



# ORGANIC MARKET NEWS



JUNE 26 - JULY 3, 2026

## ORGANIC MANGO MANIA



**GOOD NEWS!** July is “Mango Mania” month at Four Seasons Produce in partnership with Crespo Organics!

While pricing will fluctuate with market conditions throughout the promotional period, **Organic Red Round Mangoes** from Mexico continue to offer a strong value and remain competitively positioned within the category.

**Organic Ataulfo Mangoes** in smaller 16ct and 18ct sizes are available in good supply through early July. Retailers are encouraged to promote these smaller sizes and incorporate them into Mango Mania display programs at sharp price points.

There are two additional specialty variety **Organic Mangos** in season from Mexico for late June and into July:

- **Organic Mallika Mangos** (India type)
- **Organic Nam Doc Mai Mangos** (Thai type, “Sticky-Rice Mango”)



### OG LOCAL VEG

**GOOD NEWS!** **LOCAL Organic Green and Red Cabbage** remain in promotable supply as Lancaster County, Pennsylvania growers continue heavy production. Supplies are good!

**LOCAL Organic Cucumbers** are readily available, with strong production from Flaim Farms in New Jersey and increasing supplies from Lady Moon Farms in Chambersburg, Pennsylvania.

**LOCAL Organic Green Peppers** remain in steady supply from Flaim Farms in New Jersey, with Pennsylvania production from Lady Moon Farms expected to begin in mid-July.

**Organic Jalapeño Peppers** are showing improved availability from California, with additional **LOCAL** supplies from New Jersey expected late June.

**LOCAL Organic Kale and Green Squash** from Lady Moon Farms in Chambersburg, Pennsylvania continue to offer good quality and strong availability for late June and into July!

**LOCAL Lady Moon PA Organic Green Squash and LOCAL NJ Organic Yellow Squash** remain readily available with steady supplies and strong quality.



### OG BERRIES

**GOOD NEWS!** **Organic Strawberries** continue to offer promotional opportunities from California. Price points remain aggressive, creating favorable conditions for driving volume through early July. Supplies are abundant and quality is excellent.

**Organic Blueberries** are available from both **LOCAL** New Jersey and the Pacific Northwest. **LOCAL** New Jersey production continues to progress smoothly with good quality. Volume from the Pacific Northwest is expected to increase significantly during July as harvest activity expands.

**Organic Blackberries** are steadily available from California. Supplies have slowed, resulting in firmer market conditions and higher pricing. Quality continues to be good, supporting strong retail performance.

**NOTE: Organic Raspberries** remain in a tight supply position as production transitions from Southern California to Northern California. Overall quality has been good, although some softer fruit may be present during the transition period. Pricing is expected to remain firm until additional volume becomes available.



### OG TROPICALS

California **Organic Hass Avocados** in 48ct and 60ct sizes and bags are available in good supply and present good promotional opportunities throughout the summer season. Retailers are encouraged to feature this USA fruit prominently in seasonal displays!

A limited supply of **Organic Fair-Trade Peruvian Avocados** from Equal Exchange are now available. To ensure the best eating experience, all fruit will undergo the ripening process through the Four Seasons Ripening Team prior to shipment.

**Organic Dragon Fruit** will be available in a 10lb red-skinned, white-flesh pack late June. A yellow-skinned, white-flesh **Organic Dragon Fruit** option is expected to arrive in early July. Supplies on both items are expected to be limited.

**NOTE: Organic California Black Mission Figs** from the early summer crop have completed harvest. A brief supply gap is expected before the main domestic season begins in mid-July.

**Organic Pineapple** supplies from Mexico are expected to remain steady through early July in 6ct, 7ct, and 8ct sizes. **Organic Pineapple** supplies from Costa Rica remain very limited.



**OG ONIONS**

**Organic Red and Sweet Onions** from Pennsylvania are expected to begin harvesting by mid-July. In the meantime, supplies will continue from California and Georgia programs until local production becomes available.



**OG KIWI**

**Organic SunGold Kiwi** remains available in strong volume and continues to experience good demand.

Zespri **Organic Green Kiwi** supplies are expected to be tighter throughout the 2026 season, with occasional supply gaps possible between container arrivals to the ports.



**OG CORN**

**Organic Sweet Corn** from North Carolina is available in moderate supplies but has experienced recent insect pressure. Growers are trimming ear tips to maintain quality standards, and overall product quality remains strong.



**OG GREENHOUSE PEPPERS**

**Organic Colored Bell Peppers** have strong availability with good quality. Pricing has become aggressive and highly promotable.

**Organic Colored Bell Peppers** closed June on a strong note, and retailers are encouraged to feature large displays as improved supplies and favorable pricing are expected to support strong consumer demand following several months of elevated market conditions.

UPC'd 2pk **Organic Red** and 2pk **Organic Mixed Color Bell Peppers** are back in good supply.



**OG MELONS**

**ALERT!** **Organic Cantaloupe, Honeydew,** and variety **Melons** are expected to see increased harvest activity late June; however, industry supplies will remain limited due to strong demand and disease pressure in the So. Cal. growing region. Markets are expected to remain elevated with availability constrained through early July until the Central Valley starts.

California **Organic Watermelons** are in limited supply due to reduced harvest volumes from disease and weather issues and increased demand. North Carolina is beginning harvest, with good quality expected and retail pricing anticipated to improve through early July.

**Organic Mini Watermelons** from California are currently in harvest with pricing remaining elevated. North Carolina has also begun production, offering good quality and more competitive pricing driven by lower transportation costs.



**OG GRAPES**

**Organic Grapes** are transitioning smoothly from Mexico into new crop California production. Pricing remain slightly elevated as the California season gets underway and moves away from 18lb to 19lb boxes.

**Organic Cotton Candy Grapes** continue in season.



**OG CHERRIES**

**GOOD NEWS!** Washington **Organic Dark Sweet Cherries** are in peak season and are expected to be available into early August. Retailers are encouraged to participate in the annual Four Seasons Pacific Northwest Cherries promo and display contest for an opportunity to win thousands of dollars in prizes while driving sales and excitement.

**GOOD NEWS!** **Organic Rainier Cherries** are in peak season and expected to finish for the season by mid-July. Retailers should take advantage of this limited seasonal opportunity while supplies remain available.



**OG SWEET POTATOES**

**NOTE:** Jumbo sizing will be the only profile available for the balance of the season as #1 size sell out. **Organic Orange, Red,** and **Japanese Sweet Potatoes** will remain Jumbo sized through the remainder of the old-crop season. New crop California production is expected to begin shipping around July 20.

**Organic Medium Orange Sweet Potatoes** from California have concluded for the season. Existing inventories of 12/3 packs and bulk packs will remain available until supplies are exhausted, after which availability will resume with new crop production.



**OG LEMONS**

**GOOD NEWS!** **Organic Lemons** show strong quality out of Argentina across all sizes. Pricing remains consistent and is expected to hold steady through July.



### OG TOMATOES

**Organic Beefsteak** and **Cluster Tomatoes** continue to have steady availability with outstanding quality. Pricing remains aggressive, creating favorable promotional opportunities heading into early July.

Current market conditions are expected to remain supportive through the holiday period, although supplies may become slightly lighter by mid-July, which could result in some firming of pricing.



### OG STONE FRUIT

**GOOD NEWS!** **Organic Peaches, Nectarines, Plums** and **Pluots** are at peak season with excellent size, quality, and flavor. Promotional opportunities remain strong as the Four Seasons Homegrown display contest continues through early July.

South Carolina Fair Trade **Organic Yellow Eastern Peaches** are available in good supply with outstanding quality.

Flavorful California **Organic Verry Cherry Plums** are in peak season through mid-July.



### OG GREENHOUSE CUCUMBERS

**Organic Mini** and **Euro Cucumbers** continue to have steady availability with strong quality across the category, although **Organic Mini Cucumbers** have begun to tighten.

Pricing on **Organic Euro Cucumbers** remains near seasonal norms with promotional opportunities available.

**Organic Mini Cucumbers** are expected to remain firm through early July before improving later in the month, creating additional promotional opportunities. **Organic Euro Cucumbers** are expected to remain steady through mid-July.



### OG BROCCOLI & CAULIFLOWER

**LOCAL Organic Green** and **Purple Broccoli Stalks** from Spring Willow Farm in Lancaster County, PA are available now, along with a steady supply of 12ct **Naked Organic Cauliflower** in **White, Purple,** and **Orange** varieties.

**GOOD NEWS!** **Organic Broccoli** is readily available out of the West Coast with abundant volume and promotable markets.

**Organic Cauliflower** is easing in the short term before returning to seasonal averages, maintaining an overall promotable market as California supplies remain steady through early July.

**Organic Romanesco** is abundant with promotable pricing and strong quality heading into the holiday period.

**Organic Green Beans** are steady with supplies sourced from Mexico.

**Organic Artichokes** continue to offer steady supplies, good quality, and promotable pricing, particularly on 12ct sizing.

**NOTE:** **Organic Eggplant** is limited, with light supplies available from the Southeast and tighter



### OG LETTUCE

**LOCAL Organic Red Leaf Lettuce, Green Leaf Lettuce,** and **Romaine Lettuce** continue to see steady supplies from Lady Moon Farms in Pennsylvania, with final scheduled harvests expected in early July. Then supply will transition North to Quebec.

**Organic Romaine Hearts** are beginning to ease as West Coast supplies improve and Canadian production increases.

### OTHER STORIES

imports from Mexico contributing to elevated pricing. **LOCAL** New Jersey production from Flaim Farms is expected around the July 4 holiday period, while Pennsylvania production from Lady Moon Farms is anticipated by mid-July.

California **Organic Acorn, Spaghetti,** and **Delicata Squash** are fully back in stock.



### OG APPLES & PEARS

New Zealand **Organic Diva Apples** are now available in pouch bags.

Washington **Organic Opal Apples** have finished for the season.

Washington **Organic Apples** are in tightening supply as the domestic season nears completion, with markets continuing to strengthen heading into July. Available varieties include **Organic Ambrosia, Cosmic Crisp, Envy, Fuji, Gala, Granny Smith Apples, Honeycrisp, Kanzi,** and **Pink Lady Apples.** Domestic **Organic Fuji Apples** and **Gala Apples** are expected to transition to imported supplies in mid-July.

Imported **Organic Abate Pears** have finished for the season.

Imported **Organic Anjou, Bartlett,** and **Bosc Pears** will transition to new-crop California production beginning in mid-July.

**Organic Butternut Squash** faces supply challenges due to freight limitations out of Nogales. New crop California **Organic Butternut Squash** is expected to begin shipping in early July.

Overall **Organic Hard Squash** inventories are in a stable position with additional safety stock on hand, reducing the likelihood of supply interruptions moving forward.

# CONVENTIONAL MARKET NEWS

JUNE 26 - JULY 3, 2026

## PEAK SEASON CHERRIES



**GOOD NEWS!** Northwest **Dark Sweet** and **Rainier Cherries** are in peak season! Growers are into their better varieties. Time to promote!

After July 4th, growers will have moved past peak production and are expected to decline steadily, with an early seasonal finish anticipated in August, but high elevation orchards keeping some supply going in late Summer.

Quality and sizing remain exceptional, particularly on Jumbo 8.5-row and larger fruit.

Specialty varieties including **Audra Rose**, **Kyle's Pick**, **Orondo Ruby**, and **Skylar Rae** are available in limited quantities and are expected to have a short promotional window in late June and early July.



### CV TOMATOES

**GOOD NEWS!** **Vine Ripe Tomatoes** continue to have steady availability with outstanding quality across the category. Pricing remains near average to slightly above average market levels, while the start of the **LOCAL** Delaware season is bringing attractive new-crop volume to the market. **LOCAL Vine Ripe Tomatoes** are arriving with good size and quality, commanding a premium while delivering strong value.

**GOOD NEWS!** **Beefsteak** and **Cluster Tomatoes** continue to have strong, steady availability with good quality across both categories. Pricing remains aggressive, keeping the market in a favorable position for promotional activity. Conditions are expected to remain steady through early July, with markets potentially beginning to firm during the second half of the month.

**NOTE:** **Grape Tomatoes** have tightened quickly, with strong quality continuing across available supplies. Pricing has risen sharply as a combination of seasonal demand, production transitions, and lighter overall supplies continues to pressure the market. **OUTLOOK:** These conditions are expected to persist through early July before gradually easing later in the month.

Other **Snacking Tomatoes** varieties continue to be available under more favorable market conditions.



### CV STONE FRUIT

**GOOD NEWS!** California **Stone Fruit** remains at peak production with outstanding quality, sizing, and sugar levels. Supplies are strong on **Yellow** and **White Nectarines**, **Yellow** and **White Peaches**, **Peach-A-Rines**, **White** and **Yellow Donut Peaches**, **Black**, **Red**, and **Mottled Pluots/Plumcots**, **Black Plums**, **Red Plums**, and **Verry Cherry Plums**.

**GOOD NEWS!** South Carolina Eastern **Peaches** are available in good supply through mid-July, after which markets are expected to tighten.

**NOTE:** Significant early-season frost damage severely impacted the **LOCAL** New Jersey and Pennsylvania **Peach** crops, resulting in limited regional production and increased market pressure for the balance of the season.

California **Red Velvet Apricots** and **Rose Apriums** are available. These seasonal favorites offer good eating quality and are expected to remain available for only a limited time.

**NOTE:** California **Apricots** have finished, creating a brief supply gap until Washington production hits the East Coast in early July.



### CV BERRIES

**GOOD NEWS!** **Strawberries** continue to offer outstanding promotional opportunities. Salinas, CA growing regions are producing abundant volumes of excellent-quality fruit, keeping markets aggressive.

**Blueberry** supplies remain steady from New Jersey. Markets continue to hold firm, while quality and flavor have been excellent.

Four Seasons will continue to support **LOCAL** New Jersey **Blueberries** as long as supplies remain available. Pacific Northwest production is beginning with light volume and is expected to increase significantly during July.

**Blackberry** supplies are beginning to tighten in California as production transitions from Southern California to Northern California. This shift has created some temporary supply disruptions. Light volume remains available from the Southeast, although those supplies are winding down rapidly. Quality continues to be strong overall. Some **LOCAL NJ Blackberries** are expected.

**NOTE:** **Raspberry** supplies remain limited. Mexican production has concluded for the summer season, while California is transitioning from Southern California to Northern California harvests. Available volume remains very light, resulting in tight supplies and elevated market conditions.



## CV KIWIFRUIT

Zespri's full **Kiwi** program is now available. **Green Kiwi** and **SunGold Kiwi** are in steady supply in both clamshell and bulk options.

Recent crop updates indicate that New Zealand **Green Kiwi** supplies are expected to be tighter than normal as the season progresses while **SunGold Kiwi** will be promotable.



## CV ARTICHOKE

**Artichoke** availability is improving, particularly on larger 12ct sizes, following a shortened harvest window and multiple weather-related challenges along the West Coast.



## CV SPECIALTY BERRIES

**NEW!** **Pink Cosmo Blueberries** are in season. This special varietal is available in 12/6oz packs - sweet and plump!

Driscoll's **Sweetest Batch Strawberries** remain available with good supplies and quality from California.

Driscoll's **Sweetest Batch Raspberries** are in season, and quality has been good.

Driscoll's **Sweetest Batch Blackberries** remain available in limited quantities from California, with excellent flavor and eating quality.

Driscoll's **Sweetest Batch Blueberries** are around with steady supplies from Mexico and California.



## CV GREENHOUSE PEPPERS & CUCUMBERS

**GOOD NEWS!** **Colored Bell Peppers** continue to have steady, well-supplied availability with outstanding quality across the category. Pricing remains favorable and highly promotable!

**Mini Cucumbers** and **Euro Cucumbers** continue to have steady availability with strong quality across the category through mid-July.



## CV GRAPES

**Grapes** have begun transitioning from Mexico (18 lb boxes) to new crop California production (19lb boxes), with all colors available. Early-season sizing remains inconsistent, while markets continue at elevated levels and are then expected to ease down following the July 4 holiday period.

**Cotton Candy Grapes** from The Grapery in California are now in season, and "Autumn Crisp" Green Grapes are available in FSP's Jumbo line.



## CV MANGOES

Champagne label **Ataulfo Mangoes** are available in premium 14ct and 18ct packs with good quality and sizing.

**Red Round Mango** supplies from Mexico have tightened considerably as seasonal demand increases. These conditions are expected to persist through the remainder of the Mexican season. Flexibility on sizing will be important as availability remains limited through the summer months.



## CV ASPARAGUS

Imported 11 lb **Asparagus** from Peru and Mexico is firming as USA supplies finishes for the season. Markets are expected to gradually strengthen through mid-July as weather challenges in Peru and increasing reliance on Mexico place additional pressure on supplies.



## CV CORN

**Sweet Corn** from Georgia is entering the final stages of its production season. Recent rainstorms have impacted that crop. Production in Virginia and North Carolina is underway but remains limited due to significant insect pressure. **LOCAL** Delaware harvests are just starting. Pricing is expected to strengthen beginning in July, until the PA and NJ crops ramp up.



## CV AVOCADOS

California **Hass Avocados** are available in good volume and present strong promotional opportunities throughout the summer season. Markets have eased slightly as new-crop Mexican Flor Loca fruit begins shipping. Increased arrivals from Peru have also helped improve overall supply conditions.

The **Gem Avocado** variety of California is available in both bagged and bulk options through early July. This attractive variety is known for its distinctive golden flecks on the skin and its ability to size larger than **Hass Avocados**. Four Seasons is offering a large 28ct fruit, with limited availability in 12/4ct bagged packs.

This summer season, Four Seasons is offering a California Avocado display contest featuring multiple prize categories.



### CV BROCCOLI & CAULIFLOWER

**Broccoli** production is shifting north toward Maine. West Coast supplies are also firming as Pennsylvania production helps supplement availability.

Western **Cauliflower** is expected to tighten late June. Markets remain steady in the near term as demand stays subdued due to **LOCAL** production and seasonal availability.



### CV APPLES & PEARS

Steady supplies of all eastern and western **Apples** are available, including **Cosmic Crisp, Envy, EverCrisp, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Hunnyz, Lemonade, McIntosh, Pink Lady, Red Delicious, Rockit, SnapDragon, SugarBee,** and **Wild Twist**. Retailers are encouraged to feature aggressive displays to drive sales.

Washington and Chile **Anjou Pears** are available.

**Bartlett** and **Bosc Pears** will transition from imports to new-crop California production in mid-July.

**Rhubarb** is currently experiencing a brief supply gap. Washington product is expected to become available later this month.

Imported **Pomegranates** from Argentina are now available as Peru winds down its season. Fruit is available in single-layer 6/8ct packs.

**Pomegranate Arils** are available under the POM Wonderful label in both 4oz and 8oz cup formats.

**IN SEASON!** **Passion Fruit** from Florida is now



### CV MELONS

Georgia **Athena-Style Cantaloupes** are in peak season with excellent quality and aroma plus large sizing in 110ct and 120ct bins and 9ct cartons.

**ALERT!** **Cantaloupes** continue to experience record-high pricing until Central California production slowly increases. More meaningful market relief is anticipated by mid-July. Quality remains strong, but overall supplies are very limited due to field disease in southern growing regions.

**Honeydew** and **Specialty Melons** will return to better supply in early July with new growing regions.

**Watermelons** from Georgia are gradually recovering following heavy storms from earlier in the season. Supplies continue to improve; however, pricing remains elevated due to increased transportation costs.

**Mini Watermelons** from Georgia are available with good quality. California production remains delayed, with harvest expected to begin in early to mid-July.



### CV LOCAL VEG

**GOOD NEWS!** New Jersey continues to provide steady supplies of **LOCAL Cabbage, Greens, Leeks,** and related items. As temperatures increase and some local crops begin to wind down, additional volume from Quebec, Canada is expected to become available later this month.

**GOOD NEWS!** **Green Beans** are beginning production from **LOCAL** New Jersey growers, including Nardelli Farms, with Pennsylvania production from Ron Copenhaver expected shortly. Pricing remains steady with strong quality and fresh regional supplies becoming available.

**Eggplant** remains steady out of the Southeast, with **LOCAL** New Jersey production expected to begin by mid-July.

### OTHER STORIES

available in single-layer packs, providing a good seasonal summer item.

**IN SEASON!** **Starfruit** from Florida has begun shipping, although supplies remain limited. Availability is expected to improve later in the summer as production increases.

**NOTE:** California **Black Mission Figs** from the early summer crop have largely completed harvest. A brief supply gap is expected before the main-season crop begins later in July.

**Lemons** are in an active market across both Fan-



### CV LETTUCE

**Iceberg Lettuce** is in an active market as California growers continue to face significant disease pressure and reduced yields following heavy rainfall. Quebec **Iceberg Lettuce** season is starting with more reasonable prices

**Green Leaf, Red Leaf,** and **Romaine Lettuce** are limited under similar growing conditions. West Coast markets are gradually easing as yields improve and demand softens with increased production from Quebec.

Quebec **Romaine Hearts** offer strong value and steady availability compared to California supplies.



### CV LOCAL VEG (CONT.)

**GOOD NEWS!** **Green and Yellow Squash** remain abundant and highly promotable, supported by excellent quality from both **LOCAL** New Jersey and Pennsylvania growers.

Current production includes Flaim Farms, Nardelli Farms, Eastern Fresh Growers, Harlan Hess, and Benedict Produce. Seasonal grilling demand continues to support strong movement opportunities.

**GOOD NEWS!** **Cucumbers** are available in good volume from **LOCAL** New Jersey. Markets remain promotable with strong quality. Pennsylvania production is expected to begin later this month.

cy and Choice grades and all sizes. Imported Argentine fruit is available at a discount compared to elevated California pricing. Call for pricing. **Mandarins** are now fully imported, with increased arrivals gradually easing market conditions.

**Pineapple** supplies are beginning to tighten, resulting in firmer market conditions and increasing prices. Retailers should plan accordingly as demand remains strong.

# GABLES RUN



LOCALLY SOURCED FROM KIRKWOOD, LANCASTER COUNTY, PA

**LOCAL  
AMISH GROWN**

**WET PACK**

**KRAFT  
BROWN PAPER**



**OPEN  
STOCK**  
CODE  
235736 &  
235738



CODE	DESCRIPTION	PK/SZ	UPC
235736	Small Mixed Bouquets (10-12 stem)	7ct	820402357362
235738	Large Mixed Bouquets (15-17 stem)	5ct	820402357386



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)



# JULY 4<sup>TH</sup> 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 4<sup>TH</sup> 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](mailto: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



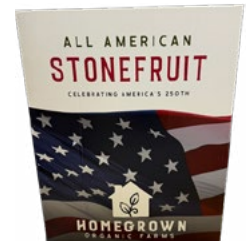
Code 244134



Code 239994



Code 244133



Code 249510

### DISPLAY CONTEST PRIZES:

#### MOST CREATIVE DISPLAY

- 1<sup>ST</sup> PLACE - \$400 gift card
- 2<sup>ND</sup> PLACE - \$300 gift card
- 3<sup>RD</sup> PLACE - \$200 gift card

#### BEST PATRIOTIC DISPLAY

\$100 gift card

#### LARGEST DISPLAY

- 1<sup>ST</sup> PLACE - \$400 gift card
- 2<sup>ND</sup> PLACE - \$300 gift card
- 3<sup>RD</sup> PLACE - \$200 gift card

#### BEST YOY SALES INCREASE

\$100 gift card

(Must provide register scan data)

#### BEST SMALL STORE DISPLAY

- 1<sup>ST</sup> PLACE - \$400 gift card
- 2<sup>ND</sup> PLACE - \$300 gift card
- 3<sup>RD</sup> 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](http://www.hgofarms.com)

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



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# 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](mailto: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



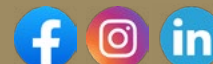
**CELEBRATE OUR NATION'S 250TH BIRTHDAY WITH A PATRIOTIC DISPLAY!**

For more information on California avocados, please visit [californiaavocadogrowers.com](http://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](mailto: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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# CRESPO ORGANIC MANGOES DISPLAY CONTEST JUNE 29 - JULY 26, 2026

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! Time to get your painters cap on, dream up your next Mango masterpiece, and watch your mango sales soar!

## CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

### MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

### POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"

- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.

- You must purchase at least **15 cases** of mangoes during the contest period in order to qualify for entry.

- All display must remain up for a **minimum of 1 week**.

- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **July 30, 2026**.



Code:  
239637



Code:  
239641



## CONTEST PRIZES:

TOP 5 BEST OVERALL  
DISPLAYS WILL GET  
A \$100 GIFT CARD



To read about the Crespo Organic story and get some really cool recipe ideas, please visit [www.crespoorganic.com](http://www.crespoorganic.com).  
Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



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