

JULY 4TH MERCHANDISING TIPS



It's time to make your scheduling, ordering, and merchandising plans for the Independence Day holiday sales period!

INDEPENDENCE DAY "MUST-HAVES" CHECKLIST

GRILLING VEGETABLES

- Asparagus
- Eggplant
- Mushrooms - Portabella Caps & Slices
- Sweet Onions
- Peppers - Sweet Bell & Mini Sweet
- Potatoes - Russet Counts
- Potatoes - Grill-Ready Packs
- Squash - Zucchini & Yellow
- Sweet Corn - Bulk & Tray Packs

STONE FRUIT

- Apricots/Apriums
- Cherries - Dark Sweet & Rainier
- Nectarines - Yellow, White, & Donut
- Peaches - Yellow, White, & Donut
- Plums - Red & Black
- Pluots/Plumcots

VALUE ADDED

- Veggie Trays
- Fresh cut Fruits and Veg
- Kabob Kits
- Croutons
- Dips
- Dressings
- Garlic Expressions Marinade
- Guacamole
- Juices
- Salsa

PICNIC INGREDIENTS

- Lettuces
- Onions
- Potatoes - Red & Gold (for potato salad)
- Slicing Tomatoes

MELONS

- Cantaloupes - Athena-style, Tuscan, & Western
- Honeydew
- Watermelons - Mini
- Watermelons - Whole & Cut
- Specialty Melons (Kiss Melons)

BERRIES & GRAPES

- Blackberries
- Blueberries
- Raspberries
- Strawberries
- Grapes - Red/Green
- Grapes - Cotton Candy

ORDERING TIMELINE

FRIDAY, 6/26

Focus: *Hard Goods*

- Place orders for: croutons, dips, dressings, snacks, juices, and other center-store or shelf-stable items.
- Get these items received and packed out early to clear space and focus for the busier days ahead.
- Minimizing backroom clutter now means smoother operations during peak periods.

SATURDAY, 6/27 - MONDAY, 6/29

Focus: *Hard Fruits & Vegetables*

- Order semi-perishables and durable produce like apples, potatoes, carrots, onions, etc.
- Assign evening crews to pack out hard goods and prep your department for high-volume days.
- Take time to organize storage and back rooms - being clean and prepared will make the week run much smoother.

TUESDAY, 6/30 - WEDNESDAY, 7/1

Focus: *Tonnage & Holiday Staples*

- Begin receiving large-volume items like sweet corn, watermelon, cantaloupes, and summer stone fruits.
- Customer traffic will begin to build on Thursday and accelerate daily into the long holiday weekend.

THURSDAY, 7/2 - SATURDAY, 7/4

Focus: *Refills & Perishables*

- Replenish ad items, fresh perishables, and key promotional product to stay fully stocked.
- Make sure product is available and fresh for Saturday morning shoppers and the last holiday rush.



MELON MERCHANDISING

- **Keep your melon displays chock-full with variety.** The summer heat of the holiday makes your customers crave refreshing fresh melons.
- **Your cut display space should be heaviest on halves** giving you the higher rings.

BERRY MERCHANDISING

- Keep your berry patch full with all sizes and varieties of **Strawberries, Blackberries, Blueberries, and Raspberries.** This is an ideal time for big packs.
- During the heat of summer, it is recommended to **solely merchandise in refrigerated cases** to keep turns fast on berries and protect shelf-life.



CHERRIES DRIVE IMPULSE AND DOLLARS!

- **Cherries are super seasonal and the best time of the year for them is mid-June through July.** Feature them around Independence Day with price promotion, quality-size promotion, just large display, or all three, to drive impulse purchase and some serious dollars!
- Feature Dark Sweet, Rainier (gold), and Organic options.

FRESH CUT FRUIT & VEGETABLES

- Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole, and salsa.
- Prepare your in-house fresh cut team for more volume or order organic and conventional fresh cut packs from Four Seasons Produce.

GRILLING DISPLAY

- Set up a display in your department to focus on items that are perfect for grilling to get your customers inspired!
- Cross merchandise with multiple items, including charcoal.
- Encourage fruit grilling as well! Print out our "Grilling Produce Infographic" to put on your display.

SWEET CORN

- To satisfy demand you will need to build a secondary display of corn using a bin dummied up to control your display quantities.
- Position a clean trash can at the display for your customers to shuck their corn.
- To make very good margin, trim, strip, and tray pack 5 ears of corn and get premium retail for the added value and convenience. Or to save labor, order pre-wrapped tray sweet corn from Four Seasons.

FOUR SEASONS JULY 4TH SCHEDULE

JUNE 29 - JULY 3:
NORMAL OFFICE AND DELIVERY SCHEDULES.

****SATURDAY, JULY 4:**
NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN
8:00AM-NOON, TAKING ORDERS FOR APPROVED SUNDAY 7/5 DELIVERIES

JULY 5 - JULY 7:
NORMAL OFFICE AND DELIVERY SCHEDULES.





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

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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™**

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.



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NORTHWEST CHERRIES DISPLAY CONTEST

JUNE 29 - JULY 26, 2026



Four Seasons Produce and the Northwest Cherries Commission have once again partnered to bring you a Cherry Display Contest in the month of July! Washington State grown Cherries are now in season and ready to take centerstage on your department floors and counters. Cherries are one of the highest tonnage commodities within the produce department with high sales and volume potential. Let's have fun, get creative, and build some cherry excitement in your stores with this super seasonal consumer favorite!



DISPLAY CONTEST CRITERIA:

- Build a beautiful Cherry display in your produce department using fresh Northwest Cherries! **ALL fruit MUST be purchased from Four Seasons Produce.** Product and point of sale material codes can be found on page 2.
- **Use of Northwest Cherries Point of Sale material is required for entry.** Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week.**
- Send all display contest entry photos to contests@fsproduce.com by **July 30, 2026**

DISPLAY CONTEST PRIZES:

Grand Prize
(Cherry Champion)

Display will be judged on creativity and overall eye appeal

\$750



Most Creative
(Cherry Charmer)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Largest Display
(Cherry Chunk)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best All Organic
(Cherry Cherish)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best Small Store
(Cherry Fairy)

(3 registers or less)
1st Place--\$300
2nd Place--\$200
3rd Place--\$100



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NORTHWEST CHERRIES DISPLAY CONTEST

JUNE 29 - JULY 26, 2026



DISPLAY CONTEST CODES: CONVENTIONAL CODES:

- 15033 CV 8.5 row red cherry bags 18lb
- 15050 CV 9.5 row red cherry bags 18lb
- 15052 CV 10.5 row red cherry bags 18lb
- 15049 CV 11.5 row red cherry bags 18lb
- 225634 CV 9.5 row red cherry clamshells 8/2lb
- 15072 CV 9.5 row Rainier cherry 18lb
- 15080 CV 10.5 row Rainier cherry 18lb
- 14873 CV 10.5 row+ Rainier cherry clamshells 16/1lb
- 236378 CV Kyles Pick 8/2lb clamshells
- 239974 CV Kyles Pick 16/1lb clamshells
- 220513 CV Skylar Rae 16/1 topseal

ORGANIC CODES:

- 41263 OG 9.5 row red cherry bags 18lb
 - 43257 OG 10.5 row red cherry bags 18lb
 - 43256 OG 11.5 row red cherry bags 18lb
 - 43264 OG 9.5 row Rainier cherry bags 15lb
 - 43253 OG 10.5 row Rainier cherry bags 15lb
 - 249550 OG Red cherries 8/2lb clamshell
 - 224777 OG Red cherries 16/1lb clamshell
- *OG Rainier are sporadic and will be on a when available basis*

POS CODES:

- 239976 POS Box Empty Stemilt CV
- 231736 POS Box Empty OG Cherry
- 237350 POS Display Bin CV Cherry
- 245030 River Valley cherry box
- 231736 Stemilt display ready box no lid
- 250417 Orchard View Display Box
- 250418 Orchard View Display Bin



Want to learn more about growing, packing, and shipping fresh Cherries?

Click on the link below to attend the Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more Cherry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.
Thank you for your continued trust and support of Four Seasons Produce.



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NEW / BACK IN SEASON!



FOUR SEASONAL JULY / AUGUST / SEPTEMBER 2026

MERCHANDISING TIPS & IDEAS FOR
INDEPENDENT RETAILERS

Q3
EDITION

CHECK OUT THE LATEST EDITION
OF THE MARKET NEWS!

JULY/AUGUST/SEPTEMBER 2026

