



ORGANIC MARKET NEWS



JUNE 20 - JUNE 26, 2025

PEAK SEASON ORGANIC STONE FRUIT



Organic Cherries are in excellent supply out of California and some Washington fruit is expected to join the mix through the start of July and take us right into the first week of August.

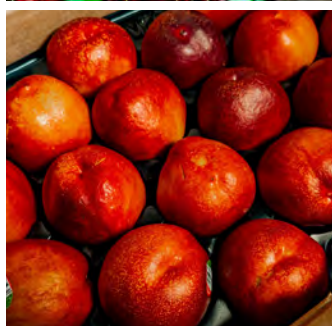
It's time to enter the amazing and huge Homegrown **Organic Stone Fruit** promo and display contest featuring **Organic Yellow** and **White Peaches** and **Organic Nectarines** as well as **Red** and **Black Plums** and **Pluots** with amazing quality, good size and excellent flavor. This is one of the best contests of the year, with thousands in prizes within reach and an amazing entry gift just for trying. Make sure to get in it to win it.

Organic Red Cherries are finally available and in good supply out of Washington. Markets are beginning to ease making this a great opportunity to promote and enter the Pacific Northwest **Organic Cherry** promo and display contest. Growers are expecting excellent size, quality, and flavor this season.

Washington **Organic Rainier Cherries** are in house now and we expect steady supplies through June and then they will come to an abrupt end. Make sure to stock up on this seasonal favorite.

South Carolina Fair Trade **Organic Peaches** are in good supply and are expected to run through mid-July. So far, the crop has been outstanding with excellent quality, size, and flavor!

California **Organic Very Cherry Plums** are expected to start the last week of June. This is an outstanding piece of fruit, and a favorite for many! Be sure to get these in your stores to kick off July.



OG APPLES

With the start of the new season in view, we expect the Washington **Organic Gala** and **Fuji Apple** prices to ease off slightly as imports start hitting the market and cause some slight competition.

Washington **Organic Granny Smith** are wrapping up for the domestic season and are expected to be completely finished by mid to end of July. Imports will remain limited, and pricing should remain stronger than usual until new crop begins in September.

Washington **Organic Cosmic Crisp Apple** supplies are tighter, and the little bit of fruit we are getting is sizing extremely large so expect 48 to 64 count fruit for the foreseeable future with an occasional 72/88 ct box appearing here or there. This is expected to continue until new crop in December and some gaps should be expected.



OG MANGOS

There will be a good supply of **Organic Tommy Atkins Red** and **Ataulfo Honey Mangos** for the middle of June.

Specialty **Organic Mangos** such as the popular **Organic Nam Doc Mai** and **Mallika Mangos** will be available to add to your displays as early as the middle of June. This is much earlier than previously expected. The Green Crunchy Mango known as the **Kiew Savoy Mango** will also be available in limited supply.

Back in stock are **Organic Dried Ataulfo** and **Red Mangos** from Crespo Organics for the 2025 season. These dried **Organic Mangos** are best in class. Packaging is top notch, so be sure to get these on your shelves. Available in a 4 oz or 1 lb bag.



OG BERRIES

Organic Blueberries continue to be promotable. **LOCAL** New Jersey harvests have started and quality is excellent. Promote on this short season.

Organic Blackberries remain steady out of California. Quality has been nice. Expect **LOCAL** varieties to begin in early to mid July.

Organic Raspberry availability remains steady out of California and Baja. Quality has been excellent.

Organic Strawberries continue to be promotable out of California. Quality and volumes are exceptional with promotable pricing.



OG ASPARAGUS

Organic Asparagus will return near the end of June out of Mexico with good supply. Harvests have increased and availability is expected to be steady.



OG BRUSSELS SPROUTS

As production from Mexico continues, **Organic Brussels Sprouts** are still readily accessible entering July. Quality and costs are continuing to be consumer friendly. These conditions are anticipated to persist for the foreseeable future.



OG MELONS

Organic Honeydews and **Cantaloupes** are in abundant supply. Now is a great time to promote these high flavor melons.

Organic Gaya, Galia, Golden Honeydew, and Orange Honeydews are available, on the road, and headed our way. Get ready to promote these beautiful specialty melons!



OG BELL PEPPERS

Organic Hothouse Red and Yellow Bell Peppers continue to be promotable out of Canada. **Organic Orange Bell Pepper** pricing is inching down but not as low as the others. Quality is excellent.



OG SQUASH

Organic Green and Yellow Squash are in good supply from North Carolina with New Jersey producing some as well.



OG CUCUMBERS

Organic Seedless Cucumbers will be very promotable out of USA Greenhouses. Quality has been excellent with good pricing.



OG GRAPES

Organic Grape supplies remains tight on **Red, Green, and Black Grapes**. **Specialty Grapes** have started. We will carry **Organic Gummy Berries, Organic Jelly Berries, and Organic Cotton Candy Grapes** out of Mexico.



OG WATERMELONS

Organic Seedless and Seeded Watermelons have finished out of Mexico. California fruit will be available, but supplies will be limited and sizing is expected to run smaller to kick off the season. Expect 60 ct. bins of **Organic Seedless Watermelons** to be limited in availability. **Organic Seeded Watermelons** 36 ct bins will be limited in availability.

Organic Seedless Watermelons have finished out of Mexico for the season. California fruit will be available leading into the 4th of July holiday, but growers are expecting lighter supplies. So far, sizing looks to be very good with mostly 60 ct size and larger. In terms of personal **Organic Seedless Watermelons**, expect mostly 6 ct. fruit and lighter supplies on 8 ct.



OG SPECIALTY

Organic Bi-Color Corn continues to be available with promotable volume out of Georgia and North Carolina. Quality has been excellent.



OG BROCCOLI & CAULIFLOWER

Throughout June the production of **Organic Broccoli** in California has been abundant and of exceptional quality. However, as July approaches, conditions are quickly changing which is driving price increases. Expect these conditions to remain difficult in the early portions of July.

As a result of production constraints, **Organic Cauliflower** from California is still accessible. However, prices have remained elevated. Despite the tightening of supply, quality has remained about average. Throughout the latter half of the month, it is anticipated that these conditions will persist.



OG SPECIALTY VEG

Some Specialty Vegetable items coming in include Pennsylvania grown **LOCAL Organic Green Kohlrabi** and **Fava Beans**, California grown **Organic Gold Bar Squash**, California grown **Organic Lemon Cucumbers**, California grown **Organic Purple Snow Peas**, and California grown 25 lb loose **Organic Chioggia Beets**.

OG LOCAL VEG

Lady Moon Farms in Chambersburg Pennsylvania continues with promotable supplies of **LOCAL Organic Green** and **Red Kale**, as well as steady supplies of **Organic Lacinato Kale**, **Collards**, and **Dandelion Greens**. They are slated to start with **Organic Zucchini** in late June.

Pennsylvania grown **LOCAL Organic Green Cabbage** is abundant and promotable from **LOCAL** growers Josh Weaver and Christ King.

OG EGGPLANT

Organic Eggplant remains challenging, with most supply coming out of the tail end of Georgia production. North Carolina is set to begin picking at the end of June.



OG CELERY

Organic Celery continues to experience improving volume as July approaches which has led to promotional cost. Conditions are anticipated to remain favorable for an extended period and should be promoted with aggressive pricing.



OG LETTUCE

While the **Organic Lettuce** harvests at Lady Moon Farms in Pennsylvania and various New Jersey growers continues until late June, it will soon end as the weather warms up. Availability from the northern states and Quebec will become available as the **LOCAL** season begins to conclude. This product will be dependable until the conclusion of the summer when production resumes in Pennsylvania and New Jersey.

LOCAL Organic Iceberg Lettuce from New Jersey is now completed for the season. The availability of **Organic Romaine Hearts** and **Organic Iceberg Lettuce** from California remains excellent. However, the cost is slightly elevated and the quality is of mediocre standard with fairly limited production.

OTHER STORIES

Organic Dill supplies have tightened up on the west coast. There is some availability in New Jersey and Pennsylvania but expect potential shortages.



OG SPECIALTY FRUIT

Organic Eggfruit Canistel and **Lychee** highlight some of the tropical Organic offerings grown in Homestead, Florida right now.



OG TOMATOES

Organic Beefsteak Tomatoes will be promotable as Savoura Canadian greenhouses are expected to flush through the end of June. Now is the time to promote with aggressive prices and strong volume ahead of local production.

Organic Cherry Tomato varieties from Savoura will be ending for the summer. **Cerizo** and **Mini Apero Tomatoes** will end as greenhouses are pulled and sanitized and replanted for Fall and Winter harvest. Sell away while supplies last.

Organic Grape Tomatoes continue to be promotable from North Carolina and Mexico. Lady Moon Farms is expecting to start early July.

California **Organic Artichokes** are once again promotable as July approaches. Expect favorable costs and strong quality to build eye-catching displays.

JULY 4TH MERCHANDISING

It's time to make your scheduling, ordering, and merchandising plans for the Independence Day holiday sales period!

INDEPENDENCE DAY "MUST-HAVES" CHECKLIST

GRILLING VEGETABLES

- ☐ Asparagus
- ☐ Eggplant
- ☐ Fennel
- ☐ Mushrooms - Portabella Caps & Slices
- ☐ Sweet Onions
- ☐ Peppers - Sweet Bell & Mini Sweet
- ☐ Potatoes - Russet Counts
- ☐ Potatoes - Grill-Ready Packs
- ☐ Squash - Zucchini & Yellow
- ☐ Sweet Corn - Bulk & Tray Packs

STONE FRUIT

- ☐ Apricots/Apriums
- ☐ Cherries - Dark Sweet & Rainier
- ☐ Nectarines - Yellow, White, & Donut
- ☐ Peaches - Yellow, White, & Donut
- ☐ Plums - Red & Black
- ☐ Pluots/Plumcots

VALUE ADDED

- ☐ Veggie Trays
- ☐ Fresh cut Fruits and Veg
- ☐ Kabob Kits
- ☐ Croutons
- ☐ Dips
- ☐ Dressings
- ☐ Garlic Expressions Marinade
- ☐ Guacamole
- ☐ Juices
- ☐ Salsa

PICNIC INGREDIENTS

- ☐ Lettuces
- ☐ Onions
- ☐ Potatoes - Red & Gold (for potato salad)
- ☐ Slicing Tomatoes

MELONS

- ☐ Cantaloupes - Athena-style, Tuscan, & Western
- ☐ Honeydew
- ☐ Watermelons - Mini
- ☐ Watermelons - Whole & Cut
- ☐ Specialty Melons (Kiss Melons)

BERRIES & GRAPES

- ☐ Blackberries
- ☐ Blueberries
- ☐ Raspberries
- ☐ Strawberries
- ☐ Grapes - Red/Green
- ☐ Grapes - Cotton Candy

ORDERING TIMELINE

THURSDAY, 6/26

Focus: Hard Goods

- **Place orders for:** croutons, dips, dressings, snacks, juices, and other center-store or shelf-stable items.
- **Get these items received and packed out early** to clear space and focus for the busier days ahead.
- **Minimizing backroom clutter** now means smoother operations during peak periods.

FRIDAY, 6/27 - SATURDAY, 6/28

Focus: Hard Fruits & Vegetables

- Order semi-perishables and durable produce like apples, potatoes, carrots, onions, etc.
- Assign evening crews to **pack out hard goods and prep your department** for high-volume days.
- Take time to organize storage and back rooms - being clean and prepared will make the week run much smoother.

SUNDAY, 6/29 - MONDAY, 6/30

Focus: Tonnage & Holiday Staples

- Begin receiving large-volume items like sweet corn, watermelon, cantaloupes, and summer stone fruits.
- **Do not delay these orders until Monday 6/30** - you risk delayed delivery and missed sales windows.
- Customer traffic will begin to build on Friday and accelerate daily into the long holiday weekend.

TUESDAY, 7/1 - THURSDAY, 7/3

Focus: Refills & Perishables

- Replenish **ad items, fresh perishables, and key promotional product** to stay fully stocked.
- Make sure product is available and fresh for **Friday morning shoppers and the start of the holiday rush.**



CONVENTIONAL MARKET NEWS

JUNE 20 - JUNE 26, 2025

JERSEY BLUEBERRY SEASON



GOOD NEWS! Blueberries are promotable out of **LOCAL** New Jersey farms. Pricing is aggressive and volume is plentiful with excellent quality.

Blackberries remain steady overall. Most growers are in all domestic crops out of Georgia and California.

LOCAL production should start in early July.

Raspberries will continue to be steady out of Baja, CA. Quality has been exceptional.

Strawberries continue to be available out of California. Quality has been excellent, expect pricing to increase slightly as harvest numbers are down and demand increases.



CV CHERRIES

Washington **Red** and **Rainier Cherries** are now in excellent supply with sizes including 8.5, 9.5, 10.5 and 11.5 row in bags and clamshells. Size and quality has been excellent. Get ready to enter our huge July Northwest Cherry promo and display contest featuring Stemilt growers and others which will run most of July.

There will be limited supplies on all specialty cherries such as Audra Rose, Oronda Ruby, and Skylar Rae as we head into July. This season will be coming to an end very soon, so now is a great time to get these high flavor varieties on your shelves.



CV STONE FRUIT

South Carolina **Peaches** are in abundant supply with easing prices and are expected to go right into July when we should start to see **LOCAL** New Jersey and Pennsylvania fruit around mid month. Size and quality have been outstanding.

In late June we expect to introduce California **Peach Pie Yellow Donut Peaches** in 12/2 lb cardboard punnets. These are only expected to be around for about a month.

Towards the end of the month the long awaited **Verry Cherry Plums** are expected to arrive in both bags and clamshells. Make sure to get into the amazing bursts of flavor while this seasonal favorite is around.

There will also be a supply of the **Red Samba Plumcot** in euro boxes, make sure you ask for this delicious **Plumcot** by name.



CV BROCCOLI & CAULIFLOWER

Broccoli production from North Carolina remains constrained, resulting in elevated costs and restricted availability. However, as July approaches, volumes will begin to regain momentum. Additional supply volume from California will remain accessible; however, costs will be at a premium. Expect overall improved conditions as July approaches.

In California, **Cauliflower** production continues to generate favorable yields and exceptional quality. With enhanced production conditions and the absence of quality issues, pricing has become competitive. Anticipate promotional opportunities to continue into early July but quickly begin to change as the month continues.



CV SWEET CORN

Sweet Corn continues to be promotable. **LOCAL** Delaware harvests will begin in late June. We expect to have **LOCAL** Delaware **Sweet Corn** Bins and Crates available by June 27th. Volume continues to be steady out of Georgia.



CV TROPICALS

Mangos are highly promotable for the end of June and leading right into the Fourth of July holiday.

Starfruit and **Guava** will begin from Florida for the middle of June.

Pineapples will be tighter through the end of June and heading into July



CV PEPPERS

Greenhouse grown **Color Bell Peppers** remain promotable out of Canada. **Red Bell Peppers** continues to see the most volume but **Orange** and **Yellow Bell Peppers** continue to be available with great supply and price. Quality is exceptional.



CV GREEN PEPPERS

Green Pepper pricing has inched up as Georgia finishes and North Carolina starts up. **LOCAL** New Jersey **Green Peppers** are set to start at the beginning of July.



CV GRAPES

Grapes supply in Mexico is catching up to demand while better varieties begin being harvested. Expect another 3-4 weeks strong of Mexican **Grapes** before the transition to California.



CV BRUSSELS SPROUTS

After improving throughout June, **Brussels Sprouts** conditions and cost are beginning to worsen again. Expect lighter availability and increased cost to start July. Additionally, expect quality to suffer as decreased yields are due to some quality issues in the field.



CV MELONS

Cantaloupes and **Honeydews** are currently excellent in volume, and now is a great time to promote.

Lots of specialty options available including 120 ct **Athenas** in bins, 9 ct **Athenas** in cartons, 9 ct **Tuscans**, 6 ct **Golden Dews**, 5 ct **Gaya Melons**, **Honey Kiss**, **Sugar Kiss**, and **Summer Kiss Melons**.



CV ASPARAGUS

NOTE: LOCAL Asparagus out of New Jersey is now officially finished for the season. We will transition to Mexico, early arrivals have been very nice quality.



CV LOCAL VEG

LOCAL Green, Red, Savoy and **Napa Cabbage** are in good supply and very nice quality from New Jersey. **LOCAL Pennsylvania Green Cabbage** is starting this week as well.

LOCAL Greens, Bunched Herbs, Leeks and **Bunched Radish** all continue in good supply and nice quality out of New Jersey.



CV GREEN BEANS

Green Bean prices have been a bit erratic over much of June, beginning the week lower and rising as growers move to the Carolinas. Quality however has remained good.



CV WATERMELONS

Seedless Watermelons continue steadily out of Georgia. Sizing remains on the larger size with 45 ct fruit abundant.

Seedless Mini Watermelons have now finished for the season out of Mexico. Growers in South Carolina have begun harvesting, but supplies look to be limited out of the gate. Arizona is set to begin harvesting by July 1st.



CV ARTICHOKES

Artichoke volumes from California remain favorable in late June with outstanding quality and promotional pricing. Expect cost to increase heading into July slightly; however, displays should remain intact to generate consumer interest and boost sales.



CV SQUASH

Green and **Yellow Squash** supplies remain decent, but pricing has inched up as Georgia finishes production, and North Carolina begins in a more limited way.

LOCAL New Jersey **Squash** is also coming on in better supply, and quality has been nice.



CV LETTUCE

With the conclusion of the New Jersey **LOCAL Lettuce** season, Canadian summer **Lettuces** from Quebec are becoming readily accessible. This production will encompass bulk **Leaf** and **Romaine Lettuces**, in addition to iceberg and romaine hearts.

In recent weeks, growers on the West Coast have seen a decline in production of the entire **Lettuce** category, which has led to a dramatic spike in price. California-grown **Iceberg Lettuce** and **Romaine Hearts** remain readily accessible; however, costs have considerably increased. Moreover, **Romaine** and **Leaf Lettuce** from California are beginning to follow the same trend as conditions are changing.



CV TOMATOES

Beefsteak Tomatoes continue to be promotable out of Canada with excellent quality.

Grape Tomatoes continue to be promotable from North Carolina and Florida. Quality has been exceptional.

Cocktail and **Campari Tomatoes** have tightened up due to crop cycles. Expect increased pricing and snug availability. Quality has been excellent.

OLD LABEL



NEW LABEL



little leaf
FARMS

SPRING MIX LABEL UPDATE

Effective mid-June 2025, Little Leaf Farms Spring Mix will have a new label color. The UPC (857394006121) will remain the same. This will improve visibility on shelf and purchase intent.



Homegrown Organic Farms Stone Fruit Display Contest

June 16 - July 13, 2025

Four Seasons Produce is once again teaming up with Homegrown Organic Farms for an exciting display contest designed to boost your sales and move plenty of peak-season product through your department. As we dive into the heart of the season, Homegrown Organic Farms is ready to deliver top-quality EFI (Equitable Food Initiative) and ROC (Regenerative Organic Certified) stone fruit. June and July are perfect times to shine the spotlight on this category so get creative, have fun, and show off your merchandising flair!

DISPLAY CONTEST CRITERIA:

- Must have a minimum of **4 varieties** of Homegrown Organic Farms stone fruit in your displays.
- **All fruit must be purchased from Four Seasons Produce.**
- **Must use Homegrown Organic Farms point of sale cards and EFI decals, OR have Homegrown Organic Farms branded boxes** within your display. Point of sale signage and EFI stickers can be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- Displays must remain up for a **minimum of 1 week.**
- Please send all contest photos to contests@fsproduce.com by **August 7, 2025.**



DISPLAY CONTEST CODES:

- 239884 - OG Premium Yellow Peach euro box
- 244102 - OG Premium White Peach euro box
- 231487 - OG Premium Yellow Peach 12/2lb. pouch
- 240494 - OG Premium Yellow Nectarine euro box
- 243851 - OG Premium White Nectarine euro box
- 231488 - OG Premium Yellow Nectarine 12/2lb. pouch
- 244126 - OG Premium Red Plum euro box
- 244127 - OG Premium Black Plum euro box
- 231489 - OG Plum 12/2lb. pouch
- 244128 - OG Premium Pluot euro box
- 244134 - POS Display box Homegrown euro (new green)
- 244133 - POS Display Pop Up Bin Homegrown (new green)
- 239994 - POS Display Box Homegrown 2 layer (new green)



Code 239994



Code 244134



Code 244133

DISPLAY CONTEST PRIZES:

MOST CREATIVE DISPLAY

- 1ST PLACE - \$400 gift card**
- 2ND PLACE - \$300 gift card**
- 3RD PLACE - \$200 gift card**



LARGEST DISPLAY

- 1ST PLACE - \$400 gift card**
- 2ND PLACE - \$300 gift card**
- 3RD PLACE - \$200 gift card**



BEST SMALL STORE DISPLAY (3 registers or less)

- 1ST PLACE - \$400 gift card**
- 2ND PLACE - \$300 gift card**
- 3RD PLACE - \$200 gift card**



Every qualified entry will receive one of these dual branded Homegrown Organic Farms/Four Seasons Produce Vests just for entering!

For more information, please contact your Four Seasons Sales Rep or Merchandiser.
Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

| www.fsproduce.com





CRESPO ORGANIC MANGOES DISPLAY CONTEST JUNE 16 - AUGUST 3, 2025

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for a **minimum of 1 week**.
- Send all display contest photos to contests@fsproduce.com by **August 7, 2025**.



Code:
239637

Code:
239641



CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card

- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



ENTRY RAFFLE:

Every qualifying entry will be entered for a chance to win a Crespo Organic Mangoes backpack!

To read about the Crespo Organic story and get some really cool recipe ideas, please visit www.crespoorganic.com.

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



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THE LITTLE POTATO COMPANY SUMMER GRILLING DISPLAY CONTEST

MAY 18 - JULY 5, 2025



Fire Up the Grill with The Little Potato Company!

Four Seasons Produce and The Little Potato Company are teaming up again for a backyard-themed display contest featuring LPC favorites. Build a display that drives excitement and sales—and tie into LPC's national "Little Springtime Sweepstakes"!

Interested in participating? Contact your Four Seasons Sales Rep or Merchandiser to get started.

DISPLAY CONTEST CRITERIA:

- Build a display that has a **grilling/summer BBQ** theme between **May 18 - July 5, 2025**.
- All displays **must include 1.5lb bags, grilling/oven ready, and microwavable trays**.
- Displays must incorporate at least **8 LPC SKU's** between bags and trays.
- All products **must be purchased from Four Seasons Produce**, with a minimum of **10 cases** purchased during the contest period.
- Displays should be kept up for **at least 2 weeks**.
- Displays built **May 18 - June 4, 2025** are eligible to participate in "The Springtime Sweepstakes" National Contest with **(15) \$1,000 prizes** in free groceries for retail shoppers from The Little Potato Company.
- Use of **social media is encouraged**.
- All photos need to be submitted to contests@fsproduce.com no later than **July 9, 2025**.



DISPLAY CONTEST PRIZES:

1st Place - \$300 Visa Gift Card

2nd Place - \$250 Visa Gift Card

3rd Place - \$200 Visa Gift Card

4th Place - \$150 Visa Gift Card



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LINE EXTENSION



NEW - DELIVERY STARTING 6/24

CODE	DESCRIPTION	PK/SZ	UPC
243617	CV Kombucha Orange Vanilla	12/12 oz	6-80491-53525-2



NEW
AVAILABLE NOW!



CODE	DESCRIPTION	PK/SZ	UPC
244379	CV Salad Chop Mango Lemonade	6/10.65 oz Taylor Farms	0-30223-06126-7
244380	CV Salad Chop Creamy Italian	6/11 oz Taylor Farms	0-30223-06286-8
237091	OG Salad Chop Lemon Parm Kit	6/8.8 oz B Taylor Farms	0-30223-06058-1
244382	OG Salad Chop Avocado Ranch	6/11 oz Taylor Farms	0-30223-06074-1
237092	OG Salad Chop Honey Citrus Kit	6/9.25 oz B Taylor Farms	0-30223-06107-6



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NEW



Joolies™
CALIFORNIA SUPERFRUIT

LINE EXTENSION
DELIVERY STARTING 6/25

CODE	DESCRIPTION	PK/SZ	UPC
244422	CV Dates Medjool Pit Free	12/12 oz Joolies	8-10076-77093-2



- ✓ 3+ servings of fruit per bottle
- ✓ No sugar added
- ✓ Helps support immune health
- ✓ Excellent source of vitamin C
- ✓ Excellent source of potassium



LINE EXTENSION
DELIVERY STARTING 6/23

CODE	DESCRIPTION	PK/SZ	UPC
244653	CV Juice Mango & Tajin	6/15.2 oz Bolthouse	0-71464-02540-3



HEAT RATING:
● ● ● ● ●



HEAT RATING:
● ● ● ● ●

NEW - DELIVERY STARTING 6/23

CODE	DESCRIPTION	PK/SZ	UPC
244655	CV Salsa Sweet Corn	6/12 oz Sam's	6-01172-00011-1
244654	CV Salsa Mango & Pineapple	6/12 oz Sam's	6-01172-11445-0



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NORTHWEST CHERRY DISPLAY CONTEST

JUNE 30 - JULY 27, 2025



Four Seasons Produce and the Northwest Cherry Commission have once again partnered to bring you a Cherry Display Contest in the month of July! Washington State grown Cherries are now in season and ready to take centerstage on your department floors and counters. Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's have fun, get creative, and build some cherry excitement in your stores with this super seasonal consumer favorite!



DISPLAY CONTEST CRITERIA:

- Build a beautiful Cherry display in your produce department using fresh Northwest Cherries! **ALL fruit MUST be purchased from Four Seasons Produce.** Product and point of sale material codes can be found on page 2.
- Use of **Northwest Cherry Point of Sale material is required** for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- All displays must remain up for **at least one week.**
- Send all contest photos to contests@fsproduce.com by **July 31, 2025.**

DISPLAY CONTEST PRIZES:

Grand Prize

(Cherry Champion)

Display will be judged on creativity and overall eye appeal

\$500

BEST SMALL STORE

(Cherry Fairy)

(3 registers or less)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

Most Creative

(Cherry Charmer)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100



Best All Organic

(Cherry Cherish)

1st Place--\$300

2nd Place--\$200

3rd Place--\$100

EVERYONE IS A WINNER!

Every qualified entry will receive a Stemilt cherry hat!



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NORTHWEST CHERRY DISPLAY CONTEST

JUNE 30 - JULY 27, 2025



DISPLAY CONTEST CODES:

CONVENTIONAL CODES:

- 15033 CV 8.5 row Red Cherries 18lb *
- 15050 CV 9.5 row Red Cherries 18lb *
- 15052 CV 10.5 row Red Cherries 18lb
- 15049 CV 11.5 row Red Cherries 18lb
- 239671 CV 10.5 row Red Cherry Clamshells 16/1lb
- 15072 CV 9.5 row Rainier Cherry 18lb
- 15063 CV 10.5 row Rainier Cherry 18lb
- 14873 CV 10.5 row Rainier Cherry Clamshells 16/1lb



ORGANIC CODES:

- 41263 OG 9.5 row Red Cherries 18lb
- 43257 OG 10.5 row Red Cherries 18lb
- 43256 OG 11.5 row Red Cherries 18lb

POS CODES:

- 239976 POS Box Empty Stemilt CV
- 231736 POS Box Empty OG Cherry
- 231737 POS Box Empty Cherry Export Full Box
- 231735 POS Box Empty Cherry Export Half Box
- 237350 POS Display Bin CV Cherry



***SOME ITEMS MAY NOT BE AVAILABLE AT ALL TIMES**

Want to learn more about growing, packing, and shipping fresh Cherries?

Click on the link below to attend the Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more Cherry display tips and ideas, please contact
your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

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