



ORGANIC MARKET NEWS



AUGUST 23 - AUGUST 29, 2024

ORGANIC FRESH FIG SEASON & OTHER SPECIALTY FRUIT



GOOD NEWS! Organic Brown Turkey and Black Mission Figs are going strong during the California peak season, with excellent quality available in 12/8 oz clamshells.

Now through September will be the best time of the year to promote **Organic Fresh Figs**. Fresh Figs are delicate, so handle them with care and sell them from refrigerated displays - by Berries or Grapes usually works best.

Several popular Florida grown Organic Tropical items will be available through the end of August from Glaser Farms! **Organic Starfruit**, **Green Skin Avocados**, and **Longans** are the highly anticipated new arrivals!

These will add to their other assortment of **Organic Cactus Leaves**, **Napoles**, **Water Coconuts**, **Jackfruit**, **Mamey**, and **Sapodilla**.

Organic Black Muscadine Grapes continue in season from North Carolina for late August, **Organic Bronze Muscadine Grapes** will be available too. Nice sweetness is expected.



OG APPLES

GOOD NEWS! Washington **Organic Gala Apples** have fully transitioned into the new crop with excellent quality and supply. This is the time to promote this item for back to school and Fall snacking.

Washington **Organic Cosmic Crisp Apple** prices are firming up the storage crop supply tightens. New crop starts in late November.

NOTE: Washington storage crop and **Organic Granny Smith** and **Organic Fuji Apple** supplies are ending. Once the current supply is depleted at the start of September, we expect a gap until the 2024 new crop arrives toward the end of the month. There may be a few imports, but not enough to fill the gap.

NOTE: Washington grown and imported **Organic Pink Lady/Cripps Apples** are limited and will be available intermittently until the new crop arrives in late October.



OG LETTUCE

GOOD NEWS! **Organic Romaine Hearts** are in peak supply from California, with outstanding quality and availability, making this a great time to expand offerings and take advantage of favorable pricing.

GOOD NEWS! **Organic Iceberg Lettuce** from California also shows consistent production and affordable costs, offering promotional opportunities.

The **Organic Lettuce** category is experiencing steady availability. While **Organic Leaf Lettuce** production in Québec has decreased due to weather conditions, production in California remains strong, supplemented by the Northeast. Costs and availability are expected to remain consistent through August.



OG BERRIES

Organic Blackberries will see a slight price increase as summer production slows down. Quality out of California has been outstanding, with excellent eating quality.

NOTE: **Organic Blueberry** pricing is increasing significantly as the Pacific Northwest crops finish. Quality from the Pacific Northwest has been hit or miss on arrival. Peruvian arrivals are sporadic and limited, but the quality has been excellent. We are finishing with our last Pacific Northwest arrivals and hope to transition to all Peruvian fruit over the end of August as it becomes available.

NOTE: **Organic Raspberry** availability will tighten up very quickly with imminent supply. Production has slowed down significantly out of California/Baja.

ALERT! **Organic Strawberries** are very limited, with supplies falling significantly and demand increasing. Prices will rise, and expect prorates and limits over the end of August as supplies continue to trend downward.



OG AVOCADOS

NOTE: Organic Hass Avocado supplies remain tight, but fruit volume and availability should improve in September.

Organic Fair-trade Avocados from Mexico are back in stock from Equal Exchange, including the popular 8/4ct ReadyCycle Tray Pack and 48 and 60ct-sized fruit.



OG GRAPES

GOOD NEWS! Organic Grapes from California have superb quality, with strong varieties and excellent flavor on the **Greens** and **Reds**.

Organic Thomcords and **Candy Snaps** are available.

Organic "Natural Thompson" Grapes a Heritage variety with golden color, smaller size, and honey-sweet flavor, are in season from California in 16/1 lb clamshells.



OG BROCCOLI

Organic Broccoli from California continues to be steadily available, but as September approaches, yields are decreasing, leading to a rise in costs during the remainder of August.

Québec's production remains limited, causing further availability constraints, though quality has not been affected. These conditions are likely to persist into September.



OG PEARS

New crop **Organic Bartlett Pears** from the Pacific Northwest now in peak season, with outstanding quality. However, the overall crop is about 25% short, due to a Spring frost leading to stronger markets.

The first **Organic Starkrimson Red Pears** from the Pacific Northwest are set to arrive early to start September, with a steady supply of good-sized fruit expected for the season.



OG MANGOS

Kent and **Keitt Organic Mango** have shifted supply to larger 8 and 9 ct fruit for the remainder of the Mexican season. There will be no more 12ct fruit, and 10ct fruit will also be tighter. Look for some special non-hot water-treated fruit available for a few weeks until the close of the season with excellent flavor and sweetness.

NOTE: Organic Ataulfo, Mallika, and Nam Doc Mai Mangos are now done for the season.



OG HARD SQUASH

GOOD NEWS! Organic Hard Squash is starting in peak season from **LOCAL** farms in Pennsylvania on **Organic Butternut Acorn, Spaghetti, Kabocha** and **Delicata Squash**.

NEW! Organic Pie Pumpkins (code 41220) and **Organic Honeynut Squash** (code 41053) will be available come the end of August.



OG CAULIFLOWER

NOTE: Organic Cauliflower conditions remain challenging, with limited volumes and elevated costs. Despite strong quality, these unfavorable conditions are expected to continue through August due to limitations in production.

Organic Romanesco is available from California.



OG LEMONS

Organic Lemons are a good option for promotion in late August and early September on "Fair Trade" Fancy Lemons from Argentina. 2 lb bags and 115 ct are the best options.



OG CORN

LOCAL Organic Corn is exceptionally sweet and flavorful, and we are currently at the peak of the Lancaster County, PA season in late August.



OG PEPPERS

Organic Color Bell Peppers are seeing increased product availability from Mexico, Holland, and Canada, leading to a slight price drop as we move into September. We continue to pull our supply from Canada at this time.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico maintain steady availability with outstanding quality, and costs are improving. This makes August and September ideal for promotional opportunities.



ORGANIC ASPARAGUS

ALERT! Organic Asparagus will be very limited over the next two months as we transition from Central Mexico to Baja. Baja production will start slowly and will take a few weeks to reach decent volume.



OG MELONS

GOOD NEWS! Organic Mini Watermelons continue to be promotable from **LOCAL** farms in Pennsylvania and Ohio. Quality has been exceptional, with excellent eating fruit.

GOOD NEWS! Organic Cantaloupe and **Honeydew** supply is peaking, with larger melons more available than smaller ones. Quality and flavor have been excellent.



OG STONE FRUIT

GOOD NEWS! Organic Yellow and White Nectarines, Yellow and White Peaches, Red and Black Plums, and Pluots are in excellent supply this week. Continue to promote these items, as they are expected to be available well into September.



OG KIWI

GOOD NEWS! Organic Green and SunGold Kiwi are in excellent supply for an exciting month of promotion from Zespri. Look for ad and in store promotions on all Zespri **Organic Kiwi** in our **Green** and **SunGold** lines. Point-of-Sale materials and shipper units are available to help with display building.

OTHER STORIES

ALERT! Organic Broccoli Rabe is currently experiencing a production gap due to quality issues, leading to limited or no availability throughout the remainder of August.

Organic Scallions and **Herbs** from California are performing well and arriving in excellent condition.

Organic Royal Star Papayas are in good supply for the end of August.

NOTE: Organic Pineapples remain in very short supply, and all orders are being prorated. This shortage is expected to continue through early September.

NOTE: Lady Moon **LOCAL Organic Tomatoes** are still recovering from recent weather conditions, but volume is expected to pick up as we approach September.

GOOD NEWS! Organic Celery remains readily available in August, with favorable pricing and strong quality, creating opportunities for promotions that will extend into September. Expanding your offerings can help drive additional sales.

CONVENTIONAL MARKET NEWS

AUGUST 23 - AUGUST 29, 2024

NEW CROP PEARS IN SEASON



Fresh crop **Bartlett Pears** have transitioned from California to Washington and Oregon, with the Washington crop expected to be about 25% lower than last season, keeping markets firm.

GOOD NEWS! **Starkrimson Red Pears** have transitioned from California to Washington and Oregon. These are expected to be a promotable **Pear** variety this season.

Bosc Pears out of California remain limited with higher pricing, and this is expected to continue throughout the 2024 season.

Asian Pears are just coming into season from California and will be in peak availability through the Fall.



CV POTATOES

Green Giant is also making the switch to new crop 10/5lb **Idaho Russet Potatoes**, with fresh packs arriving at the end of August straight from the fields. For September, these **Idaho Russet Potatoes** will be shipped in paper bailer masters to allow better airflow as the new crop **Potatoes** go through the "sweat."

The 10/5 lb **Red** and **Gold Potatoes** from Green Giant are also new crop, with both varieties coming from Idaho. Quality is looking very nice, and pricing remains steady.

LOCAL "Jersey Fresh" bagged 10/5 lb **Gold**, **Red**, and **White Potatoes** are now in full swing. The supply of New Jersey **White Potatoes** is beginning to decrease at the end of August, but New Jersey **Red Potatoes** are expected to come to an abrupt end at the start of September due to late-season heat affecting quality.

Storage crop count-sized **Russet Potatoes** from Idaho are in their final days. Larger sizes are a bit tight, pushing the market up slightly. New crop **Idaho Count Russets** will begin arriving for the close of August, and the market is expected to remain steady, with a potential slight uptick in price as the transition from old to new crop occurs.



CV LETTUCE

GOOD NEWS! **Romaine Heart** production remains the most favorable **Lettuce**, with excellent quality, availability, and pricing throughout August, making it a great time to increase displays and highlight promotions for better sales volume.

Iceberg Lettuce from both regions is also in strong production, and promotions are suggested to increase sales.

Lettuce from both Quebec, Canada, and California is producing good quality and volume. **Green** and **Red Leaf Lettuce**, as well as **Romaine**, are yielding consistently strong volumes and are priced aggressively.



CV BERRIES

Blackberry supplies remain steady out of California, with pricing increasing slightly as volume starts to slow down. Quality has been very nice overall, with great eating quality.

NOTE: **Blueberry** supplies will be limited at the end of August as the Pacific Northwest fruit supply finishes. Any remaining fruit is showing quality challenges. Driscoll's brand will be particularly short. Peruvian imports are on the water but not yet available in volume. Michigan has good quality and good supply while we await the Peruvian vessels' arrival.

Raspberry prices will begin increasing as supplies slow down. Crops are starting to transition areas and varieties, which is limiting availability.

NOTE: **Strawberry** prices will increase as demand continues to exceed supply ahead of Labor Day. Volume is down trending out of Northern California as crops begin to transition back to Southern California for the fall. Berry size is smaller.

LOCAL



CV APPLES

New crop **LOCAL** Eastern **Ginger Gold, Gala** and **Honeycrisp Apples** are now in season!

Rave Apples (an early Washington apple with Honeycrisp parentage) are in peak season for late August through September. The first **SweetTango Apples** of the year will arrive by 8/26.

In late August, Washington **Gala Apples** are a combination of old and new crop due to limited small-size fruit. As the new crop ramps up, this will improve over the start of September, and we will shift to only new crop as it becomes available.



CV LITTLE LEAF SALADS

NOTE: Little Leaf brand **CEA Salads** will go into a period of demand exceeding their production during September ahead of the opening of the next phase of greenhouse expansion in their Pennsylvania operations in October. Occasional pro-rates are expected during this time.



CV BROCCOLI

Broccoli Crown volumes from California are steady, though production in Maine continues to lag. Due to these mixed conditions, costs are higher than average but reasonable.

As September approaches, Maine's production is expected to improve, which should help drive costs down.



CV CELERY

GOOD NEWS! Celery continues to have strong availability in the closing days of August, with favorable pricing. The combination of strong quality, excellent availability, and aggressive prices creates perfect conditions for promotional opportunities in late August.



CV AVOCADOS

NOTE: Hass Avocado pricing remains higher on large-sized fruit, with 48 ct and larger fruit slow to come in during the Flora Loca season in Mexico. Prices for 60 ct and smaller fruit have decreased slightly. The fruit is hard and green, with oil content lower than in previous weeks. The eating quality is fair.

LOCAL



CV SQUASH

The **Squash** market for **LOCAL Green** and **Yellow Squash** varieties tightened up through mid-August. A combination of heat and rain this season caused the crop to abruptly stop producing, creating a significant shortage of local product. That surge in price has eased demand slightly getting price back to more reasonable



CV MELONS

Cantaloupes and **Honeydew** from California are peaking on large fruit. The quality and eating experience have been outstanding.

Tuscan Cantaloupes and **Sugar Kiss Melons** will be in sporadic supply in late August and early September. **Golden Dew** and **Orange Flesh Melons** will be a promotable variety to kickoff the month.



CV STONE FRUIT

There is still plenty of eastern and western **Stone Fruit** expected to be available in September, and some may even continue into October on **Peaches** and **Plums**.

At the start of September, the last late variety of **Velvet Apricots**, the "Ruby Velvet", is expected to arrive. This is said to be one of the best varieties of the season, so be sure to grab some to take the place of the **Apriums**, which are ending at the end of August.

LOCAL



CV WATERMELON

GOOD NEWS! Watermelons continue to be promotable from Delaware, Pennsylvania, and North Carolina, with excellent quality and strong supplies.



CV SLICING TOMATOES

The Canadian greenhouse **Beefsteak Tomato** market dropped quickly putting pricing pressure on USA field grown **Vine-ripe Round Tomatoes**. Prices have fallen, but high-quality **Beefsteak Tomatoes** will still bring a premium price.

Tomatoes on the Vine are steady as we head into September, though they will remain tight.



CV ARTICHOKES

Artichoke volumes from California remain below average, but with lighter summer demand, the product is more readily available. Costs are expected to remain elevated into mid-September due to limited harvest volume, though quality continues to be outstanding.



CV GRAPE TOMATOES

LOCAL Grape Tomatoes are struggling due to earlier heat and rain this season, with most of the current harvest going to contracts and not offering much additional product to the open market. To meet customer demand, we are pulling from other regions including greenhouse grown product.



CV SWEET ONIONS

The **Sweet Onion** deal is transitioning to the new crop of **LOCAL Pennsylvania Simply Sweet Onions** in bulk and bags.

The quality of these new crop **Pennsylvania Simply Sweet Onions** is outstanding, though it's important to note that the Pennsylvania growers pack a 14/3lb bag master rather than the usual 16/3 lb.



CV SPECIALTY BERRIES

Oregon **Red Currants** 12/6oz are in peak season with some promo opportunities in late August.

Peeled Golden Berries continue to be in season from South America.

Driscoll's Sweetest Batch Blueberries out of New Jersey continues, but volume is slowing down. Quality and flavor remains exceptional, with some of the best eating fruit all year.



CV CAULIFLOWER

NOTE: Cauliflower production has decreased significantly in late August, leading to a quick rise in costs. Although quality remains strong, expect increased costs and limited availability as the month progresses.



CV GRAPES

GOOD NEWS! Grape quality out of California is excellent right now, with varieties strengthening each week. **Green Grapes** are still more promotable than **Red and Black Grapes**. The Jumbo-size lines are exceptional and worth promoting!



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts are now harvesting new crop production with outstanding quality. After several months of limited production and elevated costs, **Brussels Sprouts** are primed for late August promotions. As fall approaches and temperatures change, demand will likely increase, making this a great time to boost offerings and highlight promotions to increase sales.



CV PINEAPPLE

Pineapple supplies are getting better. There seems to be a slight improvement in the market, with volumes of smaller fruit starting to rebound. Larger fruit will remain higher priced.

INSPIRATION CORNER



Rave POS Materials:

- 232300 - POS Rave Apple Display Bin
- 228658 - POS Rave Apple Display Box

Rave Apple Codes:

- 221612 - CV Apples Rave 40lb 72/88ct
- 213690 - CV Apples Rave 12/2lb Bag



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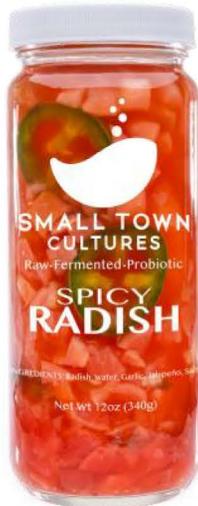




SMALL TOWN CULTURES

- Made in Plattsburgh, NY
- Women-owned, Family run
- Raw Fermented Probiotic
- Vegan

SELLS GREAT IN PRODUCE DEPARTMENT REFRIGERATED CASE, OR AS PART OF FERMENTED FOODS SETS, HUMMUS SETS, OR PLANT-BASED FOODS SETS.



AVAILABLE NOW!

| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|----------------------|---------|-----------------|
| 237844 | CV Onions Red Sliced | 6/12 oz | 6-57664-49171-4 |
| 237845 | CV Kimchi Turmeric | 6/12 oz | 6-57664-49141-7 |
| 237846 | CV Jalapenos Sliced | 6/12 oz | 6-57664-49168-4 |
| 237847 | CV Carrots Baby | 6/12 oz | 6-57664-49147-9 |
| 237849 | CV Kimchi Wild Ramp | 6/12 oz | 6-57664-49157-8 |
| 237850 | CV Beans Dill | 6/12 oz | 6-57664-49167-7 |
| 237851 | CV Radish Spicy | 6/12 oz | 6-57664-49154-7 |
| 237848 | CV Sauerkraut Red | 6/12 oz | 6-57664-49160-8 |

LEARN MORE AT
smalltowncultures.com



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NEW/REBRAND! MACRO VEGETARIAN IS NOW MINDFUL KITCHEN!



MINDFUL
KITCHEN

Good to Go! Hot or Cold, Anytime, Anywhere!



8 oz Sprouted Hummus



Sprouted hummus offers several benefits compared to regular hummus, thanks to the process of sprouting the chickpeas before blending.

1. Enhanced Nutrient Absorption
2. Improved Digestibility
3. Higher Protein Content
4. Lower Glycemic Index

Same great popular asian inspired recipes, with a new name!
Everything is Vegan, and carefully made in small batches out of New Jersey!
Codes & UPCs will stay the same.

FULL LINE/REBRAND AVAILABLE STARTING 8/28

| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|--------------------------------|------------------------------|-----------------|
| 219389 | CV Hummus Sprouted OG | 8/8 oz Mindful Kitchen | 6-80314-02101-6 |
| 219390 | CV Hummus Sprouted Swt Potato | 8/8 oz Mindful Kitchen | 6-80314-02102-3 |
| 219391 | CV Hummus Sprouted Kale | 8/8 oz Mindful Kitchen | 6-80314-02103-0 |
| 45270 | CV Noodles Sesame Natural | 6/12 oz Mindful Kitchen | 6-80314-88805-3 |
| 45271 | CV Noodles Spinach Natural | 6/12 oz Mindful Kitchen | 6-80314-88808-4 |
| 219395 | CV Creamy Cashew Carbonara | 6/12 oz Mindful Kitchen | 6-80314-00105-6 |
| 232859 | CV Noodles Sundried Tomato | 6/12 oz Mindful Kitchen | 6-80314-00106-3 |
| 219396 | CV Cauliflower Alfredo | 6/12 oz Mindful Kitchen | 6-80314-00107-0 |
| 45277 | CV Dumplings Shanghai Natural | 6/12 oz Mindful Kitchen | 6-80314-88884-8 |
| 45279 | CV Dumplings Thai Natural | 6/12 oz Mindful Kitchen | 6-80314-88898-5 |
| 45281 | CV Noodles Pad Thai Natural | 6/12 oz Mindful Kitchen | 6-80314-88899-2 |
| 45249 | CV Noodles Kale Pesto Natural | 6/12 oz Mindful Kitchen | 6-80314-88838-1 |
| 45290 | CV Dumplings Samosa Natural | 6/12 oz Mindful Kitchen | 6-80314-88886-2 |
| 45291 | CV Sprouted Brown Rice Risotto | 6/12 oz Mindful Kitchen | 6-80314-88885-5 |
| 45294 | CV Sushi Macro Natural | 6/7 oz Mindful Kitchen | 6-80314-88888-6 |
| 219394 | CV Sprouted Brown Rice Ginger | 6/7 oz Mindful Kitchen Sushi | 6-80314-88666-0 |



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DUMPLINGS



Shanghai Dumplings
CODE: 45277



Thai Dumplings
CODE: 45279



Samosa Dumplings
CODE: 45290

NOODLES



Sesame Noodles
CODE: 45270



Spinach Noodles
CODE: 45271



Creamy Cashew Carbonara
CODE: 219395



Sun-dried Tomato Pesto Pasta
CODE: 232859



Cauliflower Alfredo
CODE: 219396



Pad Thai
CODE: 45281



Kale Pesto Pasta
CODE: 45249

RICE & SUSHI



Sprouted Brown Rice Risotto
CODE: 45291



Macro Sushi
CODE: 45294



Ginger Sushi
CODE: 219394

“PAINTING PICTURES” WET RACK DISPLAY CONTEST

SEPTEMBER 1 - DECEMBER 31, 2024



Calling all Produce Artists!

Time to show the wet rack a little bit of love with the first ever Four Seasons Produce Wet Rack Display Contest!

Here's your chance to show off your creative flair, paint an awesome produce picture for your customers to shop from, win some cool prizes, and have all of the wet rack bragging rights for 2024! The natural colors and textures that nature provides us with lettuces, leafy greens, roots, and fresh herbs set the stage for creating an awesome customer experience! So, let's dust off those paintbrushes, clean up the canvases, and create some fresh experiences with our "Painting Pictures" Contest.



DISPLAY CONTEST CRITERIA:

- This contest is available to current Four Seasons Produce customers.
- **"Paint a picture"** in your department by creating an amazing visual with your wet rack.
- Must follow all **crisping procedure guidelines** to keep product as fresh as possible for your customers (a simple step by step guide is included on page 2-5).
- Must include at least **3 NEW items** within the rack that you have never tried before (must include which 3 items are additions in your picture submission).
- Must highlight and put on ad at least **2 different items** within your rack at least **once a month** for the length of the contest.
- Submit all pictures to contests@fsproduce.com by **Friday, January 3, 2025**.

Keep it fun and keep it fresh!

DISPLAY CONTEST PRIZES: (gift cards)

1ST PLACE - \$200



2ND PLACE - \$150



3RD PLACE - \$100



EACH WINNER WILL RECEIVE A BRAND NEW FOUR SEASONS PRODUCE ENGRAVED PRODUCE KNIFE AND LEATHER SHEATH!

Time to get those creative juices flowing, and create a wet rack that Picasso would be proud of. Remember, like any famous artist's style of painting, your wet rack is an individual expression of fresh. Get creative, and have some fun!

For additional merchandising best practices and wet rack display tips, please contact your Four Seasons Sales Rep or Merchandiser.



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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.



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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
mushroomcouncil.org/retailers/resources/best-practices-studies



Fall Planning...

ALREADY?!?



August through early September is **PRIME TIME FOR PLANNING** for a successful fall selling season. Soon your shoppers' tastes will change from summer type fruit, such as Cherries and Peaches, and move into commodities like Apples, Pears, and Fall decorations.

- Now is a **great time for doing deep cleans of your cases and counters.** The historically slower month should allow a full on sanitation assault, so your counters are fresh and ready for the Fall harvest changeovers.

- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for parents to pack in the kids' lunch boxes. Opening up on **bagged apples and oranges** is generally a good start, but also be thinking about items like **dried fruit, nuts, and other dry line snacking items.**

- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, Nectarines, and Plums will still be available and great items to promote, although they should take a backseat when Apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.



- **Building an outdoor display with Pumpkins and other Fall Ornamentals** add a "fall harvest" feel as customers walk into your store. Other commodities are great to promote outdoors are local apples, broccoli, and cauliflower.

- **Look at areas of your department where items may have gotten "lost."** It's a perfect time to load in on those lower risk items such as Apple Dips, Apple Crisp, Juices, Dressings, Jarred Fruit, and Jarred Garlics to name a few.

- **Set up a cross merchandising calendar** with other departments in your store with space allocated for tie-in items.

Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!

