



HELPING OTHERS SUCCEED IN FRESH

FOUR SEASONAL

APRIL / MAY / JUNE 2026

MERCHANDISING TIPS & IDEAS FOR INDEPENDENT RETAILERS

Q2
EDITION

2nd Quarter 2026 Promotions & Contests

APRIL



**Champagne
Mangos Promo**



**Driscoll's Sweetest
Batch Berries Promo**



Water for All Mangos

MORE PROMO OPPORTUNITIES:

Easter/Passover, Hothouse Peppers, & Earth Day

MAY



Vidalia Sweet Onions

MORE PROMO OPPORTUNITIES:

Cinco de Mayo Avocados
Mother's Day Berries & Floral
Memorial Day

JUNE



Homegrown Organic Stone Fruit

MORE PROMO OPPORTUNITIES:

Crespo Organic Mangos
Local Produce
Father's Day
4th of July



FEATURED ITEMS

- Strawberries
- Asparagus
- Cluster Tomatoes
- Campari/Cocktail Tomatoes
- Mangos
- Navel Oranges
- California Mandarins

BEST OF SEASON

- Honey Ataulfo Mangos
- Strawberries (CA)
- Blackberries
- Artichokes
- Golden Nugget Mandarins
- Heirloom Navel Oranges
- Cara Cara Oranges
- Pixie Tangerines
- Rhubarb
- Watermelons (begin in FL & MEX)
- Sweet Corn (begin in FL)
- Vidalia Sweet Onions (begin in GA)

GREENHOUSE PRODUCE

- Campari/Cocktail Tomatoes
- Beefsteak Tomatoes
- Cluster Tomatoes
- Rainbow Snacking Tomatoes
- Living Basil
- Color Bell Peppers
- Mini Seedless Cucumbers
- Seedless Cucumbers

APRIL 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
EASTER / PASSOVER							
WEEK 14	29	30	31	1 Passover Starts at Sundown	2 National Love Your Produce Manager Day	3 Good Friday	4
NEW CROP GREENHOUSE PRODUCE / THINK SPRING! / PASSOVER							
WEEK 15	5 Easter	6 March Madness Championship Game	7	8	9 Passover Ends / The Masters Tournament	10 The Masters Tournament	11 The Masters Tournament
NEW CROP GREENHOUSE PRODUCE / THINK SPRING!							
WEEK 16	12 The Masters Tournament	13	14	15 Tax Day / National Banana Day	16	17	18
EARTH WEEK & ORGANICS / NEW CROP GREENHOUSE PRODUCE							
WEEK 17	19	20  Four Seasons Produce Fresh Fest! Independent Retailer Trade Show & Conference	21 	22 Earth Day	23	24	25
CINCO DE MAYO / DERBY DAY PARTIES							
WEEK 18	26	27	28	29	30	1	2 Kentucky Derby

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



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.



PRODUCTS AVAILABLE AT FOUR SEASONS



CHERUBS

CODE: 221550

CV Tomatoes Cherubs
(Grape) 15/10 oz
UPC: 751666771550



CHERUBS

CODE: 224577

CV Tomatoes Cherubs
(Grape) 9/24 oz
UPC: 751666776050



COMETS

CODE: 229016

CV Tomatoes Comets
(Gold) 15/10 oz
UPC: 751666950054



GLORYS

CODE: 221551

CV Tomatoes Glories
(Cherry) 15/10 oz
UPC: 751666103054



D'VINES

CODE: 219134

CV Tomatoes D'Vines
(Cherry) 12/9 oz
UPC: 751666165052



D'VINES MEDLEY

CODE: 243423

CV Tomatoes D'Vines
(Cherry Medley) 9/24 oz
UPC: 751666165854



CONSTELLATION

CODE: 222648

CV Tomatoes Constellation
15/10 oz
UPC: 751666416451



CONSTELLATION

CODE: 229017

CV Tomatoes Constellation
15/16.5 oz
UPC: 751666414051



TWILIGHTS

CODE: 229015

CV Tomatoes Twilight
(Mini Brown) 15/10 oz
UPC: 751666480056



ASK US ABOUT DISPLAY BINS!



SAVOURA SAVOURA

B GROWN IN QUEBEC



CODE: 233007
OG Tomatoes Cherry OTV 12/6.56 oz
Savoura Mini Apero



CODE: 42354
OG Tomatoes Cocktail OTV 12/8.8 oz
Savoura Apero



CODE: 223317
OG Tomatoes Cherry OTV 3.5 lb
Savoura Cerizo Bio Bulk Box



CODE: 41372
OG Tomatoes Beefsteak 15 lb

CODE: 23232
CV Tomatoes Beefsteak 15 lb

CODE: 23296
CV Tomatoes Beefsteak XL 15 lb 20-28ct



CODE: 41334
OG Tomatoes Cluster 11 lb

CODE: 23242
CV Tomatoes Cluster 11 lb

FAIR TRADE CERTIFICATION COMING SOON!

Produce with a purpose



Water For All® provides a fresh way to make a difference.

When you choose Water For All® mangos, you're helping to fund clean water and sanitation projects in Latin America.

WATER FOR ALL®

Through Water For All, we fund projects in rural communities that bring health, opportunity and empowerment.

36,768+

People connected with clean water

12,414+

People connected with sanitation

752+

People connected with filtration

5,914+

Volunteers inspired

287+

Sustainable projects and treks completed

LOOK FOR THE BLUE DROP!

The Water For All drop lets customers know that you're a part of our mission while they enjoy the freshest, peak-season produce.



TAP INTO MORE INFORMATION
Scan the code to see our impact, or visit ContinentalFresh.com



CONTINENTAL FRESH

HOW IT WORKS

780 million people lack access to clean water.

Every Water For All mango order you make turns into real progress toward clean water and sanitation.

Case by case: Each case of Water For All mangos creates funds for water and projects in rural Latin America.

On the ground: BLUE Missions uses 100% of Water For All donations to build gravity-driven aqueducts and connect every home with a faucet.

Across communities: Water For All mangos bring the benefits of clean water to Latin American communities: improved health, better school attendance, higher incomes and more.

Create a Ripple



WATER FOR ALL[®]

**When you choose
Water For All[®]
produce, you're
helping to fund
clean water and
sanitation projects
in Latin America.**

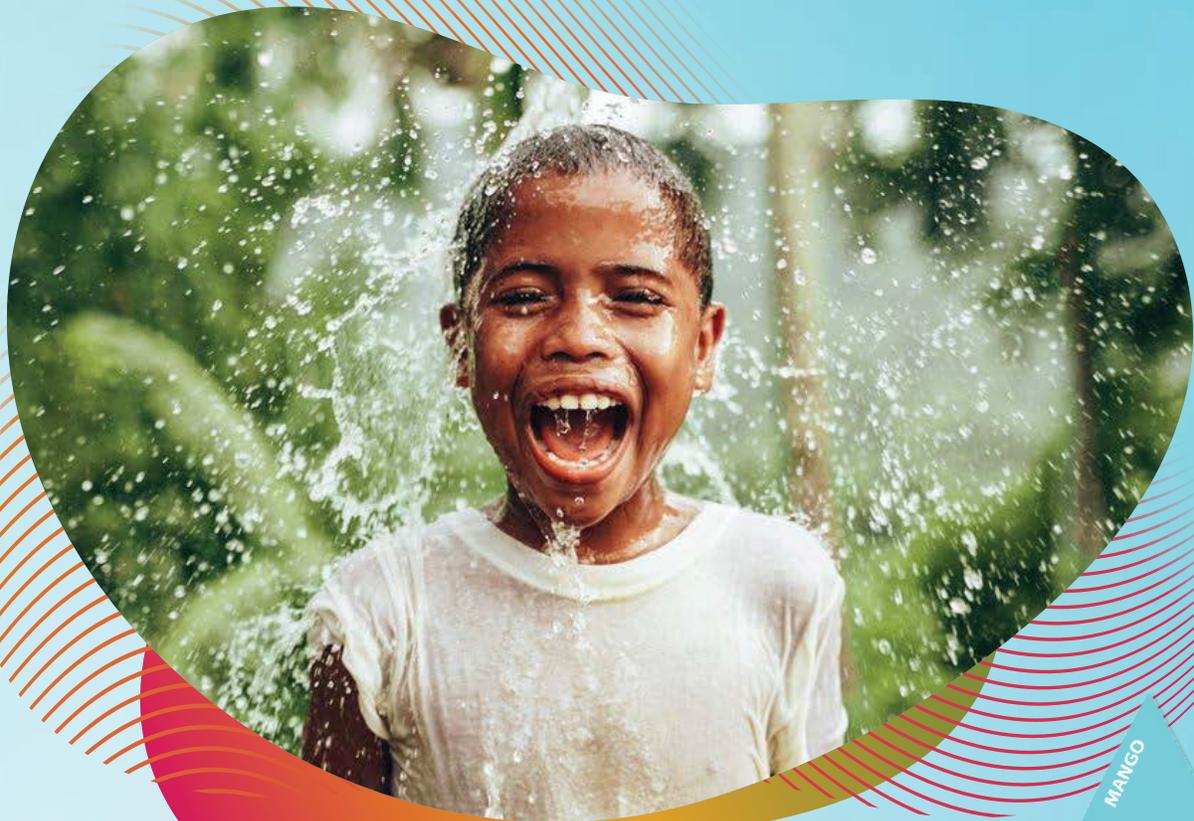


TAP INTO MORE INFORMATION.
Scan the code to see our impact,
or visit ContinentalFresh.com

CONTINENTAL
FRESH

Create A Ripple

When you choose **WATER F^oR ALL** produce, you're helping to fund clean water and sanitation projects in Latin America.



**LOOK FOR
THE BLUE DROP!**



TAP INTO MORE INFORMATION.
Scan the code to see our impact,
or visit ContinentalFresh.com



WATER FOR ALL INSPIRATION CORNER



LEARN MORE AT <https://www.bluemissions.org>



PHONE: 1.800.422.8384

| www.fsproduce.com



ATAULFO HONEY MANGO SEASON

Mangos are an important fresh fruit staple around the world. Are you maximizing your selling opportunities?

During the spring and early summer, a popular variety that generates initial impulse sales followed by many repeat sales is the Ataulfo Mango. They are super versatile, and when handled and ripened properly, they are a fantastic tropical treat. Mangos are primarily eaten as a snack, but are also ideal in smoothies, salads, salsas, jams, and ice creams.

Ataulfos, also known as Honey Mangos, are identified by their light lime green skin that ripens to gold, and they are super sweet, lightly tangy, and have a smooth flesh. Delicious!



ATAULFO HONEY MANGO FACTS:

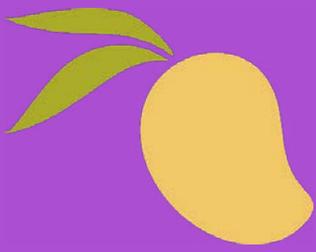
- Ataulfos are in peak season from March - June out of Mexico.
- Ataulfos are ripe when the fruit gives to gentle pressure and the skin has turned to a golden color.
- Ataulfos are less fibrous than most other varieties.
- Ataulfos are often called Honey Mangos and Ciruli Brothers brands their premium Ataulfos as “Champagne” Mangos.
- Ataulfos are super rich in Vitamins A, B, and C and are a great source of dietary fiber

MERCHANDISING IDEAS:

- Find an area of the department that is high traffic and build an large or creative display. While some shoppers might shy away from this type of mango because it is not like the normal ones consumers are so used to seeing, a stop-traffic display will get them intrigued on what it might be.
- Be sure to always put ripe fruit on top or in the front of your display. Setting fruit aside in its own section and labeled “ripe & ready” takes all the guesswork out for your customers. Additionally when receiving and storing, make sure you follow ripeness rules when it applies to rotation.
- Offer samples. Once a consumer gets this mango in their mouths, they will be hooked. Sampling is a complete surefire way to build sales and consumer confidence in what they are buying.
- Merchandise your “regular” round mangos with Ataulfos to build sales.
- Offer Ataulfos in two areas for better visibility, one on a standalone and more in your regular tropical set. More exposure generally means more sales!
- Price mangos in multiples for best results. For example, 3 for \$5.00 will generate more sales than \$1.69 each.



CREATE SOME “MANGO MADNESS” IN YOUR STORES THIS SPRING!



CHAMPAGNE[®] MANGO

CIRULI BROTHERS[™]



Exceptionally Sweet

The taste of a Champagne[®] Mango is exceptionally sweet and full.

Silky Smooth

The inside of a Champagne[®] Mango is velvety smooth, with almost no fibrous texture.

Naturally Nutritious

Mangos contain over 20 vitamins and minerals. Just one serving of mango provides half of your daily Vitamin C needs. With just 70 calories per serving (about 3/4 cup), each serving of mangos is fat free, sodium free, and cholesterol free.

Seasonal Star

Champagne[®] Mangos are only available from February until August, so savor them while you can!

Unlimited Uses

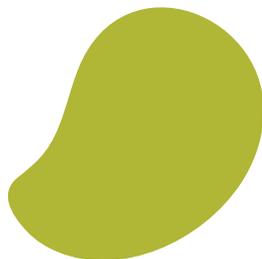
From savory dishes to sweet desserts, this versatile fruit has endless tasty possibilities.



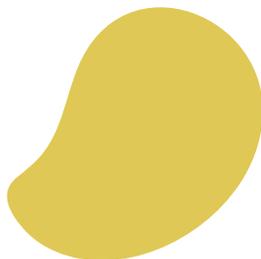
CHAMPAGNE[®] MANGO

CIRULI BROTHERS[™]

Scan here for recipes & more!



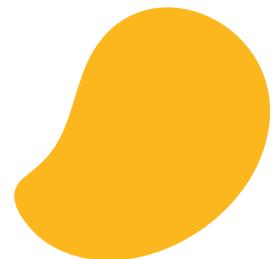
BITTER



TART



SWEET



VERY SWEET

Champagne[®] mangos turn a deep, golden yellow & get progressively softer as they ripen. Always ripen at room temperature, not in the fridge.

Look for our other Ciruli Brothers[™] mango brands

Super Mango[®] Mr. Mango[®] Señor Mango[®]

Champagne, Super Mango, Mr. Mango and Señor Mango are registered trademarks of Ciruli Brothers.



CHAMPAGNE[®] MANGO

CIRULI BROTHERS[™]

Scan here
for recipes
& more!



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Vidalia Sweet Onion Tips for Success



On the East Coast, the words "Vidalia Sweet Onion," immediately make consumers think spring and grilling! Genuine Georgia-grown Vidalia Sweet Onions will start shipping in late April, and the season should continue into July.

For more info: vidaliaonion.org

- With Vidalia Onions being a lower shrink risk item in your department, **make displays large and get them seen!**
- **Merchandise secondary displays in high traffic areas** for good visibility, including near the meat section.
- **Cross merchandise** with batter mix, herbs, olive oil, and cheeses (where refrigeration allows), or in grilling themed displays.
- **Recipe suggestions at point-of-sale** go a long way in potentially building up a shopping cart.
- **Tie in other spring seasonal crops** such as artichokes or asparagus. Corn and tomatoes are also a natural tie in, and the color really adds nice visuals to display.
- **Offer both bagged and loose options** to target 2 different types of purchases.



VIDALIA® SWEET ONION

Season 2026

WIN Q2 WITH VIDALIA®

Limited Season • High Velocity • Built-In Urgency

Across the country, “Vidalia® Sweet Onion” signals one thing:

Grilling Season has Officially Arrived.

Genuine Georgia-grown Vidalia® onions begin shipping in late April, with peak retail movement May through July. This limited seasonal window creates urgency, drives trade-up, and delivers incremental basket growth in produce.

Available April-September.

APRIL

Season
Arrival

MAY

Memorial
Memorial Day
Grill Push

JUNE

Summer
Entertaining

JULY

Independence
Day

AUGUST

Storage
Season

Seasonal urgency drives faster purchase decisions

Sweet, mild flavor differentiates from commodity onions

Strong brand recognition builds shopper confidence

Cross-merchandising increases incremental basket size

Low shrink, high-velocity seasonal item

Vidalia® is not a commodity onion. It is a once-a-year seasonal event.

For POS materials, seasonal signage, and recipes: VidaliaOnion.org

How to Win THE SWEETEST SEASON

Display
Big
to Drive
Velocity

Build abundant, eye-catching displays to signal freshness and peak season availability.

- Keep displays at least 3/4 full
- Front-face loose onions
- Use secondary displays in high-traffic areas
- Position near meat and grilling sections

Seasonality should be visible from across the department.

Cross Merchandise

To increase baskets transform Vidalia® Sweet Onion from an ingredient into a meal solution with:

Ground beef & burger patties • Artisan buns • Sliced cheese
Tomatoes & avocados • BBQ sauce • Fresh herbs

HEADER IDEA: "GRILL NIGHT STARTS HERE."

+ USE MEAL INSPIRATION TO UPSIZE THE RING!

- Add recipe callouts at point-of-sale
- Include QR codes linking to recipes
- **Position Vidalia® as a flavor upgrade — not just an onion**

+ OFFER BOTH LOOSE & BAGGED

- Loose — for meal-based purchasing
- Bagged — for value-seeking families & stock-up shoppers
- **Capture both purchase missions.**

Vidalia® Sweet Onions Season Comes Once a Year.

Make it count.

Visit us: VidaliaOnion.org  



VIDALIA SWEET ONIONS INSPIRATION CORNER



PHONE: 1.800.422.8384

| www.fsproduce.com



5 FAST WAYS TO TURN

Supersweet

CORN into Gold



For more info:
sunshinesweetcorn.com

Fresh
Supersweet
corn from

Florida can add a golden glow to fall, winter and spring retail promotions. With consumer demand on the rise, this category is no longer a summer loss leader but a year-round profit maker. Top tips for growing your Supersweet corn sales:



1 Give customers choices

- Traditionalists prefer yellow corn, but bi-color now commands a 40% market share, equal to yellow; 20% of corn sold is white.
- In addition to unhusked corn, sell tray packed ears, either fully or partially husked.
- Offer ears precut in chunks and/or packaged with other vegetables for stews and roasts.

2 To preserve its quality, keep corn cold

- For maximum freshness and flavor, keep corn well chilled—33°F to 36°F is best.
- Display corn in refrigerated cases or on ice (perhaps under misters).
- Return corn used in large bulk floor displays to the cooler after the store closes.

3 Price corn to move

- Consumers are willing to pay more for fresh corn in winter and spring. According to retailer data, 24 to 34 cents per ear is optimal for moving corn profitably.
- They'll also pay more for value-added offerings such as husked corn and microwave-ready packaging.
- To encourage quantity buying, price in multiples (e.g., 4/\$1, 6/\$2).

4 Run fresh corn promotions

- Research shows that feature ads lead to significant volume and dollar increases, especially when combined with other merchandising techniques.
- Well-timed seasonal and holiday tie-ins attract shoppers' interest.
- The most effective signage promotes corn while educating consumers about buying, storing and preparing it.
- Creative use of cross promotions can build overall store sales.

5 Know Your Customer

- Consider your customer profile (age, race, ethnicity and location) when planning your Supersweet corn strategy.
- African-American and Latino customers buy more fresh sweet corn, especially during winter and spring.
- Customers in metropolitan areas are more interested in value-added corn options at a premium price.

Merchandising Ideas for Supersweet CORN



November to May: Seasonal and Holiday Promotions

- Tailgating Time: Fall football means grilling, and the only thing sweeter than victory is Supersweet corn.
- Thanksgiving: A sunny side of Supersweet corn makes the annual meal even more festive.
- Christmas: Roast some ears of Supersweet corn with the holiday bird.
- Super Bowl: Slather chunks of sweet corn with the same sauce you'd use on Buffalo wings.
- Lent: Supersweet corn and seafood make a great pair for meatless Fridays
- Easter: For Easter dinner, serve baked ham, sweet corn and asparagus.
- Spring Kick-Off: Welcome spring with fresh Supersweet corn, in a salad or on the grill.
- Cinco de Mayo: Encourage your customers to celebrate this increasingly popular Mexican holiday by serving grilled corn the way Mexicans enjoy it – with a sprinkle of lime juice and hot red pepper.
- Memorial Day: The official start of summer isn't complete without corn on the cob.



Consumer information

- Supersweet corn cooks fast, in as little as two minutes.
- Preparation methods include microwaving, roasting, steaming and grilling.
- Sweet corn is a good source of vitamin C, thiamin, folic acid and fiber, along with antioxidants lutein and zeaxanthin.
- Store corn, refrigerated, in a plastic bag until ready to use.
- Enjoy Florida-grown Supersweet corn from October until June.
- Supersweet corn is at its best when eaten within four days of purchase.

Promotion Partners

- Grilling supplies—charcoal, small grills, paper products and condiments
- Squeeze and spray butters
- Seasoning blends
- Fresh and dried herbs
- Utensils such as tongs and corn holders
- Wrap in tray packs with other vegetables for stews and roasts
- Display in meat and seafood departments

For more info:
sunshinesweetcorn.com





Smart Cross-Merchandising Ideas



Trending spices and sauces like chili powder, paprika, chipotle seasoning, and hot sauce!

Dairy pairings like cotija, sour cream, Mexican crema and mayonnaise!



Cilantro, jalapeños, onion, garlic, limes and other fresh produce!



FEATURED ITEMS

- Berries
- Vidalia Sweet Onions
- Sweet Corn
- Watermelons
- Mangos

BEST OF SEASON

- Strawberries
- Raspberries
- Blueberries
- Driscoll's "Sweetest Batch" Berries
- Watermelons
- Florida Sweet Corn
- Vidalia Sweet Onions
- California Cherries
- California Apricots
- Artichokes

LOCAL (MID-ATLANTIC)

- Asparagus
- Lettuces
- Bunched Herbs
- Rhubarb
- Leeks
- Radishes
- Kales & Collards
- Chards & Dandelion

MAY 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CINCO DE MAYO / DERBY DAY PARTIES							
WEEK 18	26	27	28	29	30	1	2 <small>Kentucky Derby</small>
MOTHER'S DAY / BERRY SEASON / COLLEGE GRADUATIONS							
WEEK 19	3	4	5 <small>Cinco de Mayo</small>	6	7	8	9
BERRY SEASON / COLLEGE GRADUATIONS / GRILLING SEASON							
WEEK 20	10 <small>Mother's Day</small>	11	12	13	14	15	16 <small>Armed Forces Day</small>
MEMORIAL DAY PARTIES / GRILLING / BERRY SEASON							
WEEK 21	17	18	19	20	21 <small>Eat More Fruits & Vegetables Day</small>	22	23
GRILLING & OUTDOOR PARTIES / BERRY SEASON / LOCAL VEGGIES							
WEEK 22/23	24	25	26	27	28	29	30
	31 <small>Memorial Day</small>						

Cinco de Mayo!

MERCHANDISING TIPS

Want to add some excitement to your Produce Department and stores? Celebrate Cinco de Mayo by building attractive displays that catch your customers' eyes!

Cinco de Mayo is a fun holiday to merchandise fresh produce and it creates impulse sales and gives a festive look to your department.

AVOCADOS:

The centerpiece of any Cinco de Mayo display! Be sure to have ripe avocados on your displays leading up to, and into, May 5th. Set up an in-store ripening program to ensure you have the desired amount of fruit ripe and ready for your customers to pick up!

For more information on how to do this, check out: youtu.be/vjeUUg5JF8

ONIONS:

Red or yellow onions will work best, though some shoppers prefer sweet or white onions.

TOMATOES:

Roma/Plum Tomatoes are preferred for their firmness and lower gel content, but all varieties of tomatoes can be included.

JALAPEÑO PEPPERS:

Kick it up a notch by adding some heat with jalapeños, or REALLY turn up the heat by adding habaneros!

LIMES:

Limes are perfect to squeeze over your guacamole, slice for Mexican beer, or for making fresh margaritas!

MANGOS:

Mangos will be a great sell over the Cinco de Mayo week-end and look great tied into your displays. Four Seasons Produce will have both Tommy Atkins and Ataulfo (Honey) Mangos ready for your displays!

KEY INGREDIENTS:

- Cilantro
- Garlic

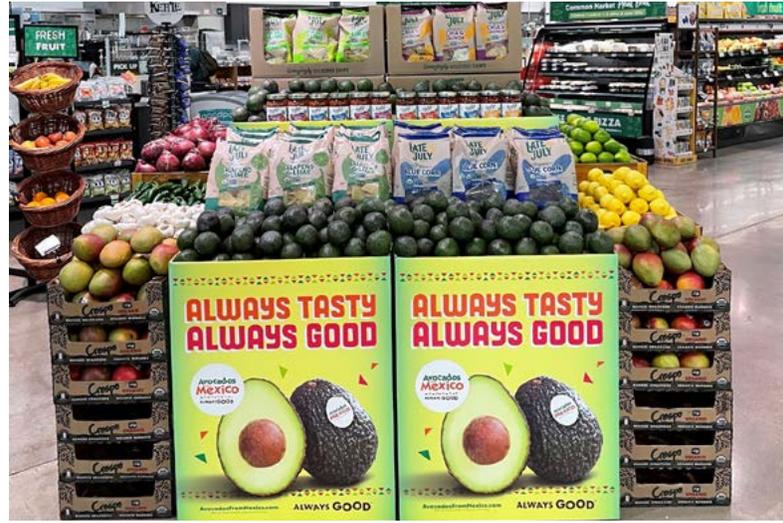
TIE-IN ITEMS:

Some great tie-in items include tortilla chips, taco shells and seasonings, hot sauces, and of course, Corona!

Avocados from Mexico offers display bins from time to time. Contact your Four Seasons Rep for more information.



CINCO DE MAYO INSPIRATION CORNER



Driscoll's

Only the Finest Berries™

Available at Four Seasons



Strawberries



Strawberry 1 lb Clamshell
Pack: 8 x 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer - 20 high
Tray Dimensions: 19.81"L x 15.56"W x 3.50"H
Tray Weight: 9.33 lbs Gross, 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0001; UPC: 7 15756 20002 3



Strawberry 2 lb Clamshell
Pack: 4 x 2 lb (32 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer - 20 high
Tray Dimensions: 19.31"L x 14.63"W x 3.38"H
Tray Weight: 9.21 lbs Gross, 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0010; UPC: 7 15756 20006 1



Certified Organic Strawberry 1 lb Clamshell
Pack: 8 x 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer - 20 high
Tray Dimensions: 19.81"L x 15.56"W x 3.50"H
Tray Weight: 9.33 lbs Gross, 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0005; UPC: 7 15756 20011 5
Fair Trade Item # 0068; UPC: 7 15756 20037 5

Blueberries



Blueberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 240 trays per 40" x 48" pallet,
12 per layer x 20 high
Tray Dimensions: 15.38"L x 8.89"W x 3.19"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0007; UPC: 7 15756 30002 0
Fair Trade Item # 0354; UPC: 7 15756 50014 7
Berry Valley Item # 0033; UPC: 7 15756 50002 4



Blueberry 1 Dry Pint Clamshell
Pack: 12 x 1 Dry Pint clamshells per tray
Palletization: 144 trays per 40" x 48" pallet,
12 per layer x 12 high
Tray Dimensions: 15.44"L x 9.63"W x 5.13"H
Tray Weight: 10.4 lbs Gross, 9.0 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0025; UPC: 7 15756 30004 4
Fair Trade Item # 0350; UPC: 7 15756 50011 6
Berry Valley Item # 0066; UPC: 7 15756 50003 3



Certified Organic Blueberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 240 trays per 40" x 48" pallet,
12 per layer x 20 high
Tray Dimensions: 15.38"L x 8.89"W x 3.19"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0017; UPC: 7 15756 30009 9
Fair Trade Item # 0238; UPC: 7 15756 30032 7
Berry Valley Item # 0077; UPC: 7 15756 50006 6



Certified Organic Blueberry 1 Dry Pint Clamshell
Pack: 12 x 1 Dry Pint clamshells per tray
Palletization: 144 trays per 40" x 48" pallet,
12 per layer x 12 high
Tray Dimensions: 15.44"L x 9.63"W x 5.13"H
Tray Weight: 10.4 lbs Gross, 9.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0043; UPC: 7 15756 30021 1
Fair Trade Item # 0239; UPC: 7 15756 50015 4



Raspberries



Raspberry 6 oz Clamshell
Pack: 17 x 6 oz clamshells per tray
Palletization: 216 trays per 40" x 48" pallet,
12 per layer - 18 high
Tray Dimensions: 15.75"L x 10.0"W x 3.63"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0002; UPC: 7 15756 10001 9
Fair Trade Item # 0353; UPC: 7 15756 10002 6



Raspberry 12 oz Clamshell
Pack: 6 x 12 oz clamshells per tray
Palletization: 216 trays per 40" x 48" pallet,
12 per layer - 18 high
Tray Dimensions: 15.63"L x 9.88"W x 3.13"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0006; UPC: 7 15756 10003 3
Fair Trade Item # 0355; UPC: 7 15756 10001 3



Certified Organic Raspberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 216 trays per 40" x 48" pallet,
12 per layer - 18 high
Tray Dimensions: 15.75"L x 10.0"W x 3.63"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0004; UPC: 7 15756 10004 0
Fair Trade Item # 0067; UPC: 7 15756 10059 0



Blackberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 192 trays per 40" x 48" pallet,
12 per layer - 16 high
Tray Dimensions: 15.56"L x 9.88"W x 3.50"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0003; UPC: 7 15756 10020 0
Fair Trade Item # 0358; UPC: 7 15756 50024 2
Berry Valley Item # 0072; UPC: 7 15756 50201 1



Certified Organic Blackberry 6 oz Clamshell
Pack: 12 x 6 oz clamshells per tray
Palletization: 192 trays per 40" x 48" pallet,
12 per layer - 16 high
Tray Dimensions: 15.56"L x 9.88"W x 3.50"H
Tray Weight: 5.7 lbs Gross, 4.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0012; UPC: 7 15756 10022 4
Fair Trade Item # 0236; UPC: 7 15756 10057 6



Blackberries

Seasonal Items



Long Stem Strawberry 16 oz Clamshell
Pack: 4 x 1 lb (16 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer - 20 high
Tray Dimensions: 19.93"L x 15.87"W x 3.12"H
Tray Weight: 5.08 lbs Gross, 4.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0046; UPC: 7 15756 20008 5



Certified Organic Strawberry 2 lb Clamshell
Pack: 4 x 2 lb (32 oz) clamshells per tray
Palletization: 120 trays per 40" x 48" pallet,
6 per layer - 20 high
Tray Dimensions: 19.31"L x 14.63"W x 3.38"H
Tray Weight: 9.21 lbs Gross, 8.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0026; UPC: 7 15756 20022 1
Fair Trade Item # 0071; UPC: 7 15756 20038 2



Blueberry 18 oz Clamshell
Pack: 12 x 18 oz clamshells per tray
Palletization: 80 trays per 40" x 48" pallet,
5 per layer x 16 high
Tray Dimensions: 23.50"L x 15.12"W x 4.12"H
Tray Weight: 14.2 lbs Gross, 13.5 lbs Net
Labels: Driscoll's, Berry Valley (BV)
Driscoll's Item # 0058; UPC: 7 15756 30016 7
Fair Trade Item # 0351; UPC: 7 15756 50012 3
Berry Valley Item # 0183; UPC: 7 15756 50005 5



Certified Organic Blueberry 18 oz Clamshell
Pack: 12 x 18 oz clamshells per tray
Palletization: 80 trays per 40" x 48" pallet,
5 per layer - 16 high
Tray Dimensions: 23.56"L x 15.12"W x 4.12"H
Tray Weight: 14.2 lbs Gross, 13.5 lbs Net
Labels: Driscoll's
Driscoll's Item # 0072; UPC: 7 15756 30029 7
Fair Trade Item # 0244; UPC: 7 15756 30031 0



Blackberry 12 oz Clamshell
Pack: 12 x 12 oz clamshells per tray
Palletization: 117 trays per 40" x 48" pallet,
9 per layer x 13 high
Tray Dimensions: 19.25"L x 15.75"W x 5.13"H
Tray Weight: 10.28 lbs Gross, 9.0 lbs Net
Labels: Driscoll's
Driscoll's Item # 0014; UPC: 7 15756 10024 8
Fair Trade Item # 0349; UPC: 7 15756 50023 5

Sweetest Batch™

Driscoll's Sweetest Batch™ berries are a specialty berry segment grown from proprietary varieties selected for their consumer-validated, extra-sweet and juicy flavor profiles to create special, memorable moments of happy indulgence.



Organic Sweetest Batch™ Blueberries
11oz



Sweetest Batch™ Blueberries
11oz



Sweetest Batch™ Blueberries
11oz



Sweetest Batch™ Strawberries
11oz



Sweetest Batch™ Raspberries
11oz



Plenty Sweet™ Strawberries
8.5oz

Driscoll's
Only the Finest Berries™

Heart-Shaped Strawberry Clamshell



HIGHLIGHTS

- Heart-shaped clamshell key to promote during holiday periods
- Special gift packaging for shoppers
- Innovative & creative heart-shaped design

Raspberry Heart-Shaped Clamshell



HIGHLIGHTS

- Heart-shaped clamshell key to promote during holiday periods
- Special gift packaging for shoppers
- Innovative and creative heart-shaped design

CODE	DESCRIPTION	PK/SZ	UPC
234994	CV Raspberries	6/8 oz Driscolls Heart Clam	7-15756-10053-8
242757	CV Strawberries	4/15oz Driscolls Heart Clam	7-15756-20032-0

TOP BERRY MERCHANDISING TIPS

BERRY CATEGORY PEAK SEASON: SPRING THROUGH EARLY SUMMER

- 1 STOCK UP ON FRESH BERRIES** – In April and early May, shoppers transition from citrus, apples, and pears to fresh berries. Keep displays full and well-merchandised.
- 2 BALANCE SUPPLY AND DEMAND** – Berries are a top-volume category, but managing inventory is key—too much leads to shrink, too little results in lost sales.
- 3 ENSURE FRESHNESS WITH PROPER HANDLING** – From receiving to display, careful planning and handling will maximize berry freshness and quality. Follow best practices to get the “berry” best from your berry section!
- 4 INSPECT FOR QUALITY** – Check berries for bruising, wetness, leaks, decay, or mold before stocking.
- 5 REFRIGERATE IMMEDIATELY** – Berries are highly perishable; store them in the cooler ASAP, especially in warm months, to extend shelf life.
- 6 FOLLOW FIFO ROTATION** – Clearly mark received dates on boxes and ensure older stock is sold first to maintain freshness.
- 7 KEEP BERRIES COLD** – Refrigeration preserves quality and shelf life. During peak “berry holidays” like Memorial Day and July 4th, non-refrigerated displays may work for quick sales. Move unsold berries back to refrigeration overnight.
- 8 CULL & ROTATE** – Regularly sort and rotate clamshells to maintain freshness. Convert unsellable packs into fresh-cut options to reduce shrink.
- 9 STOCK A FULL VARIETY** – Offer multiple berry types in both conventional and organic. Larger packs boost convenience and sales, especially during peak seasons.





MEMORIAL DAY MERCHANDISING

MEMORIAL DAY IS MONDAY, MAY 25



MEMORIAL DAY PRODUCE CHECK LIST

VEGETABLES:

- Artichokes
- Cabbage & Slaw Mix
- Celery
- Cucumbers
- Garlic
- Lettuces
- Onions (Sweet, Vidalia)
- Peppers (all colors)
- Potatoes (Russet, New/Baby)
- Portabella Mushroom (Caps & Slices)
- Radishes
- Scallions
- Squash (Zucchini & Yellow)
- Sweet Corn
- Sweet Potatoes
- Tomatoes

***Cut back on Hard Cooking Veg*

FRUIT:

- Blackberries
- Blueberries
- Cantaloupes
- Cherries
- Grapes
- Honeydew
- Nectarines
- Peaches
- Pineapples
- Raspberries
- Strawberries
- Watermelons (Whole, Cuts, Halves)

***Cut back on Apples, Pears, & Citrus*

VALUE-ADDED:

- Cabbage & Slaw Mix
- Croutons
- Cut Fruit & Veg
- Fruit Dips
- Juices
- Nuts
- Salad Dressings
- Salads
- Salsa
- Veg Trays



DELIVERIES & PLANNING

- **Order hard goods and semi-perishables early – have them in-store by Tuesday, May 19, or Wednesday, May 20.** Load up the department with essentials like Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, and Nuts.

- **Have evening associates stock these sections** to avoid congestion in aisles during business hours.

- **Bring in hard vegetables and fruit by Thursday, May 21.** Key items include:

Vegetables:

Potatoes, Onions, Carrots, Mini Carrots

Fruits:

Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, Bin Watermelons (No need to be overly cautious with bin Watermelons – this is just the start of summer picnic season, and any extras carry low risk. Store at room temperature)

- **Stock Sweet Corn by the pallet** (42 cases per pallet) – aim to have it in by Thursday, May 21, and Friday, May 22. Keep it watered or iced down.



FOUR SEASONS MEMORIAL DAY SCHEDULE

SATURDAY 5/23:

Normal office and delivery schedule.

SUNDAY 5/24:

Normal office and delivery schedule.

MONDAY 5/25:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/26 delivery.

Please contact your sales representative with any questions.

HAVE A HAPPY AND SAFE MEMORIAL DAY!

MEMORIAL DAY DISPLAY THEME IDEAS

GRILLING

- 1 Vidalia Sweet Onions
- 2 Eggplant
- 3 Shishito Peppers
- 4 Portabella Mushrooms
- 5 Pineapples
- 6 Zucchini

ADDITIONAL ITEM IDEAS:

- | | |
|--------------|----------------|
| Peaches | Potatoes |
| Tomatoes | Sweet Potatoes |
| Bell Peppers | Charcoal |
| Artichokes | |



SWEET CORN

- Build a large secondary display of Sweet Corn using a bin dummied up to control display quantities.
- Position a clean trash can at the display for customers to shuck their corn.
- Increase margins by trimming, stripping, and tray-packing 5 ears of Sweet Corn to offer added value and convenience at a premium retail price.

CAPRESE STATION

- 1 **Tomatoes:** *Mixed Cherry, Grape, Vine Ripe, Beefsteak, Cluster, Cocktail, & Heirloom*
- 2 Basil
- 3 BUF Fresh Mozzarella
- 4 Olive Oil
- 5 Balsamic Vinegar

ADDITIONAL ITEM IDEAS:

Garlic: *Loose & Jarred*





FEATURED ITEMS

- Cherries
- Berries
- Grapes
- Watermelons
- Vidalia Sweet Onions
- Sweet Corn
- Peaches

BEST OF SEASON

- Athena-style Cantaloupes
- Mangos
- Apricots & Apriums
- Peaches (*early varieties*)
- Nectarines (*early varieties*)
- Rainier Cherries (*begin*)
- Cotton Candy Grapes (*begin*)
- Portabella Mushrooms

LOCAL (MID-ATLANTIC)

- Lettuces
- Bunched Herbs
- Leeks & Scallions
- Radishes
- Kales & Collards
- Chards & Dandelion
- Cabbages
- Blueberries (*begin from NJ*)
- Sweet Corn (*begin*)
- Grape Tomatoes (*begin*)
- Zucchini (*begin*)

JUNE 2026

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
GRADUATION PARTIES / GRILLING & OUTDOOR PARTIES / BERRY SEASON							
WEEK 23	31	1 National Fresh Fruit & Vegetable MONTH	2	3	4	5	6
GRADUATION PARTIES / GRILLING & OUTDOOR PARTIES / BERRY SEASON							
WEEK 24	7	8	9	10	11	12	13
FATHER'S DAY & GRADUATION PARTIES / BERRY SEASON / LOCAL PRODUCE							
WEEK 25	14 Flag Day	15	16	17 National Eat Your Veggies Day	18	19 Juneteenth	20 Four Seasons 50th Anniversary 
CHERRY & GRAPE SEASON / LOCAL PRODUCE							
WEEK 26	21 Father's Day / First Day of Summer	22	23	24	25	26	27 Pineapple Day
4TH OF JULY PARTIES / CHERRY & GRAPE SEASON / LOCAL PRODUCE							
WEEK 27	28	29	30	1	2	3	4 Independence Day

Best Practices for Watermelon

Easy Tips from the
National Watermelon Promotion Board



1. GET THE WORD OUT- WATERMELON IS DELICIOUS & NUTRITIOUS.

74% of consumers say they are more likely to buy watermelon if they knew it was healthy. So include nutrition information wherever you can – on signs and displays, in newsletters and ads.



2. GIVE CUSTOMERS WHAT THEY CRAVE ALL YEAR LONG.

Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.



3. EASY TO REACH. EASY TO SELL.

Use drop down panels and transfer hard to reach melons to the top of the next full bin.

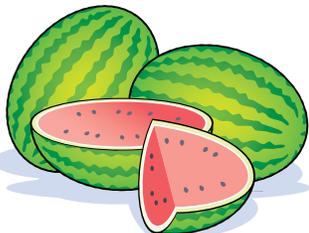


4. USE PLU STICKERS TO AVOID MIS-RINGS & LOST REVENUE.

Every penny counts! Use PLU stickers so customers get what they pay for and you get the profits you deserve.

5. DISPLAY WHOLE & CUT WATERMELON SIDE BY SIDE.

Create great eye appeal and increase sales of both – an average of 67%.



6. MAKE THE MOST OF DISPLAYS.

Colorful bins and large displays grab attention and grab sales.



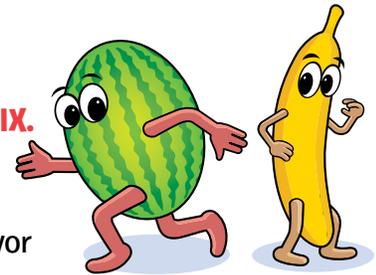
7. TAKE 'EM OFF THE FLOOR!

You wouldn't eat food off the floor, why would your customers?



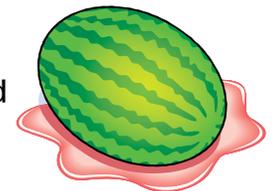
8. WATERMELONS & BANANAS DON'T MIX.

Bananas emit ethylene gas, which changes both the flavor and appearance of watermelons. Keep them separate!



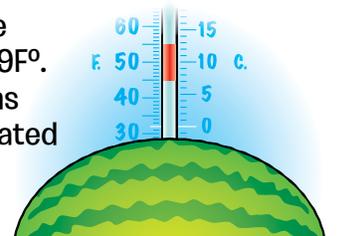
9. LOSE THE LEAKERS.

Look at your display from a customer's point of view and remove damaged melons.



10. CHECK TEMPERATURE TO ENSURE THE TASTIEST WATERMELONS.

Store and display whole watermelons at 50° - 59°F. Display cut watermelons at 32°F - 41°F in refrigerated cabinets.



Watermelon Types



Seeded

- Round, long, oblong
- 5-45 lbs.

Seedless

- Round to oblong
- 10-25 lbs.
- White seed coats are edible
- More than 85% of cultivars grown

Mini

- Round
- Seedless
- 1-7 lbs.
- Thinner rind = greater yield



Yellow/Orange

- Round
- Seeded and seedless
- 10-30 lbs.



watermelon.org

WATERMELON PLUs:

CONVENTIONAL:

- » **4031** – Red Seeded Watermelon
- » **4032** – Red Seedless Watermelon
- » **4340** – Yellow Seeded Watermelon
- » **4341** – Yellow Seedless Watermelon
- » **3281/3308** – Orange Seedless Watermelon
- » **4331** – Mickey Lee/Sugarbaby Watermelon
- » **3421** – Mini Seedless Watermelon, 3-7 lbs
- » **3494** – Yellow Mini Seedless Watermelon, 3-7 lbs

ORGANIC:

- » **402406** – Red Flesh Seedless Watermelon
- » **402413** – Orange Flesh Seedless Watermelon
- » **402420** – Red Flesh Seeded Watermelon
- » **402437** – Mini Seedless Watermelon
- » **402475** – Mini Seedless 2-count boxes
- » **402635** – Yellow Seedless Watermelon
- » **402642** – Mini Yellow Seedless Watermelon – 2 ct mesh bag
- » **402697** – Organic – Mini Seedless Watermelon – 1 ct mesh bag
- » **911236** – Mini Yellow Seedless Watermelon
- » **911243** – Mini Orange Seedless Watermelon



HOW TO PREP, SHARE, SELECT, & SELL WATERMELONS

Food Safety

Prep

Store and display whole watermelon at 45°F–55°F (7°C–13°C).

Display cut watermelon in refrigerated cabinets at 37°F–39°F (3°C–4°C). If using ice beds, bury containers in the ice. Exposed containers warm quickly to room temperature, reducing shelf life and increasing food safety risks.

Before cutting, store watermelons at 46°F (8°C). Wear sanitary gloves, a clean apron and a hair net. Sanitize the stainless steel work surface and sharp knife. Then, wash under clean, running water and pat dry.

Cut It Up

Prep

- 1 Cut off the ends, providing a base and access to the peel and rind.
- 2 Angle the knife, placing it where the white rind meets the red flesh and following the curve of the fruit, cut off the rind.
- 3 Cut the whole watermelon into disks, widthwise in the desired size of cubes.
- 4 Lay the disks face down, pushing the smaller disks to one side and cut same size strips in both directions.

Everyday Value

Share

At only 16 cents per serving, watermelon is the #1 budget-friendly fruit!*



Find endless recipes for watermelon flesh, juice and rind at watermelon.org

*Source: IRI FreshLook Data, 2020

Choose the Best

Select

Easy as 1, 2, 3!

- 1 Look it over. A firm watermelon free from bruises, cuts or dents is best.
- 2 Lift it up. It should be heavy for its size. Most of its weight is water!
- 3 Turn it over. Make sure it has a creamy, yellow spot on its underside.

 That's where it sat on the ground and ripened in the sun!

Top 5 Retail Tips

Sell

- 1 **Easy to reach. Easy to sell.**
Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.
- 2 **Lose the leaking watermelons.**
- 3 **Keep watermelons away from bananas.**
Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.
- 4 **Display whole & cut watermelons side by side.**
- 5 **Ensure the tastiest watermelon.**
Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

Boost Sales

Sell

- 1 **Get Social.**
Share your own promotions and tap into the Watermelon Board posts, tweets and videos @watermelonboard
- 2 **Offer Samples.**
Serve fresh-cut watermelon or simple recipes like Fire & Ice Salsa.
- 3 **Merchandise.**
Set up a watermelon display—include recipes, health benefits information and storage tips.
Scan here for FREE POS Materials.  Or, find at watermelon.org/Retailers



Cut up a watermelon in 4 steps



1 Cut off the ends, providing a base and access to the peel and rind.



2 Angle the knife, placing it where the white rind meets the red flesh and following the curve of the fruit, cut off the rind.



3 Cut the whole watermelon into disks, widthwise in the desired size of cubes.



4 Lay the disks face down, pushing the smaller disks to one side and cut same size strips in both directions.

YIELD

Size	60	45	36
Time (min)	2.50	2.58	3.05
Flesh (lbs)	8.61	9.54	10.67
Skin (lbs)	3.61	4.24	7.17
Flesh (lbs)	70.5%	69.2%	59.8%



Market watermelon with 10 tips!



1

Make the most of displays!

Colorful bins and large displays grab attention and grab sales.

- 2. Display whole and cut watermelon side by side.** Create great eye appeal and increase sales for both.
- 3. Get the word out - watermelon is delicious and nutritious.** Include nutrition information not only in newsletters and ads, but on signs and displays.
- 4. Easy to reach. Easy to sell.** Use drop down panels and transfer hard to reach watermelons to the top of the next full bin.
- 5. Take them off the floor.** You wouldn't eat off the floor, so why would your customers?
- 6. Lose the leakers.** Look at your display from a customer's point of view and remove damaged watermelons.
- 7. Keep watermelons away from bananas.** Store these separately. Bananas emit ethylene gas, which changes the flavor and appearance of watermelons.
- 8. Avoid mis-rings and lost revenue.** Every penny counts! Use proper labeling so customers get what they pay for and you get the profits you deserve.
- 9. Give customers what they crave all year long.** Watermelon isn't just for picnics anymore. It delivers year-round sales, even in cold climates.
- 10. Ensure the tastiest watermelon.** Continue cold chain if applicable for whole watermelons. Always keep fresh cut refrigerated.

**FOR WATERMELON.ORG'S FULL RETAIL KIT, CHECK OUT:
WATERMELON.ORG/AUDIENCES/RETAILERS**

Working with Watermelon

Take the guesswork out of switching between seedless watermelon sizes

Watermelon is grouped into many sizes, but there are six key sizes that vary throughout the year. This tool illustrates the yield for the top six sizes and how it is often handled for use on menus. Although Mother Nature offers many variables each year, this tool can be a guide highlighting average yield.



Size	Seedless				Mini	
	36	45	60	7	8	9
Total weight in pounds	20.44	15.87	11.25	6.37	5.37	5.06
Total weight in ounces	327	254	180	102	86	81
Flesh weight in pounds	13.62	10.68	6.75	3.93	3.68	3.12
Flesh weight in ounces	218	171	108	63	59	50
Number of wedges	124	98	62	50	47	40
Cubes in cups	39	32	20	12	11	9
Puree in cups	26	22	13	8	7	6
Puree in fluid ounces	210	173	104	61	58	49
Juice in cups	22	17	11	6	6	5
Juice in fluid ounces	180	135	84	47	45	42

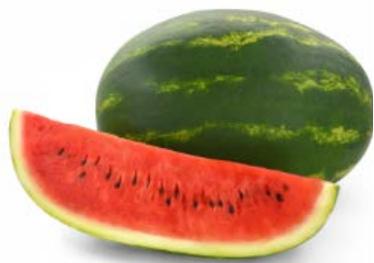
Each cup has approximately 7, 1/2-inch cubes.

To puree, place cut watermelon in a blender and blend until smooth without any chunks.

To juice, strain the puree once through a fine mesh strainer. Consider upcycling the pulp in muffins or bread and sauces.

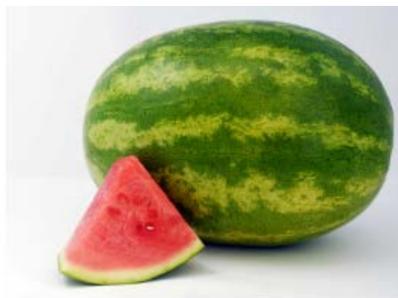
The wedges are approximately 1/2-inch thick and 3x3 1/2-inches, with no rind and peel.

Watermelon yield is generally between 60 and 70% depending on size, variety, and other variables.



SEEDED

- >> Round, long, oblong
- >> 5 to 45 lbs



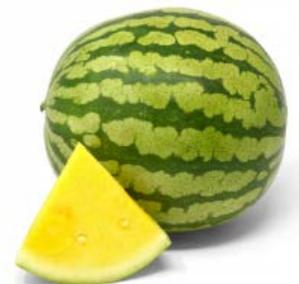
SEEDLESS

- >> Round, long, oblong
- >> 10 to 25 lbs
- >> Small white seed coats in the flesh are undeveloped and edible
- >> Approximately 90% of watermelon cultivars grown today for US consumption



MINI

- >> Round
- >> Seedless
- >> 1 to 7 lbs



YELLOW & ORANGE

- >> Round
- >> Seeded and seedless
- >> 10 to 30 lbs

Keep your shoppers in the know about watermelon—here's how!

Take a look at our research about what consumers know (and need to know) about watermelon. Then consider using our free point-of-sale materials as one way to keep your shoppers up-to-date on the world of watermelon.

Main Consumer Research Findings

- Watermelon scores very high relative to other fruits in terms of taste, safety, value, healthiness and freshness.
- Consumers want fruit that provides them with value. They are looking for fruit where they can use all of it and use it in multiple ways.
- Taste and watermelon's refreshing qualities are the main reasons watermelon is purchased.
- Availability and perceived value are the two main reasons consumers may not purchase watermelon.
- How to select and health benefits are the key points consumers would like to see displayed at retail.

71% of watermelon is purchased in the grocery store.

69% of shoppers say they feel good when they purchase foods that can be used in multiple recipes/meals.

8.2 out of 10 is what shoppers gave watermelon for health (10 being the healthiest).

82% of shoppers eat their watermelon raw, but 6% would have it in a recipe.

61% of shoppers say their children greatly or somewhat influence watermelon purchases.



This survey was conducted online within the United States by Aimpoint Research™ on behalf of the National Watermelon Promotion Board in September 2019 among 1,257 adults ages 18 or older that were primary shoppers in household.

GEAR UP FOR GRILLING SEASON

Warmer weather means it's time to dust off those grills and get ready for some outdoor cooking and entertaining. With the change of weather comes a change in meal ideas and planning, and nice weather is always a reason to grill and enjoy the outdoors!

Customers will be looking to buy products they can put on the grill, and having the right items racked and ready in your departments is key to maximizing sales during the warmer months.

CONCENTRATE YOUR DISPLAYS ON:

FRUIT:

- Avocados
- Peaches
- Nectarines
- Pineapples
- Bananas
- Mangos

VEGGIES:

- Artichokes
- Asparagus
- Brussels Sprouts
- Portabella Mushrooms
- Corn
- Eggplant
- Cauliflower
- Peppers
- Tomatoes
- Sweet Onions
- Zucchini
- Potatoes

QUICK TIP!

Offer pre-made "Veggie Kabobs" in your departments for a cool, quick premade meal option for consumers to buy! Easy to make and an added value to the customer!

MEATLESS GRILLING:

Tofu's and Tofurkey products: Brats, Italian Sausages, Kielbasas, and Chicken are great grill items for the vegetarians!

Setting up grilling sections in your departments is a great way to build sales across the store.

There are so many tie-ins you can include with displays. Olive oil, pepper, balsamic vinegar, honey, hot sauce, brown and cinnamon sugar, lemons, limes, corn skewers, and of course, charcoal. The possibilities are endless! Create a one-stop shop for all your customers' grilling needs!





GRILLING PRODUCE

AVOCADOS

Just brush with oil and/or lime juice and throw on the grill. Grilling gives avocados a smoky flavor, and they just look awesome!

MANGOS

Slice lengthwise a little off-center, avoiding the seed. For a fun twist, try drizzling with lime juice, and add a little bit of salt, chile powder, and lime zest!

PINEAPPLES

They have a great flavor, especially when drizzled with honey or hot sauce!

PEACHES & NECTARINES

A perfect dessert that taste incredible with brown sugar or cinnamon! To prevent sticking, brush with butter or oil.

PEARS

A perfect dessert that taste incredible. Pair with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.

BANANAS

Cut ripe, but firm bananas in half lengthwise and leave the peel on!

ONIONS

Try rubbing BBQ sauce, honey mustard, balsamic vinegar, or another dressing instead of butter or oil for a flavorful twist.

SWEET CORN

Sweet Corn can be grilled a couple of ways. Try grilling in the husk by placing it directly on top of the grill. The outside will be completely black, but the inside will be delicious and flavorful!

MUSHROOMS

Large Portabellas are ideal for grilling. Marinate with dressing. Grill 3-4 mins per side.



ASPARAGUS

To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

PEPPERS

Grill whole peppers, or cut peppers lengthwise in half, and remove the seeds and stem.

EGGPLANT

Grill sliced eggplant and top with a bit of balsamic vinegar, some feta cheese, or a spoonful of pesto. The eggplant will be tender, but the edges will be crispy and charred.

SUMMER SQUASH

Slice squash lengthwise and brush with olive oil and fresh herbs!



HOMEGROWN
ORGANIC FARMS®

PEAK SEASON: JUNE-AUGUST



Regenerative
Organic
Certified™

CERTIFICATIONS

CERTIFIED ORGANIC

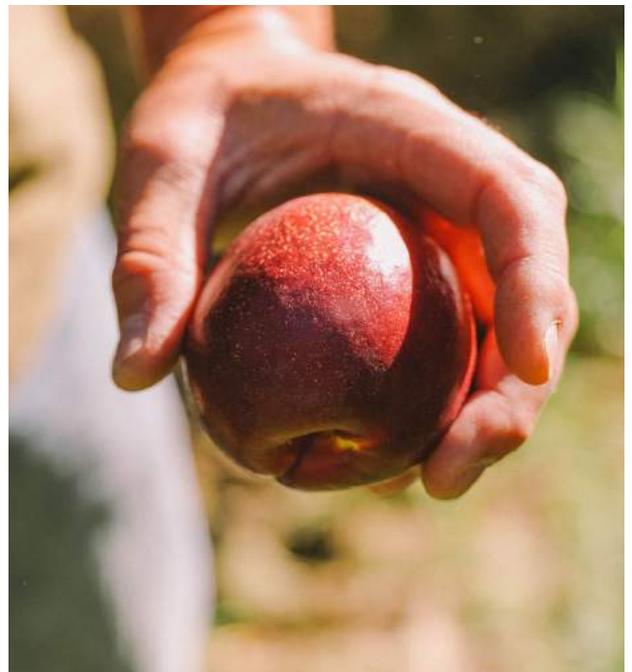
Our founding farmers were among the first to embrace the organic movement, transitioning their family farm to organic practices in 1989. Today, we are proud to represent over 100 organic growers and manage more than 7,000 acres of certified organic fresh fruit. Our success is based on our belief in returning what the soil generously provides and practicing stewardship to the land and its people. Celebrating over 25 years of organic farming, we continue providing fresh, healthy, and organic produce for our customers while preserving the land for generations.

EQUITABLE FOOD INITIATIVE

The program brings together growers, farmworkers, retailers, and consumers to establish over 300 of the industry's highest social responsibility standards. The EFI label provides the transparency and assurance consumers seek. All farms managed internally through our family of companies are EFI-certified.

REGENERATIVE ORGANIC CERTIFIED

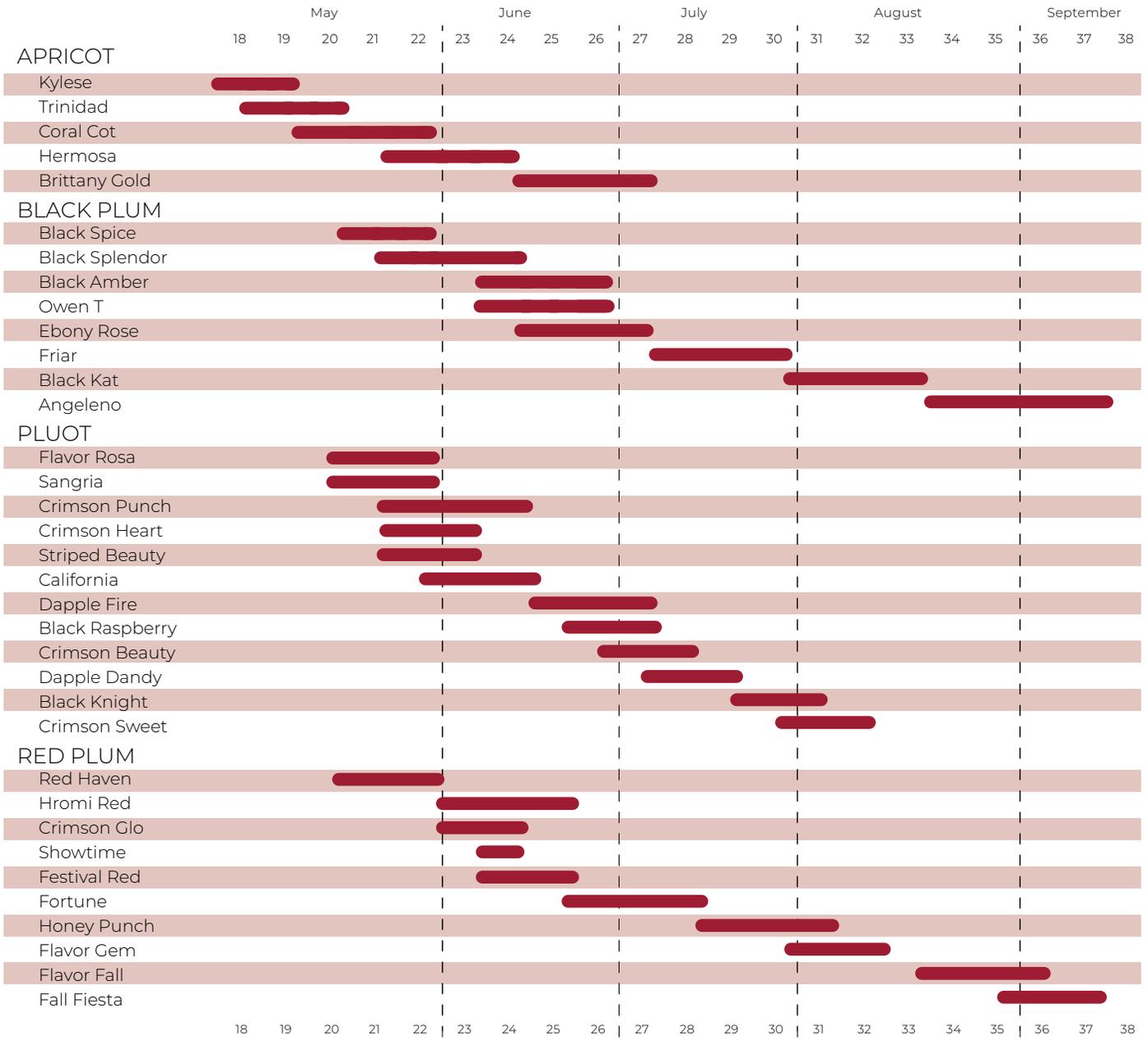
The certification represents the highest level of agricultural standards, building upon a foundation of organic farming principles with strict criteria and cultivation practices. Using practices like reduced tillage and diverse cover crop plantings to nurture a thriving ecosystem below the soil, farming practices promote the enrichment of microorganisms, resulting in soil that fosters the growth of more nutrient-dense foods.





VARIETALS

For sales inquiries contact: sales@hgofarms.com



MARKETING SUPPORT

DIGITAL MEDIA

We engage and connect with consumers through our seasonal programs which are featured on popular web and social media platforms. Inspire and educate your consumers by sharing our grower stories, photos, videos, and homemade recipes available in our digital media support.

CONNECT WITH US:
@hgofarms

MERCHANDISING TOOLKIT

Enhance your marketing strategies with a merchandising toolkit created just for you! Access to our digital libraries, featuring a wide array of resources such as digital media, point-of-sale materials, program information, and recipe cards. We simplify your merchandising efforts with custom packaging designs included with our owned brands and private label support.

LEARN MORE:
marketing@hgofarms.com



GROWN BY VIDEO SERIES



WATCH THE SERIES ON YOUTUBE
youtube.com/@hgofarms

STONE FRUIT SIZING GUIDE

Is stone fruit sizing hard to visualize?

Try comparing to a baseball!



A baseball is 2.9" in diameter



	2-layer Sizing	2-layer Euro Ct	Diameter	Volume Fill
	30/32	50/52	3-1/2"	30/32
	36	60	3-3/8"	36
	40/42	66/68	3-1/4"	40/42
	48/50	70/72	3"	48/50
	56	84	2-7/8"	56
	60	86	2-3/4"	60
	64	98	2-5/8"	64
	70		2-1/2"	70
	72		2-7/16"	72
	80		2-3/8"	80
	84		2-5/16"	84
	96		1-13/16"	96



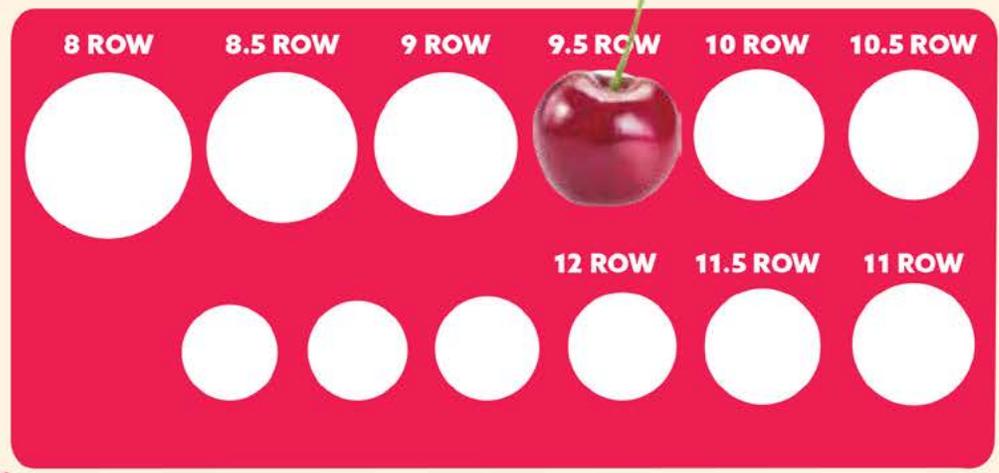
Cherry Sizing

What does the "row" count mean in Cherry descriptions?

Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping, and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top become the sizing scale.

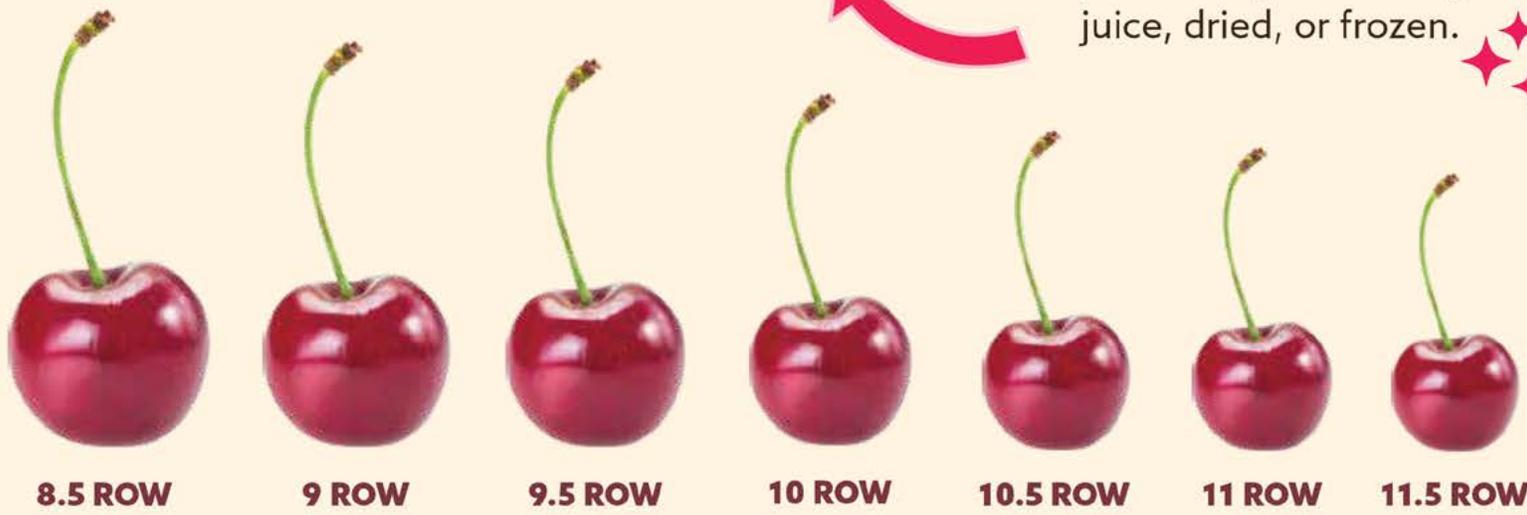


Even when the industry began shipping in 15lb, 18lb, and 20lb wood lug crates, and later cardboard boxes - the industry stuck with the "row" sizing scale instead of a millimeter diameter.



This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried, or frozen.





COMMON CHERRY VARIETIES

Our dark sweet and yellow cherries are recognized throughout the world for their sweetness, firmness and consistency in color. Here are some of the leading varieties we grow to provide cherries for your table from June clear through the summer.

CHELAN®

The Chelan variety is a leading early-ripening sweet cherry of the Pacific Northwest. They have a sweet, rich flavor and a firm texture. Chelans® have a unique round, heart-shape.

Available through June

TIETON™

Another early ripening cherry that is extraordinarily large in size, with excellent firmness and a mild sweet flavor. Tieton™ is a glossy mahogany-red cherry.

Available through June

SANTINA™

An early variety that is dark to almost black in color. It has a unique flattened heart shape with lustrous skin. Newer variety/Limited availability.

Available through June

EARLY ROBIN

Quite similar to Rainiers, Early Robins ripen several days earlier, giving customers the chance to enjoy a yellow fleshed cherry earlier in the season.

Available through June

BENTON

A mid-season, dark red cherry that closely resembles the Bing variety. This large cherry has excellent firmness with superior flavor. This cherry was developed at WSU Prosser Research Center. Newer variety/Limited availability.

Available mid June – mid July.

BING

The leading and best-known sweet cherry in North America. The Bing originated in Milwaukie, Oregon in 1847. They are firm, juicy, sweet and have a deep mahogany-red color.

Available mid June – mid August

LAPINS

A firm, large mahogany red cherry that has great flavor and good quality. It's a great backyard cherry because you can plant just one tree. This late season variety is known for it's large size

Available late June – mid August

RAINIER

A very attractive, exceptionally large yellow cherry with a red blush. Rainiers have a distinctive and vibrant appearance among sweet cherry varieties. Delicately sweet flavored, the flesh is pure yellow, very firm and finely textured.

Available mid June – end of July

SKEENA™

Large, sweet and extremely firm. Skeena™ continues to grow in popularity with consumers and growers. This dark red to almost black variety has a very firm texture. A great late-season variety.

Available early July – mid August

SWEETHEART™

A medium to large sized, heart-shaped cherry that is deep red in color. The Sweetheart™ has a mild, sweet flavor and outstanding firmness.

Available mid July – mid August

REGINA™

A popular dark red cherry that is fairly large in size. Reginas™ have a firm texture and sweet flavor that is driving demand for this variety.

Available late June – late July





CARE & HANDLING



KEEP CHERRIES OUT OF SUNLIGHT

As temperatures warm, fruit becomes limp and stems quickly brown and shrivel.



AVOID SPRINKLING CHERRIES WITH WATER

Cherries will absorb water and soften. Water spreads decay.



KEEP CHERRIES COOL

The higher the temperature the shorter the life. Cherries lose more quality in 1 hour at 68°F (20°C) than in 24 hours at 32° F(0°C).



STORE IN HIGH HUMIDITY

At 32° F(0°C) and 90-95% humidity, fresh cherries will keep for several days.

HANDLE WITH CARE AND REDUCE SHRINK

Handle with care to avoid bruising.

Don't pile cherry bags on top of each other and don't stack clamshells more than 2-3 high. Mounded displays can cause bruising. Allow plenty of shelf space and build attention getting displays.

Remove defective/aged fruit frequently.

Keep cherries cool as much as possible. Refrigerated displays maintain the best fruit quality.

Keep cherries dry. Cherries absorb water and will soften if sprinkled.

Refrigerate your display supplies overnight. The cooler they are, the longer they'll last.

Order adequate supplies to avoid out-of-stock situations.

Train baggers to place cherries at the top of the grocery bag to prevent bruising.

Satisfied customers return to buy again and again!



PROMOTE FOR PROFIT

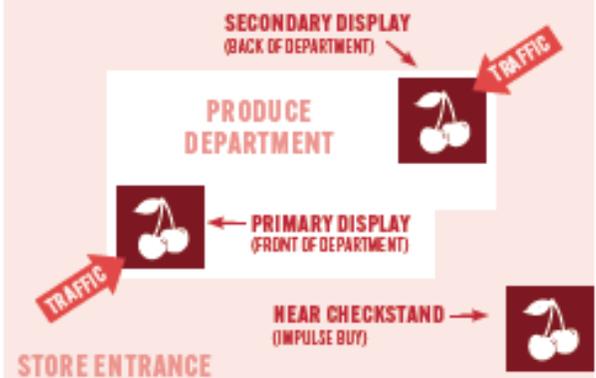
Maximize your season

During the 10-12 week Northwest Cherry season, many retailers find cherries actually outsell other produce items that are available year-round.

Northwest Cherries are a great impulse item.

Make it easy for your customers to find and buy Northwest Cherries.

Keep in mind: Secondary displays drive sales.



REMIND YOUR CUSTOMERS

Cherries are **HEALTHY**. They can be **FROZEN** and enjoyed all year. NW Cherries Point of Sale Materials are available!

WWW.NWCHERRIES.COM



With **86.5%** AVG Dollar Growth and **\$239 million** Y.O.Y. Absolute Dollar Growth, **cherries** led the fresh category



FRESH SEASON

1 in 4 shoppers made their first fresh cherry purchase in early June or before



HEALTH BENEFITS

78% of surveyed cherry buyers were influenced by the health benefits of cherries when they made their decision to purchase



FRESH SEASON

42% of cherry buyers bought at least some cherries online during the season and 1 in 10 shopped solely online for cherries

4 GREAT reasons to eat cherries

Cherries contain antioxidants
Antioxidants found in cherries may help to reduce the risk of cancer and heart disease

Good source of potassium
Cherries are a good source of potassium. Increasing evidence shows that a diet rich in potassium may help to control blood pressure and reduce the risk for hypertension and stroke

Promoting overall healthy sleep patterns
Cherries are a source of melatonin. Melatonin is an effective means for reducing jet lag and promoting overall healthy sleep patterns

Eating sweet cherries can have a beneficial effect
Beneficial effect on inflammation, arthritis, blood pressure, cancer, cardiovascular disease, diabetes, cognitive function, sleep and stress

"Results after consumption of Bing cherries are consistent with those reported with tart cherry juice in marathon runners."

nwcherries.com



Check out point of sale downloads at www.nwcherries.com/toolkit



Glow up with Fresh, Sweet Northwest Cherries

Summer is here, and everyone deserves a glow up to feel their best this season. Of course, looking good on the outside relies, in part, on what goes inside. One snack provides a powerful punch of glow-friendly nutrition in a convenient, compact and naturally delicious package: sweet Northwest cherries.

Sweet cherries are more than a treat; they are a powerhouse of goodness! Here are 5 ways they can help you maintain a healthy glow all summer long.

1

Healthier skin

Sweet Northwest cherries give skin a boost of nourishment, especially darker varieties, like Bing cherries, which are rich in antioxidants. Antioxidants help stabilize free radicals that can otherwise lead to oxidative stress that, in turn, may speed skin's aging. Sweet cherries are also packed with vitamin C, which plays a crucial role in collagen production for a healthy complexion.

2

Reduced stress

Sweet cherries are a natural source of serotonin, which studies have found to be an important factor in reducing stress and improving mood. The phenolics in cherries, which work as antioxidants, also appear to offer some protection against cell-damaging oxidative stress. Plus, adding sweet cherries to the weekly shopping list can alleviate another type of stress: finding a tasty and nutritious snack that will please the entire family.

3

Better sleep

In addition to being a natural, plant source of serotonin, sweet cherries have melatonin and tryptophan. In studies, these three compounds have been shown to help improve the quantity and quality of sleep, both of which are critical to giving the body — including the skin — ample time for repair and restoration. Consuming a serving of cherries about an hour before bedtime may aid in stabilizing and regulating sleep patterns.

4

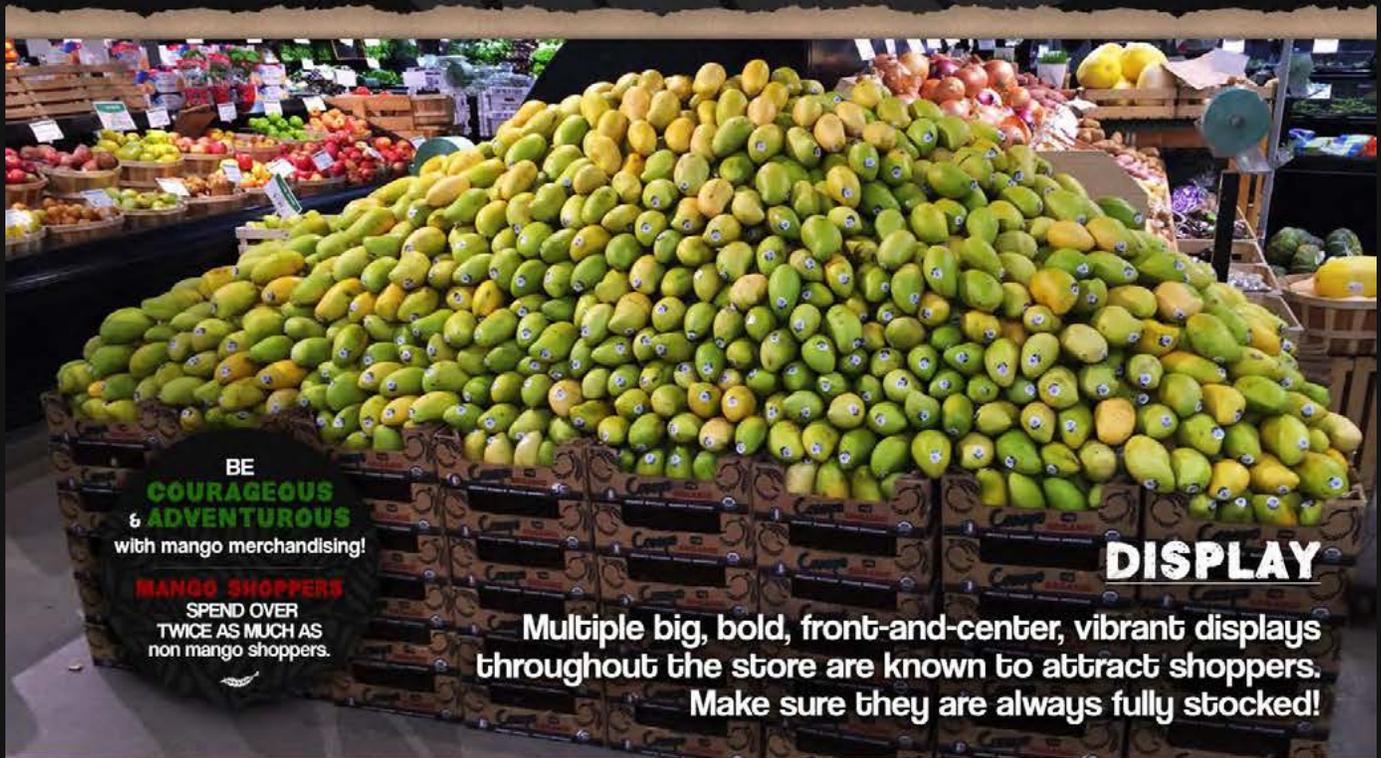
Revived muscles

Sweet cherries contain anthocyanins, which give Bing cherries their deep red color and have anti-inflammatory properties. Such qualities have been shown to help muscles recover more quickly after exercise, making cherries an ideal accompaniment to a range of summertime activities.

5

Steady energy

The whole family can keep glowing with the high-fiber, low-glycemic-index benefits of sweet cherries. Sweet cherries boast a lower glycemic index than most other fruits, helping blood sugar stay level while spoiling taste buds all summer long. A cup of sweet cherries also delivers about 3 grams of fiber, making sweet cherries a perfect grab-and-go snack with staying power.



BE
COURAGEOUS
& **ADVENTUROUS**
with mango merchandising!

MANGO SHOPPERS
SPEND OVER
TWICE AS MUCH AS
non mango shoppers.

DISPLAY

Multiple big, bold, front-and-center, vibrant displays throughout the store are known to attract shoppers. Make sure they are always fully stocked!

Show some **FLESH**. A few cut mangoes demonstrating the flesh color is a popular attraction tactic.



Secondary displays in **HIGH TRAFFIC** areas multiply sales, use free-standing displays anywhere in the store. Our **CRESPO ORGANIC** cartons stacked up make an incredible visual display.



During peak summer months use **GIGANTIC** storefront displays to drive promotions and sales.



Each mango variety offers a unique experience.
We encourage you to try all of them!



TOMMY ATKINS

The mildest flavor of all of the mangoes. Its firm and fibrous flesh allow for a longer shelf life and longer ripening phase. The oval-shape fruit is dark red and green with hints of yellow, gold, and orange undertones expanding as the fruit ripens.

HADEN

One of the most fragrant & perfumed mangoes, with consistent flavor and sweetness. Fine fibers make it more beloved than other round mangoes. Distinguished only from Tommy Atkins due to the small white freckles and a rounder body. As the fruit ripens, the green portions disappear fully leaving a beautiful bright red, pink, yellow, and orange-hued mango.

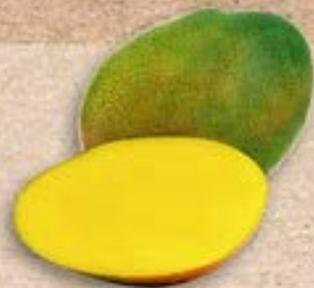


KENT

Extremely sweet and succulent with a deep, rich flavor and minimal fibers. Large and round with little to no aroma. Mostly green with hints of deep red and white speckles. As the fruit ripens, the speckles appear more predominant and the fruit takes on slightly yellowish red undertones to the green hues.

KEITT

The largest variety on the market with the smallest pit. Very little color on the skin besides bright, deep, green hues and small white speckles. The inside's vibrant, gold flesh is more tart than sweet with a slightly lemony flavor. The flesh is extremely buttery when ripe. Excellent for baking, as well as for pickling and eating green.



ATAULFO

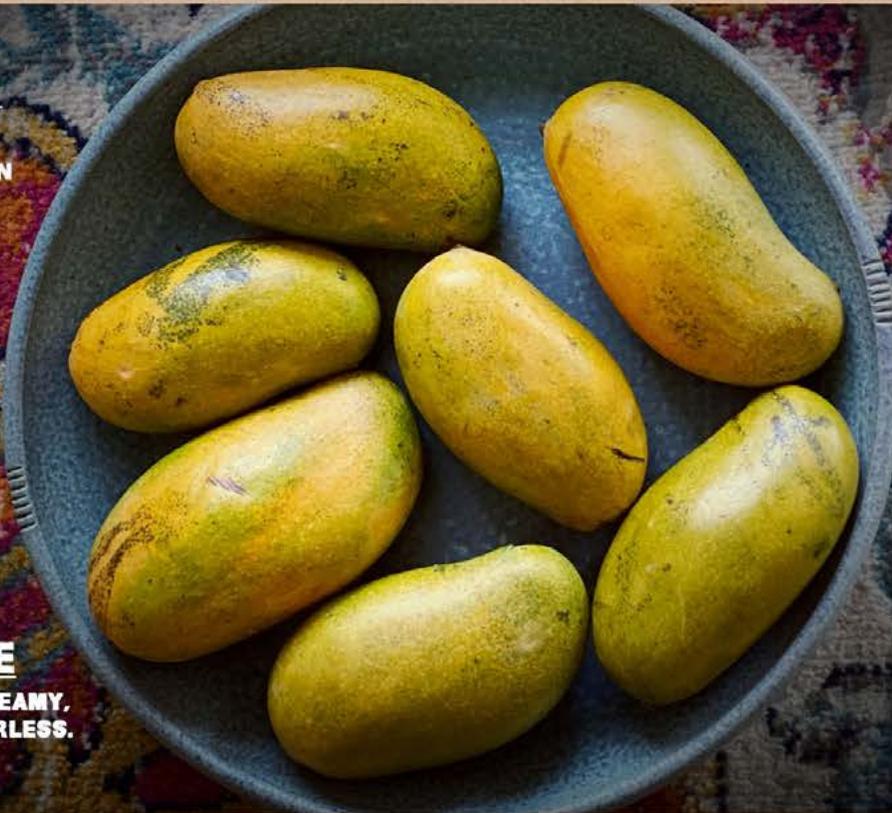
Also known as a Champagne mango, the oval-shaped fruit has a slightly spicy and vibrant, super sweet flavor. Revered for its fibreless flesh and buttery consistency, as well as its small narrow seed. The skin wrinkles and turns from green to a deep golden yellow when ripe.

COLOR & HUES

PALE GREEN SKIN
TURNS BRIGHT
YELLOW WITH
LIGHT PINKISH
YELLOW
BLUSHTONES.

TEXTURE

SILKY AND CREAMY,
TOTALLY FIBERLESS.
VERY JUICY.



IDEAL RIPENESS

CAN BE EATEN
AT VARIOUS
STAGES OF
RIPENESS. CITRUS
FORWARD WHEN
GREEN AND
MELON FORWARD
WHEN RIPE.

FLAVOR



Incredibly sweet
intense
MELON,
FLORAL
& CITRUS
aromas

SIZE



Large
with a
wide
RANGE

SHAPE



Flat
OBLONG
Shape

SELECTION



Select when
GREEN &
firm watch as
BLUSH
tones change

RIPENING CUES



Green
color turns to bright
YELLOW
& honey melon
aromas emerge



RECIPE IDEAS
ULTRA SWEET,
FIBERLESS,
SILKY and
CREAMY;
perfect for desserts.



KITCHEN TIPS
Fast to RIPEN
once blushtones
begin to appear.
Do not refrigerate
WHOLE.



NUTRITION
Excellent source
of ANTIOXIDANTS,
VITAMINS and
FLAVONOIDS.
Extremely Nutritious.



MALLIKA MANGOS

CODE: 236251
OG Mango Mallika 6-10 ct

FLAVOR:
Incredibly sweet intense melon,
floral, and citrus aromas.



NAM DOC MAI MANGOS

CODE: 236554
OG Mango Nam Doc Mai 12-14 ct

CODE: 236246
OG Mango Nam Doc Mai 16-18 ct

FLAVOR:
Extreme Mango flavor tastes like
coconut cream & honey. Very sweet.



TEXTURE

FIBERLESS,
CREAMY AND
CUSTARD LIKE.



COLOR & HUES

PALE GREEN COLOR, RIPENS
TO A DULL CANARY YELLOW
WITH LIGHT GREEN STREAKS.

**IDEAL
RIPENESS**

SOUR WHEN GREEN,
SWEET WHEN RIPE.

FLAVOR



**Extreme
Mango Flavor**

tastes like
COCONUT CREAM
& HONEY
very sweet



SIZE



Varies
LONG
slender



SHAPE



Elongated
body with
prominent
BEAK
shaped tip



SELECTION



Best eaten at
Sweet Stage
it will feel
**SOFT &
CREAMY**
to touch



**RIPENING
CUES**



Ripe when
**soft &
yellow**
and presenting
INTENSE TROPICAL
AROMAS



RECIPE IDEAS
Most popular
mango variety for
MANGO STICKY RICE
in THAILAND.



KITCHEN TIPS
Cut off the
MANGO CHEEKS
and spoon it out
like CUSTARD.



NUTRITION
Rich in Vitamin
A, B & C,
DIETARY FIBER
and FOLATE.

CRESPO MANGO MANIA INSPIRATION CORNER



WE ARE ALL ABOUT

LOCAL

At Four Seasons Produce, we partner with many organic and conventional growers during the spring, summer, and fall growing seasons in PA, NY, NJ, VA, MD, & DE.

Local season kicks off with spring crop vegetables and in May. Early summer row crop vegetables ramp up in June, followed by summer crop sweet corn, cooking vegetables, tomatoes, peaches, melons, and more during July, August, and September.

Check Four Seasons' weekly Market News for more information on what local products are available each week.



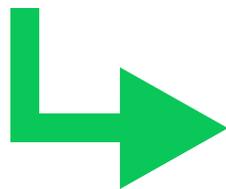


WANT MORE INFO ON OUR LOCAL GROWERS?

LOCAL GROWING REGIONS:
PA, NY, NJ, VA, MD, & DE



PRINTABLE GROWER PROFILES:
[FSPRODUCE.COM/LOCAL](https://fsproduce.com/local)



LADY MOON FARMS
Chambersburg, PA