

MARCH 20 - MARCH 27, 2026

ORGANIC ASPARAGUS UPDATE



GOOD NEWS! Organic Asparagus remains in peak season with promotable volume available under Hippie Organics label.

With Easter demand, the market is expected to gradually tighten and availability is expected to become more limited.

Limited **Organic Fair Trade Asparagus** from Hippie Organics is available and will be sold through FSP's main code.

Organic Purple Asparagus is coming into season from Durst Farms in California. This specialty variety can add color to your sets starting the week of 3/22 through much of April.



OG TOMATOES

NOTE: Organic Snacking Tomatoes including Organic Grape Tomatoes and Organic Cherry Tomatoes are improving as supply recovers, while Organic Medley Tomatoes remain limited. Pricing has begun to ease as availability increases, with additional improvement expected into early April as Florida and Canadian production expands.

NOTE: Organic Beefsteak Tomatoes and Organic Cluster Tomatoes are gradually improving as Canadian production increases, though supply remains somewhat limited. Pricing is elevated, with quality performing well. Continued improvement is expected into April.

ALERT! Organic Roma Tomatoes are very limited, with supply falling short of demand and keeping pricing high. Quality is mixed, trending average to below average, with challenging conditions expected to persist into April.



OG BERRIES

GOOD NEWS! Organic Strawberries are highly promotable, with excellent quality fruit coming from Baja, Mexico and the Salinas Valley of California. Sizing has been large with strong overall appearance and flavor into late March.

Organic Blackberries are steady with consistent supply and good eating quality expected to continue into late March.

Organic Raspberries are available from Mexico with steady supply and good quality, with fruit continuing to eat well.

NOTE: Organic Blueberries remain light in supply, with limited volume from Peru and California. Pricing remains high, though quality from both regions has been good.

Driscoll's **Organic Sweetest Batch Blueberries** continue to be available with steady supply and strong quality.



OG WARM VEG

Organic Mini and Euro Cucumbers continue to move steadily with consistent quality. Conditions are expected to strengthen further into April with increased greenhouse production.

Organic Cucumbers are steady with good quality, with Mexico serving as the primary supply source.

ALERT! Organic Green Peppers and Organic Eggplant have increased in price due to lower overall supply. Quality on Organic Green Peppers has been variable, some good, some fair to poor.

Organic Green Squash is becoming more available with strong supply from Mexico and Florida production beginning to ramp up. **Organic Green Squash** from Lady Moon Farms is expected to come back into season the week of 3/22, with volume building into early April.

NOTE: Organic Yellow Squash remains tighter, with Mexico as the primary source.



OG GRAPES

NOTE: Import **Organic Grapes** are winding down.

Organic Red Grapes nearly finished until Mexico begins in May.

Organic Green Grapes are expected to remain available through Easter before a gap ahead of new crop arrivals in May.



OG MANGOES

Organic Mangoes are steady from Mexico, though occasional border delays have tightened availability.

Organic Ataulfo Mangoes are expected to remain tight into early April as new growing regions begin production.



OG RADISH

Organic Bunch Red Radish are becoming abundant.

Organic Specialty Radishes including **Organic Easter Egg Radish** are currently available, with **Organic French Breakfast Radish** expected to begin arriving later this month to support spring assortments.



OG ARTICHOKE

Organic Artichokes are showing good supply with particularly strong quality on larger sizing. Availability is expected to remain favorable into late March, offering solid opportunities.



OG BRUSSELS SPROUTS

GOOD NEWS! **Organic Brussels Sprouts** continue to see dependable volume on bulk from Mexico with consistent quality.



OG LADY MOON VEG

GOOD NEWS! **Organic Green Cabbage, Organic Red Cabbage, Organic Kales, Organic Collards,** and **Organic Dandelions** are in good supply with good quality from Lady Moon Farms in Florida, supporting strong availability through late March.



OG CARROTS

ALERT! **Organic Carrot Bags** and **Baby Peeled Carrots** remain very tight. Georgia **Organic Carrots** are facing sizing challenges, with some harvest pauses allowing fields to size up. California fields are no keeping up with demand. **ALERT!** **Organic Baby Carrots** are super short in supply with relief not expected until mid to late April.

Organic Bunch Carrots are in good supply out of California across **Orange, Red,** and **Rainbow** varieties, with quality remaining strong.



OG POTATOES

Organic Russet Potatoes in 50ct sizing are tightening in supply into early April, with availability shifting toward 70ct out of Colorado.

California premium **Organic Sweet Potatoes** are well stocked across all varieties including **Organic Orange, Red, White, Purple,** and **Stokes Sweet Potatoes** through Easter, with steady pricing. Markets are expected to increase broadly into April and May as the season progresses.



OG TROPICALS

Organic Avocados are steady through mid-March, with pricing trending higher. Equal Exchange **Organic Fair Trade Avocados** (48ct and 60ct) are expected to be limited and finish their season by the end of March.

Organic Dragon Fruit with red skin and white flesh is now available in bulk for mid-March, with limited volume.

GOOD NEWS! **Organic Pineapples** from Mexico are in excellent supply with steady pricing through March.

Organic Green Kiwi has tightened in both bulk and 16/1lb clamshell packs from Italy and Greece, with pricing increasing during March but expected to level off.



OG CITRUS

GOOD NEWS! Organic Mandarins are in good supply with strong quality for March and much of April out of California, with the season expected to extend into May.

NOTE: California Organic Lemons are trending higher in price for the remainder of the season, though quality remains strong.

Organic Gold Nugget Mandarins are coming into season for late March and April. Ask your rep about opportunities to add this high flavor varietal from Buck Brand.



OG APPLES & PEARS

GOOD NEWS! Organic Envy Apples are in good supply, offering strong quality and flavor as a premium option.

Washington Organic Kiku Apples are arriving into late March, offering a high-quality extra sweet Fuji offspring option.

Washington Organic Fuji and Gala Apples continue to see lower packouts than expected, contributing to firm and rising markets through the remainder of the season.

NOTE: Organic Granny Smith and Honeycrisp Apples are experiencing the most significant shortages within the apple category, with prices increasing rapidly.

NOTE: Organic Cosmic Crisp Apples remain in a demand-exceeds-supply situation, with shippers managing inventories carefully to extend availability until the new crop in November. Occasional gaps expected.

Washington Organic Ambrosia and Wild Twist Apples are expected to finish for the season in early April, Rockit at the end of March.

Washington Organic Anjou, Bosc, and Red Pears remain in excellent supply, now complemented by Organic Red and Green Bartlett Pears arriving from Argentina.

- Organic Mini Seedless Watermelon remains limited, with fields producing primarily smaller sizes, keeping supply constrained.
- **OUTLOOK:** Organic Apricots are expected to begin arriving around early May, while the balance of Organic Stone Fruit is anticipated to arrive in mid to late May.



OG CELERY

ALERT! Organic Celery is very limited due to ongoing supply gaps. The transition out of Yuma, AZ has left Mexico as the primary source, though production there has fallen short due to low yields, disease pressure, insect damage, and a heavier focus on larger sizing. Supply is expected to remain limited into early April as the market awaits new domestic production.

Organic Celery Hearts supply remains more stable due to heavier trimming practices, though availability is expected to tighten.



OG LETTUCE

Organic Romaine Lettuce continues to show strong quality and dependable supply from Lady Moon Farms. Organic Romaine remains highly promotable, with Florida production supporting consistent availability.

West Coast Organic Romaine Hearts remain limited but are gradually improving as Salinas production begins to come online. Florida Organic Romaine Hearts, particularly from Lady Moon Farms, continue to provide essential supply support with promotable opportunities developing in late March.

NOTE: Organic Iceberg Lettuce supply is tightening due to aphid pressure and the seasonal transition between growing regions. With Yuma, AZ finished and Salinas, CA not yet fully online, availability will remain limited into late March.

OTHER STORIES

- Organic Pomegranate Arils are back in stock and expected to remain steady through the end of March. Imported Organic Pomegranate Arils from Peru are limited this season, resulting in higher pricing compared to domestic production.
- **ALERT!** Organic Limes continue to see elevated



OG COLOR PEPPERS

Organic Colored Bell Peppers remain steady, with Red more readily available from Mexico, while Yellow and Orange remain more limited. **NOTE:** Pricing remains elevated overall with average quality.

New crop Canadian production is expected to begin building into mid to late April.



OG BROCCOLI

GOOD NEWS! Organic Crowns and Bunched Broccoli are in a flush with good overall quality and promotable volume available.

NOTE: Organic Broccoli Rabe has experienced minor supply disruptions due to regional transitions, resulting in intermittent shortages and slightly firmer markets. Conditions are expected to stabilize into late March as harvests normalize.

GOOD NEWS! Organic Sweet Baby Broccoli has improved significantly, with promotable opportunities developing.

NOTE: California Organic Cauliflower is limited, with most suppliers experiencing gaps. Recent heat has created additional concerns around sizing and quality, and growers are actively managing fields to stabilize production. Availability is expected to improve in early April as cooler conditions return and additional fields open.

NOTE: Organic Romanesco has concluded its season. New crop is currently expected in mid-April, slightly behind initial projections.

- prices through March due to limited supply conditions.
- Organic Cilantro and Organic Parsley are in good supply.
- **ALERT!** Organic Dill has tightened with variable quality due to recent heat in Southern California.

CONVENTIONAL MARKET NEWS

MARCH 20 - MARCH 27, 2026

ABUNDANT STRAWBERRIES



GOOD NEWS! **Strawberries** remain highly promotable! Ads and in-store specials are encouraged! Florida production is wrapping up, while California regions including Oxnard, Santa Maria and Salinas are now producing strong volumes with excellent quality.

Raspberries are light in supply out of Mexico, with steady but limited harvests keeping markets firm. Quality remains strong, particularly from Driscoll's programs.

NOTE: Blackberries from Mexico are in light to steady supply with ongoing crop rotations causing sporadic harvest patterns. Quality remains good with strong eating characteristics.

NOTE: Blueberries remain limited in overall supply, with Mexico as the primary source and light Peruvian volume still available. Quality remains excellent. Georgia is expected to begin with light volume in mid-April, weather permitting.

Driscoll's **Sweetest Batch Blackberries** continue to be available with steady volume and excellent flavor. So delicious!

Driscoll's **Sweetest Batch Strawberries** are expected to return from Oxnard fields in late March. Virginia in-floor-grown Driscoll's **Plenty Sweet Strawberries** continue with good availability.

NOTE: Driscoll's **Sweetest Batch Blueberries** are limited, with Baja, Mexico production beginning at low volume.



CV CITRUS

GOOD NEWS! **Mandarins** are showing excellent quality from California "Murcott" and "Tango" varieties with strong color, brix and supply, creating solid promotional opportunities through the Easter timeframe.

GOOD NEWS! **Navel Oranges** and **Heirloom Navel Oranges** remain in strong supply, peaking on larger sizes. Quality is excellent and promotable through Easter demand.

GOOD NEWS! Specialty Citrus including **Cara Cara Oranges**, **Blood Oranges**, **Minneola Tangelos** and **Sumo Citrus Dekopon** varieties are readily available with strong supply and quality.

Florida **Grapefruit** is winding down with ongoing challenges harvesting Fancy grade fruit. California production is strong with abundant supply across all sizes, supporting promotable markets.

ALERT! **Limes** continue to show volatility from the winter crop with no immediate relief in sight. As Holy Week (Semana Santa) approaches from March 30 through April 5, harvest and production in Mexico are expected to slow due to reduced labor, which historically adds pressure to the market and tightens supply into early April.



CV TOMATOES

Snacking Tomatoes are seeing improved supply across the category, with pricing beginning to ease. **Grape Tomatoes** are showing the most improvement, while **ALERT! Cocktail Tomatoes** remain more limited. Quality is strong, with continued improvement expected into early April.

NOTE: Beefsteak and **Cluster Tomatoes** remain limited, though availability is gradually improving as Canadian greenhouse production ramps up. Pricing remains high, especially on **Beefsteak Tomatoes**, while quality from Canada remains strong. Further improvement is expected into April.

NOTE: Roma and **Round/Vine Ripe Tomatoes** are stabilizing as supply improves, easing previously higher pricing. Quality remains mixed, with **Round Tomatoes** performing better than **Roma**. Conditions are expected to continue improving as Florida production recovers.



CV TROPICALS

GOOD NEWS! **Hass Avocados** from Mexico are in good supply and promotable, with a slight increase in pricing expected as March progresses.

GOOD NEWS! **Mangos**, specifically "Tommy Atkins" variety, are in good supply with pricing expected to gradually decline toward late March.

NOTE: Pineapples are expected to tighten in availability approaching the Easter and Passover demand period, with slightly higher pricing anticipated into late March.

Honeybear **Topless Pineapples** are now available and expected to remain in steady supply. This program supports increased shipping efficiency while contributing to regenerative agriculture practices in Costa Rica.

Black Mission Figs from Mexico are available, with Peruvian **Figs** also beginning to arrive on the East Coast.



CV LETTUCE

GOOD NEWS! Iceberg Lettuce has seen significant improvement, with supply levels increasing and availability moving closer to seasonal norms.

GOOD NEWS! Romaine Hearts are stabilizing as harvest yields improve, with continued normalization expected through March as additional regions contribute volume, supporting upcoming promotional opportunities.

Green Leaf, Red Leaf, and Romaine Lettuce, is showing steady supply from the West Coast, with gradual improvement as additional acreage becomes available.



CV ARTICHOKES

NOTE: Artichokes are tightening as anticipated, with transition pressure becoming more evident into late March.

Coachella production is winding down quicker than expected, while Castroville remains delayed, creating a supply gap and upward pressure on the market.

Availability is expected to remain limited into April, with elevated pricing likely to persist. Promotional activity is not recommended until supply stabilizes.



CV CUCUMBERS & EGGPLANT

Mini and Euro Cucumbers are showing steady improvement, with **Mini Cucumbers** becoming more consistent in supply.

Euro Cucumbers remain slightly elevated but are trending downward. Quality is strong, with additional improvements expected as greenhouse production increases into April.

ALERT! Slicing Cucumbers are in low supply with availability not overly abundant, keeping pricing high. Mexico continues to be the primary source for Super Selects.



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts are in a strong production phase domestically, with excellent availability and consistent sizing expected into early April, creating favorable promotional conditions.



CV CABBAGE

GOOD NEWS! Green, Red, and Savoy Cabbage from southern growing regions are readily available with strong quality and attractive pricing, creating favorable market conditions.



CV GRAPES

GOOD NEWS! Grapes are seeing excellent supply on Red Grapes.

Green Grapes remain less abundant with high pricing expected to continue through April.

A nice assortment of **Specialty Grape** varieties and packs are available through mid-April.



CV STONE FRUIT

GOOD NEWS! Chilean Plums are arriving with excellent quality, supporting strong promotional opportunities on both **Red and Black Plums**.

Chilean **Peaches and Nectarines** are limited and sporadic, with the season expected to conclude in early April. **OUTLOOK:** California **Peach** production begins in a limited capacity out of Coachella in mid-April, followed by increased volume from the Central Valley into mid-May.

Chilean **Cherries** have completed their season. **OUTLOOK:** California **Cherries** are expected to arrive before the end of April, trending earlier than last year. Bloom conditions are currently strong, indicating the potential for a solid crop pending stable weather through late March and early April.



CV BEANS

ALERT! Packaged **Green Beans** from Taylor and Pero are in very short supply. expect low-fill-rates and out-of-stock through Easter.

ALERT! **Green Beans** are tight in supply with extremely high prices. Florida production is starting to come online with improved quality being reported. Supplies are expected to gradually increase as more acreage becomes available after Easter.

ALERT! **French Beans** remain very tight in supply. Weather conditions in Guatemala continue to impact production, with significant losses reported across multiple growing areas.



CV BROCCOLI

GOOD NEWS! **Broccoli Crowns and Bunched Broccoli,** remains strong with Florida production delivering excellent availability and quality. East Coast growers are supplying the majority of volume, with Georgia expected to increase production into late March. The transition between regions is expected to support a favorable promotional window into early April.

Broccoli Rabe remains mostly stable, though minor disruptions from regional transitions continue to create occasional supply gaps. Availability is expected to normalize into late March.

Sweet Baby Broccoli continues to improve as production increases, with availability recovering.



CV MELONS

GOOD NEWS! Cantaloupes are in good supply with favorable market conditions as spring demand builds.

ALERT! Honeydew supply is very limited out of South America, pushing markets to record levels with minimal relief expected until late April.

Seedless Watermelon from Mexico is currently sizing large with elevated pricing as the market awaits the start of Florida production in early April.

NOTE: Mini Seedless Watermelon availability has tightened due to offshore production delays. Mexico is struggling to meet demand, resulting in reduced availability and higher pricing.



CV ONIONS

Sweet Onions from Nevada are showing good quality and are expected to carry availability into early April ahead of the new crop **Vidalia Sweet Onion** season.

OUTLOOK: The official start date for Georgia **Vidalia Sweet Onions** is April 13 for FOB shipping, with first arrivals expected mid-April and distribution beginning shortly after.

Onions are in good overall supply with strong quality and steady pricing. New crop **Red, Yellow, and White Onions** are arriving consistently from Texas and Mexico.

- **Cauliflower** has transitioned into much more consistent supply, with notable market relief and improved availability. Promotional pricing is beginning to develop following prior weather-related challenges.

- **Celery** and **Celery Hearts** remain firm, though overall conditions have improved. Minimal aphid pressure is being reported, with some tip burn present. Availability and quality are expected to continue improving into late March as growing conditions become more favorable.



CV ASPARAGUS

NOTE: Asparagus is tightening as holiday demand builds. Extreme heat in Caborca, Mexico has significantly slowed production and reduced yields. While temperatures are expected to moderate into more favorable ranges later in March, supply constraints and elevated demand continue to impact the market.

NOTE: Small and medium sizes are showing heavy seeding, with many lots being rejected, while larger sizes remain limited and command premium pricing.



CV PEARS & APPLES

GOOD NEWS! Pears remain in excellent supply across the category, offering a strong addition for holiday merchandising including new crop **Bartlett Pears** from Argentina.

GOOD NEWS! Eastern **Evercrisp Apples** have steady markets, excellent flavor, and strong visual appeal.

GOOD NEWS! Washington **Envy Apples** are in excellent supply with steady markets, offering strong eating quality and attractive appearance, making them a solid promotional item for holiday demand.

NOTE: Eastern and Western **Honeycrisp Apples** continue to tighten due to quality challenges.

Cosmic Crisp Apples are seeing firming markets as strong demand continues and shippers slow movement in an effort to extend availability into the fall season.

Eastern **McIntosh Apples** are peaking on smaller sizes, with 72ct and 80ct and larger sizes becoming increasingly scarce. The season is expected to conclude in late April.

OTHER STORIES

- **Pom Arils** are back in stock and steady from Pom Wonderful, available in 4oz and 8oz cups, though 8oz twin packs will not be offered during the import season due to limited supply.

- **NOTE:** **Snap Peas** remain limited, with Guatemala production still recovering from prior cold weather damage. Ongoing container delays are adding further pressure, and availability is expected to remain tight into late March.



CV CARROTS

ALERT! Carrots remain a challenging market. California desert production began in early March, though weather conditions including rain and heat delayed anticipated improvements. Georgia production is currently paused to allow for proper sizing, with better yields expected into late March assuming stable weather.

ALERT! Baby Peeled Carrots remain the most limited, with meaningful relief not expected until mid to late April.



CV PEPPERS

Mini Mix Sweet Peppers have seen a slight increase in pricing as lower-cost Mexican supplies have diminished.

Colored Bell Peppers remain available with consistent supply from Mexico. Quality is averaging slightly below ideal, while costs have begun to increase. New crop Canadian greenhouse production is expected to build into April, gradually shifting supply.

ALERT! **Green Peppers** are very expensive but have begun to level off in pricing as supplies hold at adequate levels. Quality has shown some variability. Increased production out of Florida is expected into early April, which should help ease pricing as availability improves.

ALERT! **Specialty Peppers** including **Cubanelles, Fresnos** and **Shishitos** remain difficult to source consistently, with tighter availability expected to persist into mid-April before improvement.

- **NOTE:** **Green Kiwi** supply from Italy and Greece continues to tighten due to strong demand along the East Coast, keeping pricing elevated.

- **Kiwiberries** from New Zealand are available for a limited time as the season concludes. The "Tahi" variety offers smooth skin, larger berry size and excellent eating quality.

- **NOTE:** **Eggplant** remains steady to slightly higher, predominantly supplied by Mexico. Quality is so-so.



HIPPIE ORGANICS ASPARAGUS DISPLAY CONTEST

MARCH 16 - APRIL 5, 2026

Four Seasons Produce has partnered with Alpine Fresh (Hippie Organics label) to bring you a display contest sure to drive volume in your departments. Spring is knocking on the door, and beautiful Hippie Organics Asparagus is a vegetable powerhouse set to welcome in the spring season in the Produce Department! Let's get our groove on, build some out of sight displays, and keep it fun and keep it fresh!

DISPLAY CONTEST RULES:

- Build a display of Hippie Organics Asparagus in your department. All product **MUST** be purchased from **Four Seasons Produce**.
- **Must purchase at least 12 cases** of product over the contest period to qualify.
- All stores must **include and cross merchandise at least 2 items**.
- All displays **must include Hippie Organics signage** or utilize the **Asparagus box** to show off the Hippie Organics brand. Point of sale can be obtained through your Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week**.
- Send all contest entries to contests@fsproduce.com by **April 9, 2026**.



PRODUCT CODE:

40325 - OG Hippie Asparagus 11lb

BUILD YOUR BASKET

Organic Asparagus is an excellent staple items for building a shopper's basket, both within and beyond the produce department. Cross-merchandising can enhance your displays with vibrant color, provide meal inspiration for customers, and ultimately boost overall store sales.

- 41971 - OG Potatoes Honey Gold One-Bite 12/24oz
- 41970 - OG Potatoes Ruby Sensations One-Bite 12/24oz
- 41972 - OG Potatoes Sun Medley One-Bite 12/24oz
- 44019 - OG Lemons FCY 115ct
- 44020 - OG Lemons FCY 18/2lb Bag
- 40802 - OG Peppers Red Mex 11lb
- 40803 - OG Peppers Yellow Mex 11lb
- 43381 - OG Peppers Orange Mex 11lb
- 40788 - OG Peppers Mini Mix Sweet 12/11lb
- 40964 - OG Garlic Colossal 30lb
- 236749 - OG Minced Garlic Jar 12/4.5oz Spice World

DISPLAY CONTEST PRIZES:

DISPLAYS WILL BE JUDGED ON ALL DISPLAY CONTEST CRITERIA MET AND OVERALL EYE APPEAL

BEST SMALL STORE

(3 registers or less)

1ST PLACE - \$250

2ND PLACE - \$150

3RD PLACE - \$100



BEST LARGE STORE

(4 registers or more)

1ST PLACE - \$250

2ND PLACE - \$150

3RD PLACE - \$100

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

Thank you for your continued trust and support in Four Seasons Produce.



PHONE: 1.800.422.8384

www.fsproduce.com





HALOS MARCH MADNESS DISPLAY CONTEST

MARCH 16 - APRIL 5, 2026

MARCH MADNESS IS HERE!

Four Seasons Produce and The Wonderful Company are hosting a display contest to boost sales and excitement in stores. Halos Mandarins—loved by customers and kids—are perfect to promote now. With plenty of display bins, boxes, strong sales potential, and great prizes, it's time to create your next Halos merchandising masterpiece!

DISPLAY CONTEST CRITERIA:

- Build a March Madness Halos display in your produce department. **All fruit MUST be purchased from Four Seasons Produce.**
- All displays must include **both Halos Mandarins and Seedless Lemons**. We do have an Organic Prize category that this will not apply to.
- Displays **must include the Halos branding**. We have plenty of Point of Sale Bins and boxes in house.
- Displays must remain up for a **minimum of 1 week**.
- Send all contest entries to contests@fsproduce.com by **April 9, 2026**.



DISPLAY CONTEST PRIZES:

GRAND PRIZE:

(Display will be judged on overall eye appeal, and use of the Halo branding.)

\$1,000

LARGEST DISPLAY:

- 1st Place - \$500 Gift Card
- 2nd Place - \$400 Gift Card
- 3rd Place - \$300 Gift Card

MOST CREATIVE DISPLAY:

- 1st Place - \$500 Gift Card
- 2nd Place - \$400 Gift Card
- 3rd Place - \$300 Gift Card

BEST SMALL STORE DISPLAY:

(3 REGISTERS OR LESS)

- 1st Place - \$500 Gift Card
- 2nd Place - \$400 Gift Card
- 3rd Place - \$300 Gift Card

BEST ALL ORGANIC DISPLAY:

- 1st Place - \$500 Gift Card
- 2nd Place - \$400 Gift Card
- 3rd Place - \$300 Gift Card

BEST MARCH MADNESS BASKETBALL THEMED DISPLAY:

\$750 Gift Card



Talk with your Four Seasons Sales Rep or Merchandiser for more information or display tips and ideas. Thank you for your continued trust and support of Four Seasons Produce.



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www.fsproduce.com





HALOS MARCH MADNESS DISPLAY CONTEST

MARCH 16 - APRIL 5, 2026

PRODUCT CODES:

ORGANIC:

- 246557 - OG Mandarins Halos 10/3 lb Bag
- 238604 - OG Mandarins Halos 15/2 lb

CONVENTIONAL:

- 14042 - CV Mandarins CA 15/2 lb Halos
- 13947 - CV Mandarins CA 10/3 lb Halos
- 229676 - CV Lemons Seedless 12/2 lb Bag Wonderful



CODE:
246557



CODE:
238604



CODE:
14042



CODE:
13947



CODE:
229676

POS CODES:



CODE:
229570



CODE:
232888 (bin wrap)



CODE:
232891



CODE:
232886



CODE:
239243



PHONE: 1.800.422.8384

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OG CUTIES & CV VINTAGE SWEETS DISPLAY CONTEST & PROMO FEBRUARY 16 - MARCH 9, 2026



BEST OG CUTIE DISPLAY WINNERS:

FIRST PLACE



SOULBERRY NATURAL MARKET
New Hope, PA

SECOND PLACE



WEAVER MARKETS
Adamstown, PA

THIRD PLACE



KIMBERTON WHOLE FOODS
Wyomissing, PA

BEST VINTAGE SWEETS DISPLAY WINNERS:

FIRST PLACE



RIVER VALLEY CO-OP
Easthampton, MA

SECOND PLACE



DUTCH-WAY FARM MARKET
Ephrata, PA

THIRD PLACE



BISHOP'S SUPERMARKET
Whitehouse Station, NJ



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OG CUTIES & CV VINTAGE SWEETS DISPLAY CONTEST & PROMO

FEBRUARY 16 - MARCH 9, 2026



BEST SMALL STORE DISPLAY WINNERS:

FIRST PLACE



KIMBERTON WHOLE FOODS
Phoenixville, PA

SECOND PLACE



KIMBERTON WHOLE FOODS
Douglassville, PA

THIRD PLACE



KIMBERTON WHOLE FOODS
Malvern, PA

HONORABLE MENTION WINNERS:

FIRST PLACE



G&E HOCKER'S SUPERMARKET
Bethany Beach, DE

SECOND PLACE



GREEN STAR FOOD COOP
Ithaca, NY

THIRD PLACE



FRIENDLY CITY FOOD COOP
Harrisonburg, VA



PHONE: 1.800.422.8384

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PASSOVER MERCHANDISING

PASSOVER WILL BEGIN AT SUNDOWN ON APRIL 1ST AND CONTINUE THROUGH APRIL 9TH.

***Foods consumed during this period should be Kosher.*



IMPORTANT PASSOVER HOLIDAY ITEMS:

VEGETABLES:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Beets | <input type="checkbox"/> Red Cabbage |
| <input type="checkbox"/> Carrots | <input type="checkbox"/> Turnips |
| <input type="checkbox"/> Parsley & Parsley Root | <input type="checkbox"/> Parsnips |
| <input type="checkbox"/> Kirby & Euro Cucumber | <input type="checkbox"/> Fennel |
| <input type="checkbox"/> Green & Colored Peppers | <input type="checkbox"/> Garlic |
| <input type="checkbox"/> Celery & Celery Root | <input type="checkbox"/> Rosemary |
| <input type="checkbox"/> Scallions | <input type="checkbox"/> Basil |
| <input type="checkbox"/> Spinach | <input type="checkbox"/> Thyme |
| <input type="checkbox"/> Green Vegetables (No Beans) | <input type="checkbox"/> Oregano |

FRUIT:

- Pineapple
- Apples
- Oranges
- Berries
- Melons
- Grapes
- Peaches
- Apricots
- Nectarines

OTHER GOODS:

- Sweet Potatoes & Yams
- White, Gold, and Red Potatoes
- Walnuts (in-shell & meats)
- Kosher for Passover Dried Fruits & Honey

BITTER HERBS FOR SEDAR PLATE

- Horseradish
- Dill
- Endive
- Escarole
- Romaine Lettuce
- Leeks
- Onions
- Ginger
- Soup Mix

Book orders now for:

- 50lb Horseradish
- 25 lb Turnips
- Beets & Parsnips
- Full Case Dill
- Root Parsley
- Leeks

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS:

- Dole** - YES
- Fresh Express** - YES
- organicgirl** - YES
- Little Leaf** - NO
- Attitude/Veg Pro** - NO
- Olivia's Salads** - NO
- Olivia's/State Garden Butternut** - YES
- Taylor Farms** - NO
- Earthbound** - YES



2026 Easter Merchandising



EASTER IS SUNDAY, APRIL 5

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



Traditional "Must-Haves" Checklist

VEGETABLES

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

HARD GOODS

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

FRUIT

- Strawberries
- Blueberries
- Blackberries
- Raspberries
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Lemons
- Limes
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular, mini seedless, cuts)

BAKING

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

DECORATIVE

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



Easter Planning Tips



Plan Your Ordering and Delivery Timelines for Easter

To ensure smooth and efficient department operations, **work with your rep to plan your ordering and delivery schedules in advance**. Having product on hand - rather than waiting on trucks - allows you to focus on the sales floor and engage with customers effectively.

Order Early to Avoid Delays

Bringing in holiday tonnage items ahead of time helps reduce pressure on warehouse selectors, loaders, and trucks, minimizing late deliveries in the critical days leading up to Easter weekend.

- **Order semi-perishable and hard tonnage items early** and have them in stores by the **Tuesday before Easter**.
- Develop an **off-hour or evening fill schedule for hard goods** to maintain organization and efficiency.



Stay Ahead with Key Items

- **Keep tomato and banana color on hand** to ensure ready-to-eat, mature fruit is available for customers looking to consume it immediately.
- Expect **Friday and Saturday to be high-traffic days**, as Easter business tends to peak late.



Planning ahead will help your department run smoothly, ensuring a successful holiday weekend.

2026 Easter Schedule

FRIDAY 4/3:

Normal office and delivery schedule.

SATURDAY 4/4:

Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/5:

Office **CLOSED**. Modified delivery schedule.

MONDAY 4/6:

Normal office and delivery schedule.