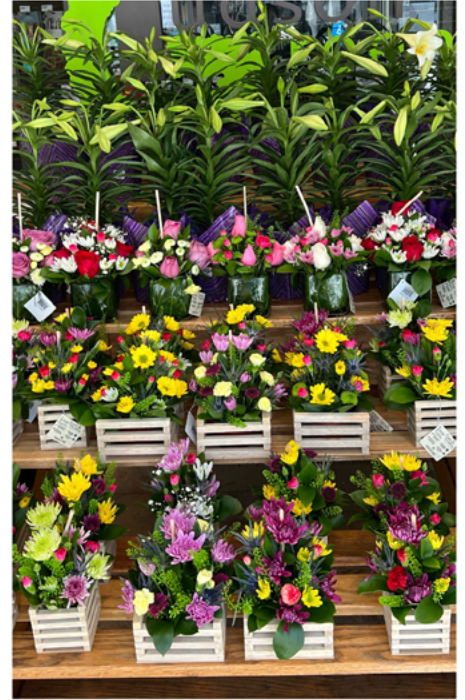
DECORATIVE

- ☐ Potted Bulbs & Flowers
 - ☐ Fresh-Cut Flowers
 - ☐ Palm Crosses
- **all of these items had to be pre-ordered*



Planning Tips

- **Plan out your ordering and delivery timelines with your rep.** See next page for the Four Seasons Easter schedule.
- **If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible.** Your time will be more productive working on the sales floor, engaging with your customers.
- **If you bring in your holiday tonnage items early,** it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- **Order holiday semi-perishable and hard tonnage items early.** Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- **Develop an off-hour or evening fill schedule for your hard goods.**
- **Stay ahead with tomato and banana color on hand** in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- **Easter business can come late. Historically, Friday and Saturday are busy days.**



2024 Easter Schedule



FRIDAY 3/29: Normal office and delivery schedule.

SATURDAY 3/30: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 3/31: Office **CLOSED**. Modified delivery schedule.

MONDAY 4/1: Normal office and delivery schedule.