

JUNE 5 - JUNE 12, 2026

PEAK SEASON ORGANIC STONE FRUIT



It's peak season for **Organic Stone Fruit** in California!

Now through mid-July is the best time to set up big displays of awesome fruit to capture all the sales on **Organic Yellow and White Peaches** and **Nectarines, Black and Red Plums** and **Pluots**. Quality is looking good and growers are setting into flavorful varieties. Also get ready for the huge Homegrown Organic Stone Fruit promo and display contest starting June 15!

GOOD NEWS! South Carolina **Organic Fair Trade Eastern Peaches** are in excellent supply with outstanding quality. Joining the Eastern mix early June are South Carolina **Organic White Peaches** and **Organic Cherry Plums** in clamshells.

NOTE: California **Organic Apricots** continue to be challenging in both supply and quality which has led to higher pricing. These are expected to wrap up for the season by late June, then transition to Washington.

Washington **Organic Dark Sweet Cherries** are in house in modest supplies to start the Northwest season. Things are expected to ramp up quickly mid-June with size improving, and quality is expected to be excellent for the remainder of the season. Pricing is expected to ease as supplies improve.

Growers are also expecting some **Organic Rainier Cherries** this season, but they will be very limited and sporadic. Stay tuned for expected dates out of Washington.



OG TOMATOES

Specialty Organic Tomato availability remains inconsistent depending on the item, though quality is strong across available products. **GOOD NEWS!** Savoura's **Organic Aperio Cocktail on-vine Tomatoes** remain a bright spot within the category, with strong volume and highly promotable pricing supporting retail activity.

Organic Grape Tomatoes remain steady. Lady Moon Farms is finished with their Florida **Organic Grape Tomatoes** and will come back in season from PA in July.

Organic Cherry and **Medley** varieties are more limited.

Organic Beefsteak and **Cluster Tomatoes** continue to have good availability with favorable, promotable pricing and outstanding quality across the category. Conditions are expected to remain favorable through much of June as additional volume continues to support the market, particularly on **Organic Cluster Tomatoes**. While **Organic Beefsteak Tomatoes** are also in a good position, they remain more susceptible to pricing shifts as the month progresses.



OG BERRIES

GOOD NEWS! **Organic Blackberries** will be promotable through early June, supported by strong supplies and excellent quality. Then, supplies are expected to tighten during mid to late June as the Central Mexico season comes to an end.

GOOD NEWS! **Organic Blueberries** remain promotable from Driscoll's California crop. Overall quality has been strong, with good flavor and eating characteristics. Southeast production continues to decline following peak harvest, resulting in lighter supplies. Pricing is expected to be firm as availability tightens when California volume winds down. New Jersey growers were impacted by freeze damage.

NOTE: **Organic Raspberry** supplies are beginning to tighten but remain generally steady. Pricing is trending higher as availability declines, while quality continues to be excellent with a strong eating experience and flavor profile.

ALERT! **Organic Strawberry** supplies will remain extremely limited early June. Recent rainfall across California growing regions caused additional plant damage, further reducing harvest volumes. Significantly higher pricing is expected as growers work through the shortfall.



OG AVOCADOS

Pricing on **Organic Hass Avocados** from Mexico continues to hold at higher levels through mid-June. Four Seasons will continue to offer both Mexico and California-grown fruit for the month of June with volumes likely favoring USA fruit and some exciting promotions around it.

Also available are bins promoting California offerings from the California Avocado Commission, plus red, white, and blue bag film and Stars and Stripes PLU stickers from Calavo on this USA-grown fruit celebrating the nation's 250th anniversary.

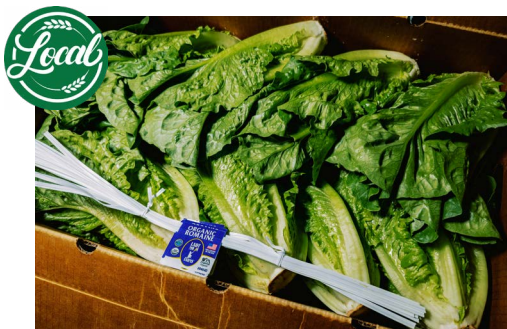
Be sure to ask your Four Seasons Sales Associate for more details on the exciting display contest this summer and opportunities at an amazing prize pack.



OG GRAPES

GOOD NEWS! There is a great supply on all colors of **Organic Grapes** from Mexico to promote through mid-June. By July 4th volumes will transition to California.

Organic Cotton Candy Grapes from Mexico are in peak season for June!



OG LETTUCE

Excellent supply of **LOCAL Organic Leaf Lettuce** and **Organic Romaine Lettuce** from Lady Moon in Pennsylvania is available.

ALERT! **Organic Romaine Hearts** are in a time of low volume and prices are high from California.



OG CELERY

Availability of **Organic Celery** continues to improve as Northern California comes online and Mexico improves on quality challenges endured. **Organic Naked** and **Sleeved Celery** 30ct are off pro-rates and easing down in price a little.

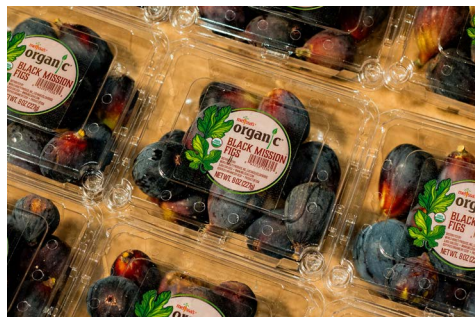
Organic Celery Hearts are dropping due to lack of demand seen as full-size stalks become more available, providing promo opportunity.



OG CITRUS

NOTE: **Organic Lemons** from California have limited supply. Argentina fruit has begun hitting the East Coast, but manifests are favoring smaller fruit.

There is a strong supply of **Organic Fancy Valencia Oranges** from California as Navels wind down.



OG FIGS

IN-SEASON! **Organic Black Mission Fresh Figs** from California are getting started on a short window of early season availability starting in mid-June, then gap and return later in July for peak summer season.



OG DRAGON FRUIT

IN-SEASON! **Organic Yellow Pitahaya Dragon Fruit** will be available for mid-June in a volume-filled 5.5 lb option.



OG KIWIFRUIT

New crop **Organic Green Kiwi** from Zespri in New Zealand are now starting. **Organic SunGold** and **Green Kiwi** in both clamshells and volume-filled options.



OG ONIONS

Organic Red Onions will transition from desert El Centro-grown Peri and Sons label to a Hummingbird label **Organic Red Onion** that is product of Hollister, California.

Peri and Sons will be in full swing on their **Organic Red Onions** in Firebaugh, California starting later in June. Quality through this transition period between regions should remain unchanged, but customers will see various labels through mid-June.



OG COLOR BELL PEPPERS

Organic Color Bell Peppers remain lighter in overall volume, though Canadian production has improved significantly for early June and continues to support the category.

Holland supply remains available as a supplemental source, though volumes have been somewhat limited. Pricing is still elevated but continues to improve and move closer toward normal pricing levels, while quality remains excellent across available products. As Canadian production gains momentum, overall conditions are expected to continue trending in a favorable direction through June.



OG CUCUMBERS

Organic Cucumbers are coming on heavier in volume from the Southeast, and Flaim Farms in New Jersey is starting with **Organic Cucumbers** as well. Mexico is also coming off a bit on pricing as they start a newer growing area.

Overall pricing is coming down.



OG LOCAL PA & NJ VEG

Lady Moon Farms in Chambersburg, Pennsylvania is ramping up volume on **LOCAL Organic Kales, Collard Greens, and Dandelions** with outstanding quality.

Flaim Farms in New Jersey is now picking **LOCAL Organic Cucumbers, Organic Green Peppers, Organic Green Squash, Organic Yellow Squash, and Organic Bunch Carrots.**

LOCAL Organic Green and Yellow Squash are steady between the Southeast and New Jersey. Lady Moon Farms is expecting to start their Pennsylvania crop on **Organic Green Squash** in mid-June.



OG SWEET POTATOES

NOTE: California **Organic Sweet Potato** pricing continues to push up as early June begins. Pricing on **Orange and Red** varieties has pushed pricing up across the board early June. **Organic Stokes Purple, White Sweets, Japanese, and Ben Yagi** pricing has also increased.

Organic Japanese Sweet Potatoes will finish early June and transition to Jumbo-sized **Organic Japanese Sweet Potatoes** for June.



OG MELONS

Supply on **Organic Cantaloupes and Honeydew** remains strong with all varieties available. California supply is getting tight for some shippers in the desert.

Four Seasons remains in strong shape on all **Organic Melons** with specialty **Organic Gaya/Honeysaurus** and **Galia Melons** in stock!

Organic Watermelon continues in peak season from California with bins of **Seeded, Seedless, and Black Raven/Sweet Gem** dark rind varieties, plus **Organic Mini Seedless** all ready to promote with nice quality. Product is selling faster with the warmer weather and fresh arrivals come back into stock 6/8 and 6/9.

ALERT! Michigan production is abruptly ending on **Organic Asparagus** as cuts are endured early June. Minimal New Jersey supply is in the mix to alleviate Michigan shortage. Relying on Mexico supply is the only option, which is still just ramping up on organics crossing from Texas.



OG BROCCOLI & CAULIFLOWER

LOCAL Organic Purple Broccoli Stalks from Spring Willow Farm are in house now, while **LOCAL Organic Cauliflower**, including **Purple and Orange**, will be available mid-June.

California is in a sudden flush expected to last the coming weeks on **Organic Broccoli and Organic Cauliflower**. Pricing is beginning to fall as availability exceeds demand.



OG MANGOS

Organic Red Round Mango volume remains steady for now on popular 10 ct sizing. Overall to start June, 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.

OTHER STORIES

NOTE: Washington **Organic Cosmic Crisp Apples** continue to be the story with limited supply and very strong pricing continuing to remain elevated. This is expected to continue through late fall, and some small gap could be expected at times.

NOTE: **Organic Spaghetti Squash** has tightened up significantly early June and May gap early this summer. Poor quality has caused a couple shippers to completely pull the plug on their late-season Mexican crop.

CONVENTIONAL MARKET NEWS

JUNE 5 - JUNE 12, 2026

PROMOTABLE RED GRAPES



GOOD NEWS! Early June is presenting some promotional opportunities on new crop Flame variety large **Red Seedless Grapes** from Mexico with big volume and affordable price points. XL and Jumbo **Red Grapes** are the Sweet Celebration variety out of Mexico and priced higher than the large Flames.

Overall, **Grapes** from Mexico are in good supply for early and mid-June. Coachella, CA supplies are also available.

Cotton Candy Grapes will be in season from Mexico in June.

OUTLOOK: Mexico growers expect harvests to wrap up early and California's San Joaquin Valley crop will be relied on to supply 4th of July demand and beyond.



CV LOCAL VEG

GOOD NEWS! NJ **LOCAL Red, Green Leaf, and Romaine Lettuces** continue to produce great quality with steady yields from Nardelli and Flaim Farms, with about two weeks left of production.

GOOD NEWS! LOCAL Green and Yellow Squash are coming down to promotable pricing, with good volume in New Jersey.

Other **LOCAL Veg** Items in season now include:

- | | |
|-----------------------|------------------------|
| Cabbages | Escarole |
| Kales | Bok Choy |
| Collard Greens | Bunch Radishes |
| Dill | Bunch Spinach |
| Mint | Scallions |
| Parsleys | Chards |
| Cilantro | Mustard Greens |
| Bunch Beets | Turnip Greens |
| Kohlrabi | Butter Lettuces |
| Endive | Leeks |
| Cucumbers | Asparagus |



CV STONE FRUIT

GOOD NEWS! California **Stone Fruit** is in full swing, with some of the consistently nicest fruit in years. It's time to promote!

Consider multiple options for bags and bulk to capture the most sales on **Yellow Nectarines, White Nectarines, Yellow Peaches, White Peaches, Peach-A-Rines** (a cross between a Peach and Nectarine), **White Donut Peaches, "Summeripe" Yellow Peaches** and **Nectarines** (conditioned), **Black, Red, and Mottled Pluots, Red and Black Plums**, and the customer favorite **Verry Cherry Plums**.

GOOD NEWS! South Carolina is in a flush of **Eastern Peaches**. Sizing is finally hitting its stride, and pricing is promotable. Quality has been outstanding and is expected to get even better.



CV BERRIES

GOOD NEWS! **Blackberry** promotions can continue through early June before pricing begins to rise later in the month. Supply is shifting from Mexico to Southeast growing regions as the Mexican season concludes.

Blueberry supplies are beginning to tighten as Southeast production trends lower following peak harvest. Current harvests remain steady, but overall volume is declining.

NOTE: LOCAL New Jersey **Blueberries** are expected to begin shipping mid-month; however, crop volume is projected to be 40-50% lower than last year due to bloom damage caused by an early-season freeze.

GOOD NEWS! **Raspberry** promotions are expected to continue through early June before production transitions to California and overall supplies begin to tighten. Quality has remained excellent, with strong flavor and condition.

Strawberry supplies remain steady from California. Demand has softened due to elevated pricing and fewer promotional opportunities, allowing growers to catch up on production. Overall quality has been strong, and both pricing and volume are expected to remain stable in the weeks ahead.



CV CELERY

Celery continues to show major relief on pricing while demand is down and new growing regions come online.

Steady availability combined with freight and pricing reductions will allow for better opportunity on full-size stalks, while **Celery Heart** demand begins to fall, reducing pricing and allowing for promotional opportunity through mid-June.



CV FIGS

IN SEASON! **Black Mission Figs** from California's early summer season have officially started. This season will last several weeks before a small gap and transition to more steady availability for the remainder of the summer.



CV GREEN BEANS

Green Beans have increased in pricing as Georgia has wrapped up and North Carolina is starting with lower volume. Steady supply is available, and New Jersey **Green Beans** are expected through mid-June.



CV SPECIALTY BERRIES

Driscoll's **Sweetest Batch Raspberries** continue to be available, offering exceptional quality and outstanding eating experience.

Driscoll's **Sweetest Batch Blackberries** continue to be excellent and available in light to steady supply.

Driscoll's **Sweetest Batch Blueberries** will continue to be available with outstanding quality.



CV MELONS

There are some field disease troubles in the desert region on **Melons** impacting yields. Import **Cantaloupe** and **Honeydew** are finished for the season. Pricing will increase and remain firm with limited supply through June until California is in full swing now in the Central Valley early July.

Specialty Melons in season now: **Athena Cantaloupe Bins** (Docia, Georgia), **Hamis, Golden Dews,** and **Tuscans**.

Seeded and **Seedless Watermelon Bins** continue in peak season from the Southeast at reasonable pricing.



CV GREENHOUSE TOMATOES

Beefsteak and **Cluster Tomatoes** continue to have steady availability with good volume and outstanding quality across the category. Pricing has continued to improve and is now moving into promotable territory, while remaining much closer to year-over-year norms.

Conditions are expected to remain favorable through June, though some pricing firming could develop as July 4 retail promotions and holiday demand begin to build.



CV PINEAPPLE

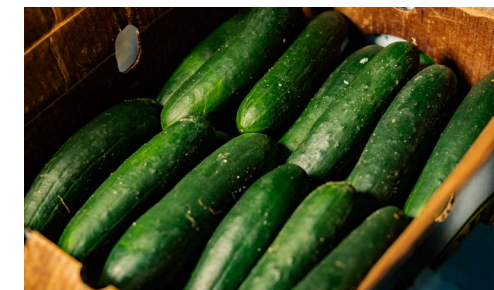
GOOD NEWS! **Pineapple** volume continues to be good, and fruit pricing is approaching promotable levels to start June. Look to push 6 and 7ct fruit, both of which are in good supplies!



CV CHERRIES

The **Cherry** crop will transition from California into new crop Washington, with little bits and pieces arriving daily.

By mid-June, excellent supply of large delicious **Cherries** is expected, with all sizes and packs being available in both **Dark Sweets** and **Rainiers**. Pricing is expected to ease as supply increases.



CV CUCUMBERS

"Super Select" **Cucumbers** for retail remain fairly high in pricing as there has been a lot of **Cucumbers** in the Southeast being graded down to "Select". Which shows more cosmetic issues but are ideal for food service.



CV ARTICHOKE

ALERT! Artichokes have very limited availability on Jumbo 12 ct and 18 ct due to West Coast challenges and product not sizing up. The shortage is expected to last through mid-June.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! Promotional pricing and volume will hold firm through mid-June. **Cauliflower** is enduring more of a short window flush, and deeper promo activity will be available until pricing returns to averages and steady supply resumes later in June.

Broccoli production on the East Coast is winding down from the Carolinas and tightening up until Virginia starts up. There will primarily be inventory from West Coast supply, recently flooding the market with an unforeseen flush in availability.



CV KIWIFRUIT

Zespri's full portfolio of Summer offerings will be available to start June.

Green Kiwi and SunGold Kiwi from New Zealand are now available and in steady supply in both clamshells and volume-filled options.

Ruby Red Kiwi Fruit have sold out for the year. Thank you to all who supported this exciting item's inaugural season.



CV PEPPERS

GOOD NEWS! Color Bell Peppers continue to have strong availability and volume from Canada, with outstanding quality across the category. Pricing remains aggressive, creating attractive promotional opportunities through early June.

Green Peppers are coming down in pricing with increasing availability from the Southeast. In addition, **Hot Peppers** are now in steady supply, and pricing has adjusted to lower levels as a result.



CV MANGOES

Mango availability from Mexico is steady, but supplies are still projected to tighten, making fruit more limited later this summer. Pricing is expected to be affected as well. For now, look to promote 10 and 12ct sizing as cheaper options than larger fruit.

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



CV AVOCADOS

ALERT! Pricing on **Hass Avocados** from Mexico continues to command significantly higher pricing than just a few weeks ago. As the main Mexican season has entered its final stages, fruit is expected to remain higher priced.

There is additional volume from California and Peru available, but pricing shifts have also affected that pricing as well.

Starting in June and lasting through the summer, Four Seasons is excited to announce a unique summer display contest opportunity on a new **California Avocado** program. Numerous cash prizes and multiple categories make your chances of winning a prize great! Ask your Four Seasons Sales Representative for more details!

Pomegranates from Argentina and Peru are available in a single-layer 6/8ct option.

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

IN-SEASON! Quenepas will be available from the Dominican Republic for mid-June. Although volume is not significant, there is some demand for this seasonal fruit from discerning shoppers.

Early June wraps up **Honeycrisp Apples** from Canada, leaving just Washington and Chilean fruit available. Firm, steady supply is expected.

OTHER STORIES

NOTE: Domestic **Bosc Pears** will finish for the season early June, leaving just a limited supply of import fruit, and then probably a short gap before new crop California through mid-July. California is expecting a smaller crop, but it is expected to be one of the earliest starts on record.

Rhubarb will transition through mid-June from Oregon-grown to Washington-grown. Four Seasons expects to continue with the exceptional quality that has been seen.

Iceberg Lettuce opened with a short window relief and is back to high pricing early June.

ALERT! Romaine Hearts and Iceberg Lettuce are in low supply out West and trading at very high prices for early June. **Romaine Hearts**, in particular, are at extremely high costs and small volumes.

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:

(Must use #ilovecaliforniagrownacvocados in your post)

\$300

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



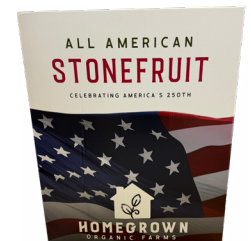
Code 244134



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.)

Four Seasons
Family of Companies

50 Years

Helping Others Succeed In Fresh

- Since 1976 -

50 YEARS

OF HELPING OTHERS SUCCEED IN FRESH!

THANK YOU!



1976



2026

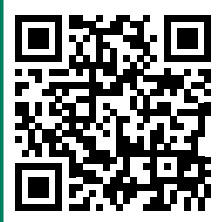
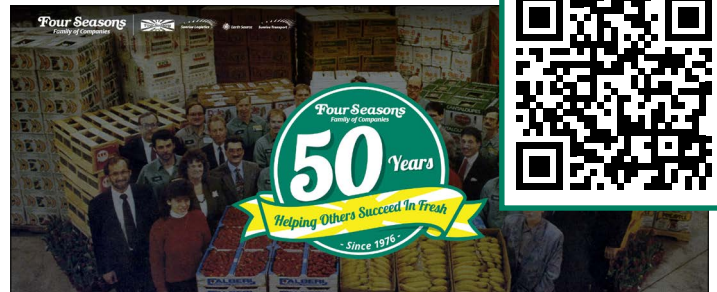
David Hollinger, Founder of Four Seasons Produce, shared his father's love of growing vegetables and sold his first garden crop at his parents' farmers market when he was just eight years old. David's interest in fresh produce grew as he traveled with his father to the Philadelphia Produce Market, regional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