

MARCH 27 - APRIL 3, 2026

PROMOTABLE ORGANIC STRAWBERRIES



GOOD NEWS! **Organic Strawberries** are promotable from California and Baja, Mexico with strong harvests and nice quality. California supply is expected to tighten out of Salinas due to weather patterns, though Baja, Mexico volume should continue to support availability.

Organic Raspberries remain steady out of Baja, Mexico with strong quality and consistent supply. Late March spot buy opportunities may arise.

NOTE: **Organic Blackberries** are steady with firm pricing as harvest transitions from winter to spring crops. Availability is somewhat tight, though quality remains strong.

ALERT! **Organic Blueberries** are very limited with higher pricing. California supply is light, with minimal imported volume available. Quality remains excellent.

OUTLOOK: **Organic Blueberry** volumes are expected to be strong from Georgia and California for May, creating ad and promo opportunities then.



OG TROPICALS

Organic Avocados are steady to start April, with expanded offerings becoming available. For April, new bagged options will be introduced along with a premium 32ct carton, while 48ct and 60ct options remain available.

Equal Exchange Fair Trade Mexican Avocados are finishing for the season. Peruvian **Organic Fair Trade Avocados** may become available later in the year.

Organic Mangoes remain steady, with opportunities to expand displays and promote as the season progresses.

Organic Dragon Fruit with red skin and white flesh will be available in bulk options starting early April, while supplies last.

Organic Pineapples from Mexico are expected to remain steady leading into holiday demand, with both 6ct and 8ct options available **NOTE:** but upward price pressure is expected for April.



OG GREENS & WET VEG

GOOD NEWS! **Organic Kale**, **Organic Collards**, and **Organic Green Cabbage** remain steady with strong quality out of Florida.

California **Organic Vegetable** growers are transitioning north out of the desert regions, with operations resuming in Lamont and Watsonville. Slight pricing increases have been noted on items including **Organic Chard** and **Organic Cilantro**.

Organic Bok Choy and **Organic Baby Bok Choy** are beginning to ship from western regions as Lady Moon Florida production winds down.

Organic Scallions are increasing in production as California transitions into newer plantings, with more balanced supply expected into early April.

Organic Red Beets from northeastern storage are nearing the end of the season. Supply is transitioning to California and the Southeastern United States.

NOTE: **Organic Bunched Beets** remain tight out of California, though additional volume from Florida and the Carolinas is helping improve availability.



OG TOMATOES

NOTE: **Organic Beefsteak** and **Cluster Tomatoes** are beginning to improve as Canadian production increases, though supply remains somewhat limited and pricing elevated. Canadian product continues to show strong quality, with further improvement anticipated into early April.

ALERT! **Organic Roma Tomatoes** remain very limited, with supply continuing to fall short of demand and keeping pricing high. Expect gaps. Quality remains mixed, trending average to below average. Market conditions are expected to remain challenging into April with minimal near-term relief.

Organic Snacking Tomatoes are improving as **Organic Grape Tomatoes** and **Organic Cherry Tomatoes** recover, while **Organic Medley Tomatoes** remain very limited. Additional improvement is expected in early April as Florida production returns alongside increasing Canadian greenhouse supply.



OG SQUASH

Organic Soft Squash is becoming more available from both Mexico and the Southeastern United States. **Organic Green Squash** production has started in Florida from Lady Moon and volume continues to build, while pricing on **Organic Yellow Squash** from Mexico and Florida is trending downward.

NOTE: Organic Acorn Squash is slightly limited during a transition between growing regions in Mexico, with new crop expected to begin shipping late March.

NOTE: Organic Spaghetti Squash has increased in price, while **Organic Delicata Squash** is expected to see a short supply gap into early April as new fields mature.



OG POTATOES

NOTE: Tasteful Selection Organic Mini Gold Potatoes are currently in a supply gap impacting certain pack sizes through mid-April.

NOTE: Organic Mini Red Potatoes are also in a supply gap, affecting multiple pack configurations with expected returns ranging from mid to late April.

Row 7 biodegradable bagged **Organic Upstate Abundance Potatoes** have completed their season, with availability expected to return in the fall.



OG GREENHOUSE CUCUMBERS

GOOD NEWS! Organic Mini Cucumbers and Organic Euro Cucumbers are improving rapidly, with increased availability supporting more promotable market conditions. Quality continues to perform well across both items, positioning the category for strong holiday demand and improved retail opportunities into April.



OG GRAPES

Organic Green Grapes are available in good supply into early April, while **NOTE: Organic Red Grapes** remain very limited. Market relief is expected when the Mexican season begins in May.



OG CITRUS

GOOD NEWS! Organic Mandarins remain strong in supply with exceptional quality, supporting promotional activity through April.

ALERT! Organic Limes remain volatile, with the winter crop continuing to show tight supply and upward market pressure through April. Inventories should be managed closely with promotions avoided.



OG ARTICHOKEs

Organic Artichokes are in a favorable position with good supply and strong quality, particularly on larger sizes. Availability supports promotional opportunities.



OG CARROTS

ALERT! Organic Carrots are improving, slightly though the category has not fully stabilized. Desert production is underway, but earlier weather delays slowed expected relief.

Organic Cello Carrots are expected to see allocation/fill-rate relief in early April.

ALERT! Organic Baby Carrots remain the most limited item, with improved supply not expected until mid to late April.



OG ASPARAGUS

NOTE: Organic Asparagus availability is tightening as holiday demand approaches, with occasional gaps. Confirmed arrivals are expected to support demand through the holiday period, with a mix of Mexican and Californian production supplementing supply.

Organic Purple Asparagus remains limited due to quality and yield challenges. Availability is expected to remain constrained until domestic production increases mid to late April.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli remains in a strong position with good supply and solid quality, supporting promotional activity.

Organic Sweet Baby Broccoli has improved significantly, with increased supply and strong quality moving the category into a promotable position.

Organic Broccoli Rabe has stabilized with steady supply out of Salinas and improved availability following earlier transition challenges.

Organic Cauliflower has rebounded significantly, with improved supply and eased pricing supporting promotable conditions.



OG PEPPERS

ALERT! Organic Colored Bell Peppers remain very limited, with Mexican supply tight across all colors. Israeli product has been sporadic due to conflict impacting flights. Pricing is at higher levels with expected supply gaps and challenging conditions are expected to persist through much of April.

ALERT! Organic Green Peppers remain elevated in price and tight in supply, with Mexico continuing as the primary growing region.

NOTE: Organic Jalapeños are also very limited, resulting in elevated market conditions.

Florida Organic Green Peppers and Organic Eggplant are anticipated to begin production later in April.



OG PEARS & APPLES

GOOD NEWS! Organic Red and Green Bartlett Pears from Argentina, are in good supply, though the season is expected to be shorter than normal.

GOOD NEWS! Organic Abate Fetel Pears from Argentina have arrived, offering a strong seasonal option.

Washington Organic Pears remain in good supply, with import Organic Anjou Pears expected to arrive early April.

NOTE: Washington Organic Apples continue to see rising markets as the season progresses into spring and summer. Later imports are expected to bridge supply gaps.

NOTE: Organic Cosmic Crisp Apples are becoming limited, with strong and rising pricing and intermittent availability expected through the remainder of the season.

NOTE: Organic Honeycrisp Apples are in a demand-exceeds-supply situation, with supplemental supply from imports and lower grade fruit tightening as the season progresses.

Organic Wild Twist Apples are nearing the end of their first season, expected to finish early April.

Organic Kiku Apples have arrived, offering excellent quality as a Fuji variety.



OG BEANS

NOTE: Organic Green Beans have been inconsistent in supply, with lighter volumes coming out of Mexico and Florida. Availability is not reliable enough to support promotional activity at this time.

ALERT! Fill-rates have been challenged by lack of quality input supplies on Organic Packaged Beans.



OG ONIONS

Pricing across Organic Onions remains steady. Transition to short day Organic Onions from El Centro, California is expected late April, with full availability anticipated early May. In the interim, Organic Red and Yellow Onions will transition to new crop Texas supply in early April.

Organic Yellow Onions are in good supply with steady availability.

NOTE: Organic White Onions remain in very limited supply, with Nevada storage expected to conclude early April.

Storage Organic Sweet Onions are expected to finish early April, just ahead of the start of the Georgia Vidalia Sweet Onion season.

NOTE: Organic Shallots are expected to finish late March, with a supply gap anticipated until new crop availability begins in late July.



OG CELERY

Organic Celery remains limited as California production transitions, with Mexico continuing to fill supply gaps despite ongoing production challenges. Additional domestic regions are contributing improved quality and pricing, helping stabilize availability.

Organic Celery Hearts remain more available than full stalk Organic Celery, though still impacted by broader supply pressures.



OG LETTUCE

Organic Romaine Hearts have improved, with increased volume out of Salinas, CA and continued support from Lady Moon in Florida. Supply is sufficient to support promotional movement.

Organic Iceberg Lettuce has improved following transitional supply constraints. Markets are easing back toward seasonal norms, with stronger availability expected moving forward.

California supply is supplementing other Organic Leaf items as needed as Florida winds down. Overall quality is improving, with prior California field concerns expected to subside into early April.

OTHER STORIES

GOOD NEWS! Organic Brussels Sprouts are promotable with dependable supply from Mexico. Bulk and bagged programs are well supported with consistent availability.

OUTLOOK: Organic Cantaloupes, Organic Honeydews, and Organic Specialty Melons, are expected to begin new crop production in early May.

ALERT! Organic Mini Seedless Watermelons are in tight supply with smaller sizing, as Mexico yields remain low ahead of new growing regions expected to begin production in April.

CONVENTIONAL MARKET NEWS

MARCH 27 - APRIL 3, 2026

PEAK SPRING CITRUS



GOOD NEWS!

California **Mandarins (Halos)** are showing strong supply on “Murcotts” and “Tangos” varieties. Both varieties are exhibiting excellent color, high brix, firm texture, and premium eating quality. Promotional opportunities remain strong through the Easter holiday.

Vintage Sweet brand **Heirloom Navel Oranges** will continue in peak season into June. April will be a great time to promote Jumbo 36ct Fancy bulk fruit and 10/3lb high graphic bags.

Ask your rep about spot buy opportunities on California **Jumbo Oranges**. 75/8lb **Cara Cara** and **Navel Orange** bags in bins, as well as 36/40sz **Navel Oranges** in bins are primed for drop-and-sell displays into April.

SUMO Citrus Dekopons continue in peak season with jumbo sizing prevailing, while 9/3lb high graphic bag supplies are improved too.

Blood Oranges, Stem & Leaf Mandarins, and Minneola Tangelos also are in good supply.

Grapefruit supplies are best sourced from California, where quality and availability remain strong.

ALERT! Limes remain volatile, with the winter crop continuing to show tight supply and pricing spiking high to extreme levels through April. Inventory should be managed closely and promotional activity avoided.



CV TOMATOES

NOTE: Beefsteak Tomatoes and Cluster Tomatoes are improving as Canadian greenhouse production increases, though overall supply remains limited. Pricing remains elevated, particularly on **Beefsteak Tomatoes**, but is expected to ease as availability builds. Quality remains strong, with active movement anticipated into early April.

ALERT! Roma Tomatoes and Round/Vine Ripe Tomatoes remain very limited, with Mexico supplying the majority of volume at higher prices. Florida production remains minimal, offering little relief. Quality has been inconsistent, and markets are expected to remain tight into early April.

NOTE: Snacking Tomatoes remain constrained, with **Grape Tomatoes** tightening and pricing increasing, while **ALERT! Cocktail Tomatoes** are nearly unavailable. Improved availability is not expected until mid-April.



CV TROPICALS

GOOD NEWS! Avocados from Mexico remain in good supply and are promotable, with a modest price increase expected as April approaches.

GOOD NEWS! “Tommy Atkins” variety Round Mangos under the “Water for All” label are in good supply, with prices expected to gradually ease into April.

GOOD NEWS! Ataulfo Honey Mangos in the “Champagne” label are available in premium 14ct and 18ct options throughout April.

NOTE: Mexican Black Mission Figs are nearing the end of the season, with potential gaps in availability. **Peruvian Figs** are expected to follow, with 12/8 oz packs available when supply begins.

Sharon Fruit, a type of **Persimmon**, from Israel will be available in early April in 18ct packs for the holiday period, while supplies last.

ALERT! Pineapples have become increasingly limited as holiday demand builds, with suppliers prorating orders.

Limited availability of specialty **PinkGlow Pineapples** is expected leading into Easter.

Honeybear **Topless Pineapples** are now available and expected to remain in steady supply. This program supports improved shipping efficiency and sustainability through replanting practices in Costa Rica.



CV BERRIES

After three weeks of abundance **Strawberries** are expected to tighten out of California, with rising prices still reasonable though. Recent heat has slowed harvests and weakened quality of Florida and some areas out west. There are additional weather concerns impacting production. Quality from Salinas, Oxnard, and Santa Maria remains good.

Blackberries remain steady out of Mexico with minimal changes in supply or pricing. Quality continues to be strong, with premium varieties out of Central Mexico offering excellent flavor.

Raspberries remain steady out of Central Mexico with consistent supply and pricing. Quality continues to be strong.

NOTE: Blueberries remain tight as Mexico harvests are expected to decline into early April due to low yields. Peruvian supplies are sporadic, with light availability continuing into the same timeframe. Overall supply is expected to remain limited through early April.

OUTLOOK: May is shaping up to be a good time to promote **Blueberries** from Georgia with big volumes expected.



CV ASPARAGUS

NOTE: Asparagus is limited as holiday demand builds. Excess heat in Caborca, Mexico has slowed growth and reduced yields. While weather conditions are moderating, supply remains constrained.

OUTLOOK: LOCAL Asparagus production out of New Jersey and Delaware is not expected until mid to late April.

NOTE: White and Bagged Asparagus are also difficult to source. Some Mexican shippers have completed their season.



CV STONE FRUIT

Import Plums are in good supply!

Import Peaches and Nectarines have finished for the season, with only limited Donut Nectarines available. A gap is expected until new crop California fruit begins late April to early May, followed by South Carolina production in early May with a strong crop anticipated.

OUTLOOK: Cherries out of California are expected to begin arriving before the end of April, with the crop currently showing excellent potential.



CV MELONS

GOOD NEWS! Cantaloupe quality is strong out of South America. As the season progresses, more volume is shifting toward smaller fruit.

ALERT! Honeydew will remain very limited and expensive through April until new growing regions begin.

NOTE: Seedless Watermelons out of Mexico remain in tight supply as added pressure from a delayed Florida crop continues. Previous cold spells have pushed back the start of the Florida season, now estimated to begin early April.

NOTE: Mini Seedless Watermelons remain limited as reduced production in Mexico and Guatemala continues to fall short of demand.



CV SQUASH

GOOD NEWS! Green and Yellow Squash are promotable out of Florida with good supply, improved pricing, and overall decent quality.



CV GRAPES

Grapes are expected to tighten during April as prior rains in Chile impact the tail end of the season, pushing markets upward across all sizes.

Relief isn't anticipated until Mexico and Coahuila, CA production begins to increase in May.



CV CUCUMBERS

Mini Cucumbers and Euro Cucumbers are improving as supply builds. Pricing has eased, particularly on Mini Cucumbers, while Euro Cucumbers are also trending lower. Quality remains strong, positioning the category well for increased retail activity into early April.

ALERT! Slicing Cucumbers remain high in price, though supply of Super Selects out of Mexico is adequate with good overall quality.



CV BEANS & PEAS

ALERT! Bulk Green Beans are still expensive but increasing in supply out of Florida. Quality has been good, and slight price relief is beginning to develop.

Packaged Green Beans are experiencing poor fill-rates from Taylor and Pero. Expect occasional out-of-stock until import supplies improve later in April.

ALERT! French Beans remain in very short supply. Guatemala continues to recover from prior cold weather damage, with significant field losses reported.

NOTE: Snap Peas are limited as Guatemala fields continue recovering from prior weather impacts, with additional delays affecting supply.

Snow Peas remain steady with consistent availability.



CV POTATOES

GOOD NEWS! "Idaho" label Red Potatoes and Gold Potatoes remain attractively priced, and value offerings on "Spuddy Buddy" Russet Potatoes continue to hold steady.

Idaho "Green Giant" Russet Potatoes are seeing upward pricing pressure driven largely by increased freight costs.

"Green Giant" Gold Potatoes and Red Potatoes have risen more sharply, while Russet Potatoes have seen a more moderate increase.



CV LETTUCE

Green Leaf, Red Leaf, and Romaine Lettuce remains steady. West Coast production continues to expand, with Romaine and Romaine Hearts in a promotable position. Availability is good, yields are improving, and supply has stabilized as additional growing regions contribute.

Iceberg Lettuce has improved significantly from earlier conditions and is now at more typical seasonal levels with steady availability.



CV CELERY

Celery and **Celery Hearts** are in a better position than previously expected. Quality continues to improve, pricing is easing, and availability is increasing as new regions come online. Pest pressure remains minimal, with only occasional light tip burn observed.



CV CARROTS

NOTE: Carrots are improving, though the market has not fully stabilized. Cello Bags supply is getting better, with allocations expected to be lifted early April. Georgia continues to face sizing challenges, with some harvest delays to allow proper growth.

ALERT! Baby Carrots (30/1 lb and 15/2 lb) are the most limited item and are expected to stay tight until mid to late April, while **Petite Carrots** are more readily available.



CV ARTICHOKES

ALERT! Artichokes are in a tight transition period. Coachella, CA has wound down faster than expected while Castroville, CA remains behind schedule, creating a production gap. Many shippers have experienced outages, with 12ct availability remaining limited. The market is elevated and expected to hold a premium through the holiday pull.

OUTLOOK: Relief is anticipated mid-April as new growing regions begin production.



CV PEPPERS

NOTE: Colored Bell Peppers are transitioning to Canadian production, bringing strong quality to the market. Mexican product is declining due to quality concerns. Pricing on Canadian product remains high and is expected to stay firm into mid-April.

ALERT! Green Peppers remain elevated, with lighter production out of Florida and higher costs out of Mexico. Markets are expected to remain firm until Florida production increases.

ALERT! Hot and Specialty Peppers, including **Red Fresnos**, **Shishitos**, **Long Hots**, and **Cubanelles**, remain limited due to ongoing supply challenges and pest pressures in Mexico. Markets are expected to remain difficult into mid-April.

GOOD NEWS! Brussels Sprouts remain in a strong domestic flush. Availability is good, quality is consistent, and the market presents solid promotional opportunities heading into the holiday.

NOTE: Eggplant pricing has increased, with Mexico remaining the primary growing region. Elevated freight and fuel costs continue to support higher pricing levels.

Scallions have eased in price with improved



CV CAULIFLOWER & BROCCOLI

Cauliflower has moved into a more favorable market. Supply is steady, pricing has eased, and promotable conditions are in place. Premium 12ct is readily available, along with colored varieties including **Purple**, **Orange**, and **Green**.

NOTE: Fuel costs and production challenges out West from heat and rain is driving up **Broccoli** and **Broccoli Crown** pricing. Quality out of Mexico has been on a gradual decline and crossing with quality concerns. Out in the desert (Yuma, AZ) is very hot and not producing.

Availability should hold firm to averages while costs rise rapidly. Avoid promotional offerings until 2nd week of April when Georgia will be at harvest and temps lower to averages, providing better growing conditions for **Broccoli**.

OTHER STORIES

supply out of Mexico. Domestic production is expected to begin in New Jersey later this month.

Pomegranate Arils remain steady from Pom Wonderful, with both 4oz and 8oz cups available.

Pomegranates from Israel will be available in very limited quantities in 4ct cartons leading into the Easter and Passover holidays.

Green Kiwi supply from Italy and Greece continues to tighten due to strong demand along the



CV PEARS & APPLES

GOOD NEWS! Bartlett Pears are available from both domestic and imported sources, offering strong quality and good shelf presence.

Bosc Pears from Chile are arriving, with some domestic fruit still available in the market.

NOTE: Eastern **McIntosh Apples** supplies continue to decline, with remaining fruit primarily in smaller sizes. The season is expected to conclude late April.

Moxxi Apples by Stemilt have performed exceptionally well this season with outstanding color and flavor. Availability is nearing completion, with expectations for increased volume in the next season.

East Coast, with elevated pricing expected into early April.

Horseradish will be available from the United States in both 5lb and 50lb cases for early April holiday demand.

ALERT! Florida Sweet Corn is very limited, with available product sizing small and extremely high prices. Four Seasons will gap until later in April when prices ease and quality improves.

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.



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.



PHONE: 1.800.422.8384

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

FOUR SEASONAL

APRIL / MAY / JUNE 2026

MERCHANDISING TIPS & IDEAS FOR
INDEPENDENT RETAILERS



CHECK IT OUT!
SCAN QR CODE OR
CLICK [HERE](#)



NEW ITEM LINE EXTENSIONS

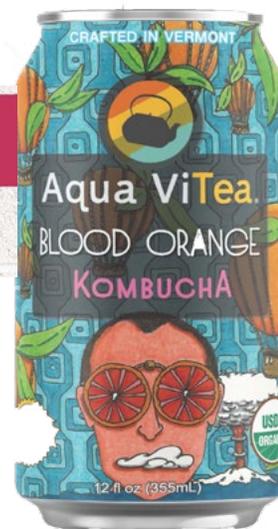


CARROT JUICE

Drink your veggies: The Natalie's Way. This vibrant juice delivers naturally sweet, earthy flavor in every sip. Free of added sugars, GMOs, and never from concentrate.

CODE	DESCRIPTION	PK/SZ
248694	CV Juice Carrot Juice	6/32 oz Natalie's Juice

BLOOD ORANGE JUICY & BRIGHT



CODE	DESCRIPTION	PK/SZ
248739	OG Kombucha Blood Orange	12/12 oz can Aqua ViTea

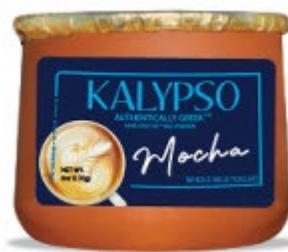


CODE	DESCRIPTION	PK/SZ
248738	CV Dressing Cole Slaw	6/11 oz Cindys Kitchen

FRESH CATEGORIES ARE GROWING AT FOUR SEASONS!



Recently added to our over 1,000
Natural & Organic Meat, Dairy, Deli, Prepared Foods, and Ferments item offerings:



Broccoli Cheddar Soup



This hearty soup is made using tender broccoli, aged yellow cheddar cheese and a few spices. Makes the perfect comfort food.

Chicken Noodle Soup



Large chunks of chicken meat, tender noodles, carrots and celery in an herb infused chicken broth.

Butternut Squash Soup



A velvety, flavorful blend of butternut squash and carrots with coconut cream, brown sugar and spices.

Italian Style Wedding Soup



A medley of Parmesan cheese, onion, celery and seasoning, loaded with spinach, traditional pearl pasta and Italian-style beef meatballs in chicken broth.



ASK YOUR REP FOR FULL PROGRAM PRICING AND AVAILABILITY!



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Envy Apple Display Contest

LARGEST DISPLAY WINNERS:

FIRST PLACE

SECOND PLACE

THIRD PLACE

HONORABLE MENTION



COMMON MARKET 7TH STREET
Frederick, MD

HENNING'S SUPERMARKET
Harleysville, PA

WEAVER MARKETS
Adamstown, PA

MOTHER EARTH'S STOREHOUSE
Kingston, NY

MOST CREATIVE DISPLAY WINNERS:

FIRST PLACE

SECOND PLACE

THIRD PLACE

HONORABLE MENTION



KIMBERTON WHOLE FOODS
Collegeville, PA

KIMBERTON WHOLE FOODS
Ottsville, PA

KIMBERTON WHOLE FOODS
Wyomissing, PA

KIMBERTON WHOLE FOODS
Douglasville, PA

BEST SMALL STORE WINNERS:

FIRST PLACE

SECOND PLACE

THIRD PLACE

HONORABLE MENTION



SOULBERRY NATURAL MARKET
New Hope, PA

LEG UP FARMERS MARKET
York, PA

KIMBERTON WHOLE FOODS
Downingtown, PA

MILLER'S NATURAL FOODS
Bird in Hand, PA



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