

ORGANIC MARKET NEWS



MAY 29 - JUNE 5, 2026

LADY MOON LOCAL PA ORGANIC VEG



GOOD NEWS! Lady Moon Farms has started at their **LOCAL** Chambersburg, Pennsylvania farm on **Organic Kales, Collard Greens, Dandelion, and Parsley**. Quality is very nice, and volume is expected to build to promotable levels through mid-June. Pricing is solid with an advantage on freight.

GOOD NEWS! LOCAL Organic Green and Red Leaf Lettuce and Organic Romaine from Lady Moon Farms in Pennsylvania is now in peak season for late Spring and early Summer. Nice quality is expected!



OG STONE FRUIT

GOOD NEWS! California **Organic Stone Fruit** is in excellent supply with excellent quality.

Organic Yellow and White Peaches and Nectarines are ready to promote. **Organic Plums and Pluots** are just getting started.

Get ready for the huge Homegrown Organic Stone Fruit promotion and display contest coming June 15 through July 12. High graphic bins and boxes will be available.

South Carolina Eastern **Organic Peaches** are in peak season! **Organic Sugar Plums** from South Carolina will start in June.

NOTE: Organic Cherries from California are done. The first **Organic Dark Sweet and Rainier Cherries** from Washington are expected to arrive around 6/4. Supplies will be limited to start with strong pricing. Some bad weather is expected over the coming days that could have a devastating impact on the crop. Stand by for updates.

NOTE: Organic Apricots are limited with marginal quality and are expected to be done for the season by June.



OG BERRIES

GOOD NEWS! Driscoll's **Organic Blueberries** will be highly promotable early June from California. Growers' yields have flushed, leading to excellent supplies, pricing, and impressive quality! Southeast volume is beginning to slow down. Supplies will be steady.

GOOD NEWS! Organic Blackberries continue to flush from Mexico, leading to very promotable supplies and pricing. Quality has been exceptional with great-tasting fruit. Mexico is expecting to end their season mid-June.

GOOD NEWS! Organic Raspberries are promotable from California and Mexico. Bushes continue to produce high yields, and quality is excellent. Continue to promote with confidence.

NOTE: Organic Strawberries are in light volume overall from California. Harvests remain lower than projections as plants have not yet rebounded. Quality has been nice overall, but minor bruising is expected as temperatures begin to increase. Pricing will remain firm.



OG AVOCADOS

NOTE: Organic Hass Avocado pricing is on the rise after Memorial Day as production moved to higher elevations in Mexico. Cooler nights and drier weather allowed growers to leave fruit on the trees longer, which sharply increased pricing over the past ten days. Stay tuned!

Four Seasons will be offering California grown domestic **Organic Hass Avocados** starting in June.

There will be a limited supply of Peruvian **Organic Fair-Trade Hass Avocados** from Equal Exchange.



OG GRAPES

GOOD NEWS! There is strong supply on all colors of **Organic Grapes** from Mexico. Continue to promote **Organic Grapes** through June!

Specialty Organic Grapes are starting in Mexico too with modest supplies of **Organic Gummy Berries** (Red) and **Jelly Berries** (Black).



OG BASIL

NOTE: **Organic Basil** supplies have been unsteady lately with random pro-rates or out-of-stocks on various packs. Most of these fill-rate issues are related to lingering yield problems from **Organic Basil** farms in Hawaii, plus a major grower operation in Colombia losing their organic certification.



OG SQUASH

Organic Green Squash has finished up from Lady Moon Farms in Florida. Adequate supply will come from Georgia, the Carolinas, and **LOCAL** New Jersey.

Organic Yellow Squash remains fairly steady from the Southeast as well.



OG CELERY

NOTE: Availability of **Organic Celery** continues to improve as Salinas, CA gradually comes online. Full-size stalks are still sizing. Demand is exceeding availability, and true pricing relief will be seen through mid-June.



OG PINEAPPLES

Organic Pineapple supplies from Mexico will remain steady as early June begins. Four Seasons will now offer 6, 7, and 8 ct sizes going forward. **Organic Pineapple** supply from Costa Rica remains very limited.



OG MANGOES

Organic Red Round Mango volume remains steady on popular 10 ct sizing. Supplies are good, but that is expected to change to a demand-greater-than-supply situation later in the month.

Organic Ataulfo Honey Mangos are available but will also be more limited as the month progresses.



OG KIWIFRUIT

Organic SunGold Kiwi is in great supply. This is turning into a staple, must-have item in your department when available.

NOTE: **Organic Green Kiwi** continues to be tight from Greece and Italy. Pricing is expected to remain higher from now to the end of the season.

OUTLOOK: New Zealand **Organic Green Zespri Kiwi** will start mid-June.



OG BROCCOLI

Organic Broccoli from California is in a sudden flush expected to last into mid-June. Pricing is beginning to drop as availability exceeds demand, and promotable pricing can be supported.

LOCAL Green and Purple Broccoli Stalks from Lancaster County, PA will be available by mid-June after rain stunted initial harvest.



OG PEPPERS

NOTE: **Organic Color Bell Peppers** remain limited overall, though availability has continued to improve in recent weeks. Pricing also remains elevated but is steadily moving in a better direction, while strong quality continues from both Canada and Holland.

As Canadian production continues to increase heading into June, additional acreage is expected to further support the category alongside ongoing Holland supply, helping overall market conditions continue to improve.

NOTE: **Organic Green Bell Peppers** are fairly high in pricing, with just adequate supply from the Southeastern United States.



OG CUCUMBERS

Organic Cucumbers are now in okay supply heading into June with sourcing from North Carolina and Mexico.

Organic Mini and **Euro Cucumbers** continue to have steady, well-supplied availability across the category, though the **Mini Cucumber** market has tightened slightly in recent weeks. Pricing remains in an advantageous position with intermittent promotional opportunities available, while quality continues to be good overall.



OG MELONS

Peak volume on **Organic Cantaloupes** and **Honeydews** are in season from Southern California. **Organic Gaya Melons** are available too with **Organic Galia Melons** in stock by 6/3.

Organic Watermelons continue in season from California **Organic Seeded 36ct bins**, **Organic Seedless 60ct bins**, **Organic Seedless Black Raven** (high graphic) 60ct bins, plus ample supplies of **Organic Mini Seedless Watermelons** too.

Organic Ginger in Peru is transitioning from storage crop to new crop as early June begins. As a result, the new crop will have thinner skin, higher moisture content, and a different appearance than the ginger seen in recent months.

NOTE: Organic Lemons are very limited in supply with imported fruit slowly arriving on the East Coast through June. Expect elevated pricing through June.

Organic Eggplant has wrapped up for the season in Florida from Lady Moon Farms. A mix of South-eastern and Mexico will fill in.



OG LOCAL NJ VEG

GOOD NEWS! New Jersey items from Flaim Farms are in great supply and good quality, including **Bok Choy**s, **Cabbages**, **Chards**, **Bunch Beets**, **Loose Beets**, **Leeks**, **Mustard Greens**, **Bunch Spinach**, **Bunch Radish**, **Green Squash**, **Dill**, **Mint**, **Cilantro**, and **Parsleys**.

GOOD NEWS! **Organic Bunch Red Radish** is promotable, with both California and **LOCAL** New Jersey flushing with product. Quality has been nice.



OG CAULIFLOWER & ROMANESCO

Organic Cauliflower prices are becoming more reasonable as growers will be in more of a harvest flush during late May and early June.

LOCAL Organic Cauliflower, including **Organic Purple** and **Orange Cauliflower**, will be available mid-June.

Organic Romanesco is back in steady supply from Lakeside Organics with excellent quality. First arrival hits in early June.

OTHER STORIES

ALERT! Pricing continues to rise significantly on 12/3 **Organic Romaine Hearts**, which are becoming more limited as conventional Romaine endures a larger industry shortage.

Organic Artichoke yields remain steady on sizing, providing beautiful 12 ct Jumbo **Organic Artichokes** from Lakeside Organics.



OG TOMATOES

GOOD NEWS! **Organic "Apero" Cocktail On-Vine Tomatoes** from Savoura are abundant and ready for promotion to kick off June. Ask your rep about spot buy opportunities!

GOOD NEWS! **Organic Beefsteak** and **Cluster Tomatoes** continue to have strong availability with promotable pricing across the category. Quality remains exceptional, while increased production and additional growers coming on-line are continuing to support the market. Overall conditions are expected to remain consistent heading into early June.



OG PEARS & APPLES

Organic Pears have fully transitioned to imports with good supplies of **Organic Abate**, **Anjou**, and **Bartlett Pears** are now available, and a limited amount of **Organic Bosc Pears**, which will run out shortly.

Organic Apple pricing is on the rise as we draw closer to the end of the domestic season and into the summer months. Pricing is expected to continue a gradual increase.

OUTLOOK: California is right around the corner with new crop **Organic Bartlett Pears** expected late June and early July.

NOTE: Earthbound Farms, Organicgirl, and Josie's Organics are all implementing fuel surcharge increases to their cost of goods for **Organic Salads/Kits** in June due to rising diesel prices.





CONVENTIONAL MARKET NEWS

MAY 29 - JUNE 5, 2026

PEAK SEASON BLUEBERRIES



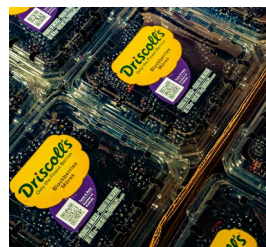
GOOD NEWS! Blueberries are promotable in 12/1 pt and 8/18 oz from the Southeast and California. Volume remains strong with favorable pricing. Quality has been very nice.

OUTLOOK: LOCAL New Jersey Blueberries are set to begin mid-June. Volume from New Jersey this season could be much lighter due to a frost in April that affected bloom. Growers are hopeful for a good season, but it could be much shorter with lighter volume than normal.

GOOD NEWS! Blackberries remain promotable through early June with favorable pricing and supplies. Mexico continues to push volume, and the Southeast region is starting from Georgia and North Carolina. Quality has been excellent.

GOOD NEWS! Raspberries continue to be promotable from Mexico and California. Driscoll's volume continues to be strong, leading to excellent supply, quality, and prices.

NOTE: Strawberry volume continues to be light from California. All districts continue to see below-average yields, leading to tighter supply overall. Pricing remains firm. Quality has been nice overall with minor bruising as temperatures start to rise.



CV LOCAL VEG

GOOD NEWS! New Jersey LOCAL Vegetable items from growers Flaim Farms, Nardelli Farms, and Russo Farms are all in strong supply with good quality. The lower freight helps to make these products advantageous in pricing as well. Current offerings include:

- | | |
|-----------------------|-------------------------------------|
| Cabbages | Bok Choy |
| Kales | Bunch Radishes |
| Collard Greens | Bunch Spinach |
| Dill | Scallions |
| Mint | Chards |
| Parsleys | Mustard Greens |
| Cilantro | Turnip Greens |
| Bunch Beets | Romaine Lettuce |
| Kohlrabi | Green & Red Leaf Lettuce |
| Endive | Butter Lettuces |
| Escarole | Leeks |

Now is a great time to promote LOCAL Jersey Fresh Veg in your produce department!



CV STONE FRUIT

GOOD NEWS! California Yellow and White Nectarines, Yellow and White Peaches, White Donut Peaches, Black and Red Plumcots, and Black and Red Plums are now in excellent supply with outstanding quality.

Peach-A-Rines, a cross between a Peach and a Nectarine, are in season and an awesome treat to add to your mix in both pouch bags and euro one-layer trays.

The first **Mottled Pluot**, the "Silver Phoenix", similar to the later season "Dapple Dandy" with its speckled appearance, are in season.

NOTE: Apricots are in limited supply, and marginal quality should be expected with strong pricing.

GOOD NEWS! South Carolina Yellow Peaches continue with excellent quality and supply. Size is the only struggle, and 2-3/4" fruit may be delayed to mid-June.



CV SPECIALTY BERRIES

Driscoll's Sweetest Batch Blueberries remains promotable from multiple regions with strong volume and aggressive pricing.

NOTE: Driscoll's Sweetest Batch Blackberry volume will be light as the season begins to finish.

Driscoll's Sweetest Batch Raspberry volume is steady from Oxnard with excellent quality and eating fruit.

Driscoll's Sweetest Batch Strawberries continue to be available from California. Quality has been excellent with excellent-size berries.





CV CELERY

Celery continues to show relief as demand eases and new growing regions come online. Less quality concerns such as blight and disease pressure are improving overall yields. Pricing relief combined with freight reduction will allow for a much better price point as **Celery** falls back down to averages during June.



CV FIGS

Black Mission Figs from California's early summer season are starting! Four Seasons will transition from Peru and Mexico imported **Figs**. This season is a shorter one and will gap between this first season and the later season, which lasts much longer.



CV ASPARAGUS

LOCAL New Jersey 28 lb **Asparagus** has rebounded from low yields and can support additional volume while competing closer to Michigan. Imports are easing while Jumbo sizing shows relief.

Michigan 28 lb **Asparagus** is a value option. Pricing is easing slightly and becoming promotable.



CV GRAPES

Stronger, larger new crop **Grape** varieties are being harvested early June out of Mexico. A nice spread in traditional varieties versus more proprietary varieties/sizes will be seen for the coming weeks.

Promote Mexican **Grapes** through late June, particularly LG Red Flame Seedless **Grapes**.

New crop **Cotton Candy Grapes** will be in stock from Mexico around 6/3.



CV MELONS

GOOD NEWS! Seedless and Seeded **Watermelon** bins from the Southeast continue in peak season with nice quality! **Mini Seedless Watermelons** are in good supply too.

Early June will be the last of the value-priced imported **Melon** fruit arrivals, then volumes transition into California. Once the transition to the West occurs, pricing will increase on **Cantaloupes** and **Honeydews**.

Tuscans, Hamis, and Golden Honeydews are currently in stock.

Nice quality **Athena-style Cantaloupe** bins will come into season from Georgia in early June - get ready for the good stuff!



CV TOMATOES

GOOD NEWS! **Beefsteak** and **Cluster Tomatoes** continue to have steady, well-supplied availability with particularly good quality across the category.

Snacking Tomatoes continue to have steady availability across **Grape, Cherry, Medley, and On-The-Vine** varieties, with strong quality throughout the category. Pricing has normalized following the volatility seen earlier this spring, while intermittent promotional opportunities continue to develop.



CV SQUASH

GOOD NEWS! **Green** and **Yellow Squash** are coming down in pricing with improved volume from the Southeast. In addition, **LOCAL** Nardelli Farms in New Jersey is starting to produce **Green Squash**.



CV CHERRIES

NOTE: **Cherries** are finishing from California. The "Five River Island Lapins" have looked very good (especially compared to the earlier fruit), but they should run completely out before Washington ramps up.

Washington **Cherries** are just starting to pick and is not expected to ramp up until mid-June, weather pending.



CV POTATOES

NOTE: Idaho count **Russet Potatoes** will push up by a couple dollars early June as supply is starting to tighten on large, nice-quality count **Russets**. This pricing is expected to inch up bit by bit as we head into the final months of the storage crop.

NOTE: North Carolina **Sweet Potatoes** continue to tighten as many shippers get a better read on what is left for the crop season. Pricing across the board on all packs and sizes will be elevated into early June.



CV PINEAPPLES

GOOD NEWS! Pineapple volume has been increasing, and pricing is coming off a bit for early June. Expect 6 ct and 7 ct fruit to be in good supply, including premium Del Monte **Honeyglow Pineapples**.



CV BROCCOLI & CAULIFLOWER

Broccoli and **Cauliflower** volumes are quickly improving due to an unforeseen flush in California production. More attractive pricing will hold through mid-June until pricing returns to averages.



CV KIWIFRUIT

Zespri will be starting **Green Kiwi** with new crop fruit from New Zealand, as early June begins. This will round out Zespri's kiwi offerings for the summer! **Green Kiwi** will be packed in a 12/1 lb case option along with some volume-filled fruit.

Zespri's **Sungold Kiwi** continues in peak season.

Ruby Red Kiwi from Zespri will sell out for the year in early June.



CV PEPPERS

GOOD NEWS! Color Bell Peppers are well-supplied with steady availability from Canada with outstanding quality across the category. Overall conditions remain favorable, with promotional opportunities expected to continue developing in the coming weeks.

NOTE: Green Bell Peppers are in adequate supply, with pricing still on the higher end from Georgia.

Jalapeno, Cubanelle, Poblano, Shishito, and Red Fresno Peppers are all showing better supplies and lower pricing.



CV MANGOES

Champagne label **Ataulfo Honey Mangos** will be available in a nice premium size 14 ct and in an 18 ct option for early June.

Mango availability from Mexico is holding on as harvest moves north. Supplies on 10 and 12 ct smaller fruit continues to be promotable for early June, but supplies are still expected to be more limited later in the month.



CV AVOCADOS

ALERT! Hass Avocado pricing surged after Memorial Day as Mexican harvests and supplies tightened. The transition to northern growing regions, combined with cooler, drier weather, allowed growers to hold fruit on the trees longer, driving case costs up nearly 100% in one week. However, pricing is not expected to return to the highly promotable levels seen earlier this season.

Despite some bleak forecasting in the immediate future, there will be some exciting information on opportunities this summer on a new **California Avocado** program that Four Seasons will be launching starting in June!

OTHER STORIES

Slower demand post-holiday will drive **Lime** pricing down, but only for the short term.

Green Beans are in good steady supply from the Southeast, with fairly promotable pricing and good quality.

NOTE: Eggplant remains tighter in supply, with higher pricing and only fair quality.

Cucumbers are still fairly high in pricing, but supplies are expected to improve from the South-eastern growing regions soon.

ALERT! Romaine Hearts are very limited due to supply challenges and full-size Romaine shortages. **Pomegranates** from Argentina and Peru are available in a single-layer 6/8 ct option.

Passion Fruit from Florida is here. These will be available in a single-layer option to kick off the summer season!

While there are still decent supplies of storage **Apples** in Washington, Eastern fruit is starting to dry up with multiple varieties finishing through June and July, causing more demand on Washington and imports. Pricing is expected to rise as we move into June and July.

Eastern and Canadian **Honeycrisp Apples** will finish for the season through early June, leaving some Chilean imports but mostly Washington **Apples**.

NOTE: Taylor Farms is implementing a fuel surcharge increase in early June for their **Salads**. Dole and Fresh Express have announced fuel surcharge increases for their **Salads** beginning in late June. All of this is due to rising diesel prices impacting the cost of goods and production.



CALIFORNIA AVOCADO DISPLAY CONTEST

JUNE 1 - AUGUST 31, 2026



Four Seasons Produce has partnered with the California Avocado Commission and Calavo Growers to spotlight a summer favorite — California Avocados! With peak-season quality and availability, now is the perfect time to promote this domestically grown staple and drive category sales. Compete for amazing prizes, including an all-expenses-paid trip to California to see how avocados are grown and packed, plus a special category celebrating the nation's 250th birthday. Get your creativity on, and plan out some avocado masterpieces and enter our first ever California Avocado Display Contest.

DISPLAY CONTEST CRITERIA:

- Build a beautiful display of California Avocados in your produce department. **All fruit MUST be purchased from Four Seasons Produce.**
- Display must include **both bagged and bulk** fruit to qualify.
- Display must include **California Avocado POS signage or bins**. Point of sale signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week**.
- Send all display contest photos to contests@fsproduce.com by **September 4, 2026**.



DISPLAY CONTEST CATEGORIES (ALL GIFT CARDS):

GRAND PRIZE: BEST OVERALL DISPLAY

(Display will be judged on creativity, use of POS signs or bins, and overall eye appeal)

\$1,500

Best GEM Avocado Display: \$300

Best Social Media Post: \$300
(Must use #ilovecaliforniagrownacvocados in your post)

Best YOY Increase: \$300

Largest Display:

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

Most Creative Display:

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

Best Small Store:

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

Best All Organic:

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

Most Patriotic Display:

(Must use Celebrate 250 POS signage to qualify)

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



BONUS GRAND PRIZE:

The first place winner in each category and the special category winners will be entered in a drawing to have the opportunity to win an all-expenses-paid trip out to California in the summer of 2027 to visit and tour avocado groves and packing sheds.

DISPLAY CONTEST CODES:

POINT OF SALE:

245662 POS Display Bin Avocado 1 ct California Avocados
234352 POS Calavo Avocado Display Box
239278 POS Calavo Avocado OG Display Box

CONVENTIONAL:

249236 CV Avocados Hass CA 36 ct
249234 CV Avocados Hass CA 48 ct
249235 CV Avocados Hass CA 60 ct
249564 CV Avocados GEM 12/4 ct Bag
239741 CV Avocados Hass 14/6 ct Bag
236006 CV Avocados Hass 14/5 ct Bag

ORGANIC:

249509 OG Avocados Hass 32 ct
43147 OG Avocados Hass CA 48 ct
43148 OG Avocados Hass CA 60 ct
249011 OG Avocados Hass 12/5 ct
224026 OG Avocados Hass 15/4 ct



CELEBRATE OUR NATION'S 250TH BIRTHDAY WITH A PATRIOTIC DISPLAY!

For more information on California avocados, please visit californiaavocadogrowers.com
For pricing information and merchandising tips, please contact your Four Seasons Sales Rep or Merchandiser.
Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

www.fsproduce.com





Regenerative Organic Certified

HOMEGROWN ORGANIC FARMS DISPLAY CONTEST

June 15 - July 12, 2026

Four Seasons Produce is once again teaming up with Homegrown Organic Farms for an exciting display contest designed to boost your sales and move plenty of peak-season product through your department. June and July are perfect times to shine the spotlight on this category, so let's get creative, have fun, and show off your merchandising flair!

Four Seasons Produce and Homegrown Organic Farm will be working to provide EFI (Equitable Food Initiative) and ROC (Regenerative Organic Certified) Stone Fruit when available. See page 2 for details.

DISPLAY CONTEST CRITERIA:

- Must have a **minimum of 4 varieties** of Homegrown Organic Farms Stone Fruit in your displays.
- All fruit **must be purchased from Four Seasons Produce.**
- **Must use Homegrown Organic Farms point of sale cards and/or have Homegrown Organic Farms branded boxes** within your display. Point of sale signage can be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- Displays must remain up for a **minimum of 1 week.**
- Please send all contest photos to contests@fsproduce.com by **July 16, 2026.**



DISPLAY CONTEST CODES:

- 239884 OG Peaches Yellow 50/60sz 35/48ct 15 lbEuro
- 240494 OG Nectarines Yellow 35/48ct 15 lb Euro
- 244102 OG Peaches White 32/48ct 15 lb
- 243851 OG Nectarines White 35/48ct 15 lb Euro
- 244126 OG Plums Red 35/48ct 15 lb Euro
- 244127 OG Plums Black 35/48ct 15 lb Euro
- 244128 OG Pluots 35/48ct 15 lb Euro
- 231489 OG Plums 12/2 lb Pouch
- 231487 OG Peaches 12/2 lb Pouch
- 231488 OG Nectarines 12/2 lb Pouch
- 244134 POS Display box Homegrown euro
- 244133 POS Display Pop Up Bin Homegrown
- 239994 POS Display Box Homegrown 2 layer
- 249510 POS Display Bins 250th Anniversary



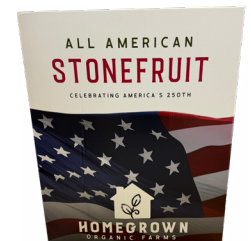
Code 244134



Code 239994



Code 244133



Code 249510

DISPLAY CONTEST PRIZES:

MOST CREATIVE DISPLAY

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

BEST PATRIOTIC DISPLAY

\$100 gift card

LARGEST DISPLAY

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

BEST YOY SALES INCREASE

\$100 gift card

(Must provide register scan data)

BEST SMALL STORE DISPLAY

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

BEST SOCIAL MEDIA POST

\$100 gift card

(Must use #HGOFarms in your post)

Every qualified entry will receive a dual branded Homegrown Organic Farms/Four Seasons Produce YETI cups just for entering!



For pricing information and display tips, please contact your Four Seasons Sales Rep or Merchandiser.

For more information on Homegrown Organic Farms, please visit www.hgofarms.com

Thank you for your continued trust and support of Four Seasons Produce!



PHONE: 1.800.422.8384

| www.fsproduce.com





CALIFORNIA Stonefruit

That's Equitable Food Initiative Certified

We have achieved more than 300 of the industry's highest standards in social responsibility to earn EFI certification, which provides the transparency and assurance consumers are looking for. Our stonefruit programs were the first of their kind to achieve EFI certified in 2020. This certification has provided the foundation for a collaborative team approach and continuous improvement.



Scan to learn more:



equitablefood.org

That's Regenerative Organic™ Certified

We have a Regenerative Organic Certified™ stonefruit program. This newly developed certification is overseen by the Regenerative Organic Alliance, a group that promotes regenerative organic farming as the highest standard for agriculture. ROC builds on a foundation of organic principles with strict standards and regenerative practices that improve soil health, ensure animal welfare, and promote fairness for farmers and farmworkers.

Scan to learn more:



regenorganic.org



**Regenerative
Organic
Certified™**

IT'S NOT MAGIC.
IT'S MUSHROOMS.

♦ JUNE IS ♦ NATIONAL MUSHROOM MONTH



DO



REFRIGERATE

Immediately place mushrooms **into cooler** upon receipt



AIR FLOW

Ensure vents in refrigerated display cases are **working properly** and are **not blocked**



ROTATE

Rotate stock frequently, more often in the summer



DISPLAY

Display **older** products in front, **newer** in back



BEST BEFORE

Review all **code dates** for optimal selling



DON'T



Don't allow mushrooms to **sit unrefrigerated** for any period of time



Don't place mushrooms **near wet rack items** (such as celery, lettuce, etc.)



Don't place mushrooms **near items with ethylene gas** (such as bananas, apples, pears and avocados)



Don't stack mushroom packages on display **more than two high** (mushrooms can bruise)



Don't display poor quality mushrooms – remove promptly and frequently

- Decay
- Sliminess
- Odorousness
- Tampered packaging

MUSHROOM DISPLAY BEST PRACTICES

MUSHROOMS ARE PERISHABLE

Deliver delicious, high-quality, fresh mushrooms to your shoppers.

Good



Keep on Shelf

Watch



Reduce for Quick Sale
or Remove

Poor



Remove Immediately

(Decay, Sliminess, Odorousness,
Tampered Packaging)



DO make sure vents in refrigerated display cases are working properly and are not blocked



DO NOT allow mushrooms to be left out of refrigerator



DO NOT place mushrooms near

- ✗ Wet rack items (such as celery, lettuce, etc.)
- ✗ Products with ethylene gas (such as apples, pears, etc.)



50 YEARS

OF HELPING OTHERS SUCCEED IN FRESH!

THANK YOU!



1976



2026

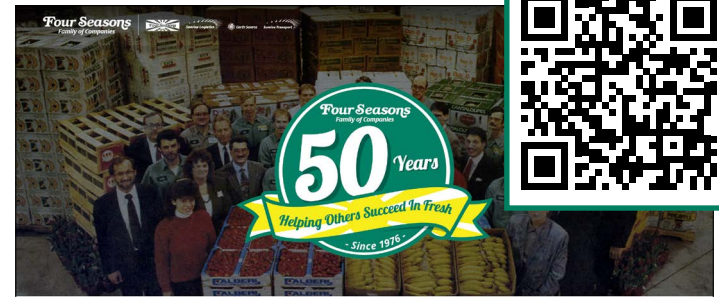
David Hollinger, Founder of Four Seasons Produce, shared his father's love of growing vegetables and sold his first garden crop at his parents' farmers market when he was just eight years old. David's interest in fresh produce grew as he traveled with his father to the Philadelphia Produce Market, regional auctions, and orchards to buy produce for the farmers market back in Lancaster County, PA.



In June of 1976, Four Seasons Produce was founded as a produce wholesale distributor, separate from Hollinger's farm market, when a local bank recognized the Hollinger family's integrity and provided the financing. Four Seasons purchased a 5,000 square foot building in Denver, PA, with a small team doing whatever the day required, serving restaurants, farmers markets, and grocery stores.



Four Seasons Produce:
Deep Roots, Fresh Future Video
[youtube.com/watch?v=x9-FMeHqSW0](https://www.youtube.com/watch?v=x9-FMeHqSW0)



OUR STORY IN MOTION

Four Seasons: Deep Roots, Fresh Future

Created to celebrate our 50th anniversary, Four Seasons: Deep Roots, Fresh Future tells the story of Four Seasons Produce – from our humble beginnings to the thriving, family-owned company

For more stories and videos about our 50 years, check out our anniversary website:
www.fourseasons50years.com/stories