

ORGANIC MARKET NEWS



OCTOBER 10 - OCTOBER 17, 2025

PEAK SEASON ORGANIC APPLES



GOOD NEWS! Organic Apples are abundant in peak season and promotable!

Make sure to take advantage of the great supply, quality, and pricing on Washington **Organic Ambrosia, Cosmic Crisp, Envy, Fuji, Gala, Granny Smith, Honeycrisp, Kanzi, Pink Lady, and Sweetango** for our Stemilt **Organic Apple** promotion 10/13 to 11/19.

GOOD NEWS! Spot-buy deals will be available on **Organic Honeycrisp Apples** especially on XL sizes like 48-56 ct in 40 lb cases, plus LG in 27 lb cases.

Organic McIntosh Apples are done packing and are expected to sell out for the season before the end of October. Get them on your shelves now.

New crop **Organic Washington Rockit Apples** have arrived with excellent supplies expected in 6/3 lb "shuttles".

New crop **Organic SugarBee Apples** are due in stock around 10/16, and excellent supplies are expected to continue for peak season of late Fall and Winter.

Other special varieties available include; **Organic Ambrosia, Cosmic Crisp** (still old crop), **Envy, and Kanzi Apples**. **Organic Lady Alice Apples** will arrive in late October.



OG AVOCADOS

GOOD NEWS! Organic Hass Avocados from Mexico are in excellent supply, with 48 ct fruit highly promotable.

60 ct fruit is slightly more limited though affordable, and a 70 ct option from Calavo is available at a value.

Equal Exchange **Organic Fair Trade Hass Avocados** will be available in 48 and 60 ct sizes, and the popular 8/4 ct Ready-Cycle Trays are back in stock (Code: 231906).

Organic Green Skin Avocados from Florida remain steady and available.



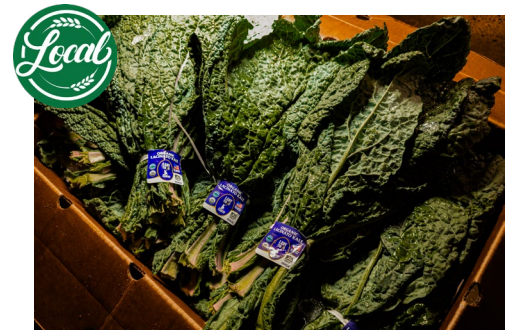
OG BERRIES

Organic Blackberries remain steady overall out of California. Quality has been nice, and volume and pricing are steady. Production is expected to slow down by November, and Central Mexico has not been able to harvest due to severe weather conditions.

NOTE: **Organic Blueberries** will remain on the tighter side next week as supply continues to be light and port delays cause minor hold-ups in loading. Quality is excellent out of Peru, and similar market conditions are expected through the end of October.

ALERT! **Organic Raspberries** will be extremely tight starting 10/11 as California production declines faster than anticipated. Central Mexico's volume is not strong yet, creating a gap in supply, so pro-rates and limits should be expected in mid to late October.

ALERT! **Organic Strawberries** will also remain extremely tight. Production continues to decline out of California, and more rain is expected early next week. Quality has improved, though is not perfect. Limits and pro-rates should be anticipated, with pricing continuing to rise.



OG LOCAL VEG

GOOD NEWS! Organic Green Kale, Lacinato Kale, and Red Kale are all in promotable supply with excellent quality from **LOCAL** Lady Moon Farms in Chambersburg, Pennsylvania. Quality is excellent!

LOCAL **Organic Eggplant** from Lady Moon Farms in Pennsylvania is wrapping up for the season, but new production is set to begin in Florida in late-October. Supplies from the Southeast and New Jersey will help bridge the transition.

LOCAL **Organic Green Beans** are winding down from local Pennsylvania grower Marc Reed, with supply expected through mid-October. After that, look for 30lb **Organic Green Beans** from Mexico or California to fill the gap.



OG KIWIBERRIES

GOOD NEWS! Organic Kiwiberries from Oregon are in full production, with abundant availability and competitive pricing. A few more weeks of harvest are expected and big promos are available on this seasonal snack.



OG PEARS

GOOD NEWS! Peak season for Organic Pears is rocking! Bags and Bulk (US #1 and Fancy) are available.

New crop **Organic Anjou** and **Comice Pears** are expected to join the mix of **Asian**, **Bartlett**, **Bosc**, and **Starkrimson Pears** already in house for mid-October.



OG CUCUMBERS

GOOD NEWS! Organic Euro and Organic Mini Cucumbers have become increasingly promotable in October due to higher volumes, good quality and aggressive pricing, encouraging early-month promotions.



OG FENNEL

GOOD NEWS! Organic Fennel from **LOCAL** Lady Moon Farms in PA is very promotable with excellent quality!

As the weather cools, this becomes a great item to promote and highlight.



OG GRAPES

Organic Grapes are at peak quality, with heavy supply and excellent flavor across all colors.

October is a prime time to promote these standout varieties like "Adora" Black Seedless, "Autumn Crisp" Green Seedless, and "Timco" and "Scarlotta" Red Seedless.



OG CABBAGE

GOOD NEWS! Organic Green Cabbage is abundant and promotable, with excellent quality from **LOCAL** Pennsylvania growers Lady Moon Farms, Christ King, and Joshua Weaver.



OG MANGOS

ALERT! California **Organic Green Keitt Mangos** are limited in supply and expected to remain scarce through October.

Ecuador **Organic Mangos** are anticipated to begin by the end of October, with meaningful volume likely in November.



OG CAULIFLOWER

LOCAL Organic Jacket Cauliflower (12 ct & 9 ct) is available from Lancaster County, PA.

NOTE: West Coast **Organic Cauliflower** yields are light, and some arrivals are showing slight discoloration.

NOTE: **Organic Romanesco** is currently in a temporary gap but is expected to return shortly as new fields open and this week's harvest restores availability. There is also potential for a **LOCAL** **Organic Romanesco** opportunity as alternate growers begin trial production late this month.



OG MELONS

Organic Mini Seedless Watermelons continue out of California. New fields in the southern region of the state are providing excellent late-season product.

NOTE: **Organic Honeydews** have finished for the season, while **Organic Cantaloupes** will remain available till around mid to late October.



OG FALL FRUIT

Organic Fuyu Persimmons are now available in single layer packs, with **Organic Hachiya Persimmons** expected shortly.

Organic Pomegranates and **Pomegranate Arils** are available at higher pricing, which should ease as more growers come online.



OG ASPARAGUS

Organic Asparagus supply has improved significantly, with pricing beginning to ease.



OG PEPPERS

GOOD NEWS! **Organic Color Bell Peppers** remain promotable in volume and cost during early October, though availability is expected to tighten later in the month. Canadian-grown **Organic Peppers** continue to offer outstanding quality.

Florida production of **Organic Green Peppers** will begin in the next few weeks, and **Organic Jalapeño Peppers** have already started harvesting there.



OG TOMATOES

Organic Cluster Tomatoes are plentiful in early October.

LOCAL Organic Snacking Tomato varieties and **Organic Heirloom Tomatoes** from Lady Moon Farms in Chambersburg, Pennsylvania are experiencing a decrease in volume as cooler temperatures arrive. Supplemental product will be needed through mid-October. Lady Moon's Florida production is expected to begin in late October.



OG LETTUCE

Organic Lettuce production in Quebec is winding down while maintaining strong quality.

New Jersey is beginning to harvest, creating a smooth transition between late-season Quebec product and the new fall crop **LOCAL Organic Lettuce** from New Jersey through mid-October.

Organic Romaine remains promotable from both Canada and California, with steady availability and strong quality.

ALERT! As the growing season gets ready to transition from Salinas, CA to southern CA and then AZ this fall, **Organic Salad** grower-shippers are reporting quality issues on some tender leaf items that are causing some occasional pro-rates and out-of-stocks from brands like Organicgirl on **Baby Arugula** and **Butter**.



OG BROCCOLI

LOCAL Organic Stalk Broccoli (14 ct) and **LOCAL Organic Purple Stalk Broccoli** (14 ct) from Spring Willow Farm are available and producing well for the Fall in modest supply from Lancaster County, PA.

ALERT! **Organic Broccoli** remains tight on the West Coast due to recent heat and quality concerns, including pin rot. Supply from Canada and East Coast growers is helping ease cost pressure.

OTHER STORIES

NOTE: The **Organic Brown Turkey** and **Black Mission Fig** season is winding down, resulting in limited availability and higher pricing.

Organic Bunch Spinach supplies are improving out of California, though pricing has not eased significantly yet.

NOTE: **Organic Grapefruit** supplies are very limited this week with inconsistent sizing. Better availability is anticipated toward the end of October.

NOTE: **Organic Valencia Oranges** are nearing the end of their season, with most shippers now finished. Expect limited supply and elevated prices through the rest of October. **OUTLOOK:** California **Organic Navels** are set to begin in early November.

Organic Corn is in its final harvest out of Lamont, California. Sizing is slightly smaller compared to previous arrivals, but pricing remains very attractive.

Organic Brussels Sprouts have good supply from Mexico, with some minor weather-related quality concerns.

NOTE: **Organic Celery** is tightening up due to California weather and yield pressure, and **Organic Celery Hearts** face similar challenges.

NOTE: **Organic Artichokes** continue to face supply challenges following brief gaps caused by insect and mildew pressure, along with inconsistent weather creating sizing issues.

CONVENTIONAL MARKET NEWS

OCTOBER 10 - OCTOBER 17, 2025

PROMOTABLE AVOCADOS FROM MEXICO



GOOD NEWS! Hass Avocados from Mexico continue to have strong supply and value pricing, providing excellent opportunities for promotion through October. Point-of-Sale Bins to help drive sales are available, so ask your rep for more info.

36 ct, 48 ct, 60 ct, and bags are all abundant!

Four Seasons also offers pre-conditioned fruit in all available sizes, which ripens more quickly for consumers and provides a great way to increase incremental sales.



CV FALL FRUIT

Fuyu and **Hachiya Persimmons** are now in season and available in 16/18 ct single layer packs. It is important to educate customers on how to best enjoy **Persimmons**: **Fuyu** can be eaten when firm, like an apple, while **Hachiya** must be eaten very soft, like a soft mango.

Chocolate Fuyu Persimmons in pouch bags are finished for the season.

GOOD NEWS! California **Pomegranates** continue to be in strong supply with excellent quality! **POM POM Arils** in 4 oz and 8 oz options will be available by mid-October, with **POM Wonderful Whole Pomegranates** arriving around 10/20 in 22 ct and 30 ct cartons plus display bins.

California-grown **Quince** is now available in single layer packs and will be offered throughout the fall.

First of the season **Ocean Spray** fresh **Cranberries** are in stock now.



CV CITRUS

Import **Navel Orange** supplies from offshore regions are tightening as the season winds down, and prices are trending upward.

The first new crop California **Navel Oranges** of the season are expected to arrive around 10/20.

Sunkist **Meyer Lemon** 18/1 lb bags are back in season.

Specialty Citrus offerings remain abundant with excellent inventory on **Blood Oranges** (both bulk and bagged), **Cara Cara Oranges**, **Minneolas**, and **Heirloom Navels**. This is a great time to feature **Import Specialty Citrus** and capture additional sales.

New crop Florida **Citrus** season is underway with **"Hamlin" Juice Oranges** and **"Starburst" Pummelos** now available, and **Fall Glo Tangerines** arriving by 10/12. New crop Florida **Grapefruit** will start in the second half of October.

Import **Dekopons** are finished for the season. **OUTLOOK:** California **Sumo Citrus Dekopons** come into season in mid-December.



CV BERRIES

GOOD NEWS! **Raspberries** will remain promotable in mid-October, with plentiful supplies, value pricing and good quality.

NOTE: **Blackberries** will be very tight as California harvests begin to slow down and Mexico has experienced hurricane-force winds and rain. Volume is limited, and pricing is expected to increase.

NOTE: **Blueberry** demand remains strong as port delays continue to affect the light volume arriving in the market. Volumes are expected to increase in early November, but availability is likely to remain light until then. Quality has been excellent.

ALERT! **Strawberries** will continue to be very tight. Pricing is expected to increase slightly as growers continue to fall short of estimated production. Quality is improving with cooler temperatures, but fruit is not ripening as fast as expected and some bruising is still seen. Rain early next week could make supplies even shorter, and demand will continue to exceed supply.



CV KIWIBERRIES

GOOD NEWS! Kiwiberries are in a strong flush out of Oregon. Plenty of product is available at competitive pricing, and production is expected to continue for a through October.



CV ASPARAGUS

Asparagus production continues to improve with Mexico producing strong volume. Peru remains in full swing from both northern and southern regions. Prices fell sharply but are beginning to rise slightly; as new fields open and demand increases, pricing should return to average levels.



CV PEPPERS

GOOD NEWS! Color Bell Peppers from Canada remain available with favorable volume and quality, creating promotable pricing. Conditions are expected to ease back to average by late October. Slight increases in cost may occur then, but availability and quality remain consistent. Mexican production will be available as a supplemental option.



CV CORN

LOCAL Corn from New Jersey has extended its season due to favorable weather. Prices are steady, with **Bi-Color Corn** leading movement. **White** and **Yellow Corn** are concluding for the season.



CV GREEN BEANS

GOOD NEWS! **LOCAL** Green Beans are coming into stronger supply with promotable pricing as southeastern growing regions ramp up production. Pennsylvania is finishing its **LOCAL** season, while **LOCAL** New Jersey continues to provide decent volume.



CV CUCUMBERS

GOOD NEWS! Cucumbers remain abundant and promotable, with steady supplies coming out of Georgia and North Carolina. Additional product is also crossing through Nogales from Mexico, adding to availability.

GOOD NEWS! Euro and Mini Cucumbers from Canada continue to have big volumes and nice quality throughout October. These favorable conditions provide promotional opportunities for both varieties during the middle of the month.



CV CAULIFLOWER

ALERT! California Cauliflower growers are really struggling with quality concerns in mid-October. Maine growers are seeing the yields they expected either. Pricing is spiking up as supplies suddenly dwindle.

ALERT! Color Cauliflower varieties, especially **Purple Cauliflower**, experienced a temporary crop failure but are now back in supply.



CV GRAPES

GOOD NEWS! Grapes remain in excellent condition across all varieties and sizes. Supply is strong, quality is outstanding, and markets are holding steady. October is an ideal time to promote California **Grapes**, as eating quality is exceptional.



CV LETTUCE

ALERT! Iceberg Lettuce and Romaine Hearts are going up in price as California quality is weak with Salinas, CA fields ending and cold weather winds down the Quebec season. The growing season transition is here for October and early November and it could be a little bumpy.



CV CELERY

Celery remains in good supply for now, though tightening is expected as California faces lower yields and stronger demand. The same conditions apply to **Celery Hearts**.



CV SALADS

ALERT! As the **Salad** growing season gets ready to transition from Salinas, CA to southern CA and then AZ and Mexico this fall, **Salad** grower-shippers are reporting quality issues on some Iceberg and **Romaine** items for October that are causing some occasional pro-rates and out-of-stocks on Garden and America salads. Foodservice packs of **Chopped Iceberg** and **Romaine** bulk salads are going up in price during this time too.



CV LOCAL BROCCOLI & CAULIFLOWER

LOCAL Broccoli in 110 ct bins from Stauffer Huling Farms is showing excellent quality.

LOCAL Cauliflower in 60 ct bins from Stauffer Huling Farms is showing excellent quality and strong supply, and both 12 ct and 9 ct **LOCAL Naked Cauliflower** are also available.



CV SQUASH

LOCAL Lancaster County, PA **Regeneratively Grown Hard Squash** from Cedar Meadow Farms continues in full swing, with excellent quality being reported by grower Steve Groff. Strong supplies of **Acorn**, **Butternut**, and **Spaghetti Squash** are expected to last through Christmas, offering great opportunities for promotion.

Green and Yellow Squash prices are beginning to firm as **LOCAL** supplies decline from Pennsylvania and slow down from New Jersey. Georgia and North Carolina remain in good supply, though pricing is trending slightly higher, though still affordable.

ALERT! **Brussels Sprouts** remain very limited as high temperatures have negatively impacted yields and sizing, keeping markets above average. Improvement is being seen as New Jersey availability opens up.

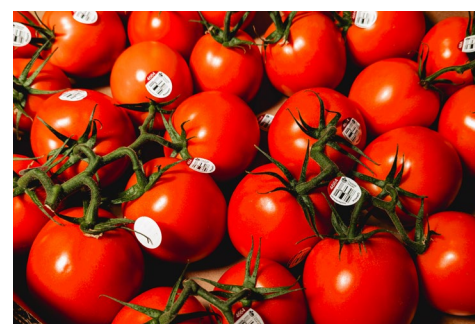
NOTE: **Mangos** from Brazil are currently in a demand-exceeding-supply situation for mid-October. Container delays have caused pricing to spike, particularly on larger 9 ct fruit. There are a few **Keitt Mangos** available from Puerto Rico, which are eating well.

Seedless Watermelons are finishing up for the season in Delaware and North Carolina, with new crop Florida set to begin shortly after. Increased freight costs are expected to strengthen markets.



CV BROCCOLI CROWNS

NOTE: **Broccoli** supply remains tight due to West Coast heat, high precipitation, and heavy demand, resulting in higher prices.



CV TOMATOES

GOOD NEWS! **Beefsteak** and **Cluster Tomatoes** continue to produce consistently high-quality fruit at value pricing. Early in October, conditions remain stable, though as the month progresses, higher pricing is expected.

GOOD NEWS! **Roma** and **Round Tomatoes** maintain stable availability, quality, and pricing during early to mid-October. Both varieties remain excellent for promotion, with opportunities for spot deals throughout the month.

OTHER STORIES

Mini Seedless Watermelons continue out of California, with supplies expected to ramp up again once the Florida season begins. Mexico fruit should become available toward the end of the month. Prices are steady and expected to remain consistent.

Melon production continues with large sizing on both **Cantaloupes** and **Honeydews**. The transition from California to Arizona and Mexico later this Fall is expected to be seamless, with prices remaining consistent through the change.

North Carolina #1 Sweet Potato prices are easing in mid-October as some shippers begin packing new crop, increasing overall supply.

GOOD NEWS! **Eggplants** continue to be promotable, with steady supply from both New Jersey and southeastern growers.

NOTE: **Artichokes** are limited supply due to insect damage and ongoing quality issues. Cooler weather is expected to help improve yields. The popular 12 ct Jumbo size remains the hardest to secure, as only one or two buds per plant typically reach that size.



SNAPDRAGON APPLE DISPLAY CONTEST

OCTOBER 6 - NOVEMBER 2, 2025



AWWWWW SNAP! READY TO PUT A MONSTER CRUNCH INTO YOUR APPLE SALES?

Four Seasons Produce has partnered with Hess Brothers to bring you a display contest that is sure to put some snap into your Apple category. SnapDragon Apples are a consumer favorite and deliver an excellent crunch and amazing flavor. Quality of fruit is amazing and pricing is promotable, so jump in on the contest fun to have a chance to win some great prizes and grow your Apple sales and profits.

DISPLAY CONTEST CRITERIA:

- **Build a SnapDragon Apple display** in your produce department that's sure to draw the attention of your shoppers.
- You must purchase a total of 8 cases of fruit over the duration of the display contest. **ALL fruit MUST be purchased from Four Seasons Produce.**
- You **must use SnapDragon POS signs, boxes, or bins** in your display. Point of sale signage is available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week.**
- Please send all contest photos to contests@fsproduce.com by **November 6, 2025.**

QUICK TIP:

Tote bags drive Apple volume, so when possible, it's great to have some on display. A quick grab and go bag of Snaps will result in a bigger ring and convenience for your customers.



DISPLAY CONTEST CODES:

5118 CV SnapDragon Apple 27lb
5119 CV SnapDragon Apple 12/2lb Pouch bag

SNAPDRAGON POS:

32249 SnapDragon POS Monster Crunch Display Bin
233086 SnapDragon POS Display Box
241380 SnapDragon POS Header Card



DISPLAY CONTEST PRIZES (VISA GIFT CARDS):

GRAND PRIZE:
\$500

BEST BAGGED DISPLAY:
\$200

LARGEST DISPLAY:

1ST PLACE: \$400
2ND PLACE: \$300
3RD PLACE: \$200
4TH PLACE: \$100

MOST CREATIVE DISPLAY:

1ST PLACE: \$400
2ND PLACE: \$300
3RD PLACE: \$200
4TH PLACE: \$100

**EACH QUALIFYING ENTRY
WILL RECEIVE A
SNAPDRAGON KOOZIE
JUST FOR ENTERING!**



For pricing information and display ideas, 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



PERSIMMONS GUIDE

PEAK SEASON IS OCTOBER AND NOVEMBER

FUYU PERSIMMONS

APPEARANCE:

Short, flat and squat, with light-orange skin

WHEN'S IT READY?

Sweet when picked, can be enjoyed right away crunchy and when soft

HOW TO EAT:

Rinse, remove leaf calyx, slice for a sweet fall spice snack or chop to add to a fall fruit salad of apples, pears, pomegranate arils and grapes



**ALWAYS
READY TO EAT**

HACHIYA PERSIMMONS

APPEARANCE:

Cone-shaped with bright-orange skin

WHEN'S IT READY?

Must ripen at room temperature to a soft, gooey state before eating, baking, or cooking

HOW TO EAT:

When soft, rinse, slice the top off, spoon out the pudding like flesh for a sweet snack or to use as an ingredient in baking

HEADS UP!

Hard, unripe Hachiyas, are full of tannins and are so astringent that they'll draw your cheeks and lips to a pucker



**FIRST MUST
RIPEN TO SOFT**





STEMILT WORLD FAMOUS APPLE & PEAR DISPLAY CONTEST

OCTOBER 13 - NOVEMBER 9, 2025



Four Seasons Produce and Stemilt are teaming up for a Fall display contest! Celebrate peak-season Washington Apples and Pears, boost sales, and show off your creativity for a chance to win prizes.



DISPLAY CONTEST RULES:

- Build an awesome Apple and Pear display using Stemilt World Famous Fruit! **All fruit MUST be purchased from Four Seasons Produce.**
- Your display must contain **at least 5 varieties or SKU's** from the contest codes on page 2 & 3. This requirement can be a combination of both loose and bagged fruit.
- There will be a category for Lil Snappers for this year's contest, and you will need **3 varieties on display** to be qualified as an entry.
- Your display **must contain Stemilt POS signage, boxes, or bins** highlighting the Stemilt label. Point of Sale materials are available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week.**
- All display entries should be emailed to contests@fsproduce.com by **November 13, 2025.**



DISPLAY CONTEST PRIZES:

GRAND PRIZE LARGEST DISPLAY MOST CREATIVE

"Stemilt Spectacular"

\$500



"Stemilt Space Station"

1st - \$300
2nd - \$200
3rd - \$100



"Stemilt Styler"

1st - \$300
2nd - \$200
3rd - \$100



BEST LIL SNAPPERS BEST PEAR DISPLAY

"Stemilt Sacks"

1st - \$300
2nd - \$200
3rd - \$100



"Picture Pear-fect"

1st - \$300
2nd - \$200
3rd - \$100



FOR PRICING INFORMATION AND MERCHANDISING SUGGESTIONS 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





GALA APPLES

42994 OG Apples Gala WXP 40 lb 72/88 ct
44663 OG Apples Gala 9/3 lb Lil Snappers

5980 CV Apples Gala WXF 40 lb 72/88 ct
12175 CV Apples Gala 9/3 lb Lil Snappers Pouch



FUJI APPLES

43045 OG Apples Fuji WXP 40 lb 72/88 ct
44664 OG Apples Fuji 9/3 lb Lil Snappers

5961 CV Apples Fuji WXF 40 lb 72/88 ct
12179 CV Apples Fuji 9/3 lb Lil Snappers Pouch



GRANNY SMITH APPLES

43109 OG Apples Gr. Smith WXP 40 lb 80/88 ct
44662 OG Apples Gr. Smith 9/3 lb Lil Snappers

5910 CV Apples Gr. Smith WXF 40 lb 72/88 ct
12178 CV Apples Gr. Smith 9/3 lb Lil Snappers Pouch



HONEYCRISP APPLES

43098 OG Apples Honeycrisp WXF 40 lb 72/88 ct
227851 OG Apples Honeycrisp 9/3 lb Lil Snappers

5721 CV Apples Honeycrisp WXP 40 lb 72/88 ct
230362 CV Apples Honeycrisp 9/3 lb Lil Snappers Pouch



SWEETANGO APPLES

221503 OG Apples Sweetango WXP 40 lb 80/88 ct
221788 OG Apples Sweetango 12/2 lb pouch bag

5053 CV Apples Sweetango 40 lb 72/88 ct



GOLDEN DELICIOUS APPLES

5853 CV Apples Gold Del. WXF 40 lb 72/88 ct



RED DELICIOUS APPLES

5762 CV Apples Red Del. 40 lb 72/88 ct



RAVE APPLES

221612 CV Apples Rave 40 lb 72/88 ct Stemilt



BOSC PEARS

43224 OG Pears Bosc US #1 40 lb 80/90 ct

12184 CV Pears Bosc 9/3 lb Lil Snappers Pouch Bag

49241 OG Pears Bosc US #1 12/2 lb Pouch



BARTLETT PEARS

43604 OG Pears Bartlett US #1 40 lb 80/90 ct

12183 CV Pears Bartlett 9/3 lb Pouch Bag

216035 OG Pears Bartlett 12/2 lb Pouch



STARKRIMSON PEARS

43621 OG Pears Starkrimson 20 lb 45/50 ct

43621 OG Pears Starkrimson 20 lb 45/50 ct

221786 OG Pears Red 12/2 lb Stemilt Pouch

214178 CV Pears Red 9/3 lb Lil Snappers Pouch Bag



HAPPI PEARS

222806 CV Pears Happi WA 27 lb 60 ct 90 sz

222804 CV Pears Happi WA 12/2 lb Pouch

DISPLAY AND POINT OF SALE MATERIAL CODES



229657 POS Display Box Cosmic Crisp

240889 POS Display Box Sweetango

228658 POS Display Box Rave

230357 POS Display Box Lil Snapper Euro

232884 POS Display Box Happi Pear

12174 POS Display Bin Lil Snapper

229627 POS Display Bin Cosmic Crisp

240888 POS Display Bin Sweetango

232300 POS Display Bin Rave

228474 OG POS Display Box Apple

232833 OG POS Display Box Pear

227347 OG/CV POS Display Bin apple 2 sided

229628 OG POS Display Bin Cosmic Crisp



FOUR SEASONAL

OCTOBER/NOVEMBER/DECEMBER 2025

Produce Merchandising Tips & Ideas
for Independent Retailers

READ NOW!

Q4 EDITION

<http://www.fsproduce.com/wp-content/uploads/2025/10/The-Four-Seasonal-Q4-2025.pdf>



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / HARD SQUASH / GRAPE SEASON						
APPLE & CIDER FEST / PUMPKINS & FALL ORNAMENTALS / GRAPE SEASON						
APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						
APPLE & CIDER FEST / FALL COOKING / GRAPE SEASON / HALLOWEEN						

4TH QUARTER 2025 CONTESTS & PROMOTIONS

OCT

- Snap Dragon Apples Contest**
- Duckwall Pears**
- Stemilt Organic Apples Promo & Display Contest**
- Fall Ornamentals**
- Fall Veg Brocc/Cauli**
- Hard Squash**
- Fair Trade Month**
- Breast Cancer Awareness**

NOV

- Stemilt Organic Apples Promo & Display Contest**
- Thanksgiving Displays**

DEC

- Halos Mandarins Contest**
- Calavo Display Contest**
- Holiday Wreaths, Floral, Plants, & Pointsettias**
- Gift Box Navel Oranges** (preorder opportunity*)
- Broccoli Tree Displays**
- Christmas & New Years Displays**

THANKSGIVING MERCHANDISING

THANKSGIVING IS NOVEMBER 27, 2025

TRADITIONAL "MUST-HAVES" CHECKLIST

VEGETABLES

- Asparagus
- Artichokes
- Beans - Green & French
- Beets
- Broccoli
- Sweet Baby Broccoli
- Brussels Sprouts & Stalk French Sprouts
- Cauliflower - Green, Red, & Savoy
- Cornish - Baby White
- Couflower
- Corn & Celery Hearts
- Collard Greens
- Fennel/Anise
- Mushrooms - White
- Peas
- Peas - Sugar Snap
- Spinach
- Thyme
- Chives
- Curly Parsley Bunches
- Flat Parsley Bunches

FRUIT

- Apples - Granny Smith & Honeycrisp
- Apples - McIntosh, Cortland, & Rome
- Berries
- Cranberries
- Grapes
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Pineapples - Ruby & Hawaiian
- Pomegranates - Whole & Arils
- Shredded Apples
- Shredded Apples & Kale
- Sprinkling Juice
- Apple Cider

NUTS & BAKING

- Walnuts
- Shelled Mixed Nuts and Walnuts
- Fresh Chestnuts
- Baked/Peeled Chestnuts
- Pistachios
- Almonds
- Raisins
- Dried Cranberries
- Baking Dates
- Mashed Dates
- Dried Figs
- Glass/Candied Fruit (for making fruitcake)

VALUE ADDED

- Cake Slows & Salad Mixes
- Shredded Mix (diced onions and celery)
- Cubed Butternut Squash
- Cut Vegetable Flowers
- Shredded Green Beans
- Shredded Collards and Kale
- Sprinkling Juice
- Apple Cider

DECORATIVE

- Fresh Cut Flowers
- Floated Mums

HARD GOODS

- Grotes
- Wreath Squares - organically Butternut
- Pie Pumpkins
- Pumpkins
- Bat Pumpkins
- Ornams - Pearl, Crystal, & Shell
- Ornams - Silver & Yellow
- Potatoes - Russet, White, Red, & Gold
- Sweet Potatoes (Yams)

HELPFUL INFO FOR THIS THANKSGIVING

CONVENIENCE AND RECIPE-READY PRODUCTS
Save time for busy meal preppers and sell well the week before Thanksgiving by offering ready-to-use products that are washed and trimmed, peeled, and cut, or in a microwaveable package.

- Tossed & Washed Microwaveable Green Beans - 2 lb family bags available by preorder
- Sausage & Steam Microwaveable Brussels Sprouts
- Peaked & Cubed Butternut Squash
- Bagged Cut Vegetables & Veg Trays
- Fresh Cut Vegetables and Fruits & Trays - available by preorder to help you stay in stock
- Stuffing Mix (Diced Onion & Celery with Herbs) - available by preorder

SOME OF OUR PARTNER BRANDS FOR POTATOES & SWEET POTATOES

Tasteful Selections
FOR MORE INFO: tastefulselections.com

THE LITTLE POTATO CO.
FOR MORE INFO: thelittlepotato.com

Green Giant Fresh
FOR MORE INFO: greengiantfresh.com

Stream-Jet Honey Drops
FOR MORE INFO: stream-jet.com

melissa's
FOR MORE INFO: melissas.com

IDAHO POTATOES

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DECEMBER HOLIDAY MERCHANDISING

HANUKKAH 2025 BEGINS: SUNDAY, DEC 14, 2025 AT SUNDOWN

CHRISTMAS DAY 2025: THURSDAY, DECEMBER 25

NEW YEAR'S DAY 2026: THURSDAY, JANUARY 1

TRADITIONAL HANUKKAH INGREDIENTS

VEGETABLES

- Asparagus
- Artichokes
- Beans - Green & French
- Beets
- Broccoli
- Sweet Baby Broccoli
- Brussels Sprouts & Stalk French Sprouts
- Cauliflower - Green, Red, & Savoy
- Cornish - Baby White
- Couflower
- Corn & Celery Hearts
- Collard Greens
- Escarole & Endive
- Fennel/Anise
- Fresh Herbs
- Peas
- Peas - Sugar Snap
- Spinach
- Thyme
- Chives
- Curly Parsley Bunches
- Flat Parsley Bunches

FRUIT

- Apples - Granny Smith & Honeycrisp
- Apples - McIntosh, Cortland, & Rome
- Berries
- Cranberries
- Grapes
- Mandarins - Clementines & Satsumas
- Oranges - Navel
- Pineapples
- Pears - All Varieties
- Pineapples - Ruby & Hawaiian
- Pomegranates - Whole & Arils
- Shredded Apples
- Shredded Apples & Kale
- Sprinkling Juice

HARD GOODS

- Grotes
- Wreath Squares - organically Butternut
- Pie Pumpkins
- Pumpkins
- Bat Pumpkins
- Ornams - Pearl, Crystal, & Shell
- Ornams - Silver & Yellow
- Potatoes - Russet, White, Red, & Gold
- Sweet Potatoes (Yams)

VALUE ADDED

- Cake Slows & Salad Mixes
- Shredded Mix (diced onions and celery)
- Cubed Butternut Squash
- Cut Vegetable Flowers
- Shredded Green Beans
- Shredded Collards and Kale
- Sprinkling Juice

BAKING

- Nuts - In-Shell & Shelled
- Chestnuts
- Pistachios
- Raisins
- Dried Cranberries
- Baking Dates
- Glass/Candied Fruit
- Dried Figs
- String Figs

halos

PURE GOODNESS, AS NATURE INTENDED.

Pure Goodness isn't just a motto, it's our way of life. In order to be called Halos, our fruit are carefully grown and selected to be the finest mandarins in the world.

SWEET

Sweetened by Mother Nature on the branch, Halos mandarins make a great alternative to candy and sodas.

SEEDLESS

Unlike many mandarins, Halos mandarins are seedless. So there's nothing to get in the way of pure enjoyment.

EASY TO PEEL

Halos mandarins have a soft, thin skin, which makes them easy to peel for kids, and easy to enjoy for everyone.

PRODUCT CODES:

- 14042 - CV Mandarins CA 15/2 lb Halos
- 13947 - CV Mandarins CA 10/3 lb Halos
- 222670 - CV Mandarins 4/5 lb Halos Gift Box
- 238604 - OG Mandarins Halo 15/2 lb

CODE: 14042**CODE: 13947****CODE: 222670****CODE: 222670**