

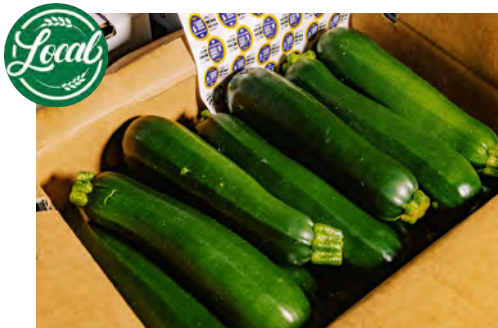
JULY 10 - JULY 17, 2026

PROMOTABLE NORTHWEST ORGANIC BLUEBERRIES



GOOD NEWS! The transition to new crop Pacific Northwest **Organic Blueberries** has begun and the outlook is good!

Pacific Northwest volume is expected to increase each week. Quality is expected to be excellent and the rest of July is a great time to promote 12/1pt and 8/18oz from **Organic Blueberries** Oregon and Washington!



OG LOCAL VEG

GOOD NEWS! LOCAL Lady Moon Farms in Chambersburg, Pennsylvania remains steady on **Organic Kales, Collard Greens, and Dandelion**. In addition, they have excellent volume and promotable pricing on very nice **Organic Green Squash**. They are starting light volumes of **Organic Jalapeño Peppers** in mid-July as well.

GOOD NEWS! LOCAL Pennsylvania growers Christ King and Joshua Weaver remain steady on **LOCAL Organic Green and Red Cabbage**.

GOOD NEWS! Organic Cucumbers are steady with excellent volume from **LOCAL** Flaim Farms, NJ. **LOCAL** Lady Moon Farms in Pennsylvania is starting **Organic Cucumbers** in earnest with lighter volume but nice quality.



OG LOCAL VEG CONT.

GOOD NEWS! Summer LOCAL Organic Sweet Corn is now in season from Lancaster County, PA! Local supplies will be supplemented with harvests from other Atlantic states. Pricing had dropped from the pre-holiday levels to peak season summer historicals.

LOCAL Organic Green Bell Peppers are now in season from New Jersey and PA will start later in July.

LOCAL Organic Jalapeno Peppers are coming into season at Lady Moon Farms in PA.

Organic Eggplants are starting this week **LOCAL** from Flaim Farms, NJ, with both **Purple and Graffiti Eggplant** coming on. **LOCAL** Lady Moon Farms, PA is slated to start later in July.



OG BERRIES

Organic Strawberries are steady from Salinas, California at reasonable pricing. Harvests remain good and quality has been decent. **NOTE:** Expect slight bruising as warmer summer days continue.

Organic Raspberries are steady from Salinas and Santa Maria, California. Quality has improved as harvests continue, and fruit is arriving with less soft berries found.

Organic Blackberries should improve to steadier supply through July. Salinas and Santa Maria supplies are beginning to improve. **NOTE:** Quality is just okay with some sporadic reversion (red cell) is showing up.



OG LOCAL ONIONS

OUTLOOK: King Family Farm in Lancaster County, PA will get started with new crop **LOCAL Organic Red** and **Sweet Onions** by late July.



OG POMEGRANATE ARILS

Organic Pom Aril Cups will be available until late July before gapping ahead of the California aril season.



OG SPINACH

NOTE: **Organic Bunch Spinach** has tightened in supply with a gap in New Jersey production due to heat. Expect increased pricing due largely to freight from California to fill this line.



OG GREENHOUSE PEPPERS

GOOD NEWS! **Organic Color Peppers** continue their reign as one of the strongest promotional categories, with favorable market conditions expected through much of July.

Canadian greenhouse growers continue to have excellent availability with outstanding quality. Pricing remains favorable, providing continued promotional opportunities for retailers.



OG MELONS

Organic Melon pricing is dropping quicker than conventional, with nice supply of large **Organic Cantaloupes** and **Honeydews**. Promote with confidence for quality on this new crop San Joaquin Valley, California fruit.

Organic Gaya (Honeysaurus), Galia, and Hami Melons are in peak season! Add some variety of sweet flavor and texture to your summer **Organic Melon** sets!



OG GRAPES

California **Organic Grape** pricing is consistent in line with average supply. Pricing will become more promotable as the month progresses. Bags and UPC clamshells will be stocked.

Organic Champagne and **Thomcord Grapes** are now in season and will be in stock starting 7/16.



OG FRESH FIGS

California fresh **Organic Brown Turkey Figs** will return in mid-July for peak summer season.

Organic Black Mission Figs are expected by late July, and Four Seasons will carry both varieties through the rest of the summer.



OG APPLES & PEARS

Organic Fuji and **Gala Apples** will transition from old crop storage supply to new crop Chilean imports during July.

Import **Organic Bartlett Pears** will finish for the season in mid-July. A one-week gap is expected before California new crop **Organic Bartlett Pears** are expected to start. A good crop is expected from California, then transition to Washington by mid-to-late August.



OG AVOCADOS

California 48 and 60 ct **Organic Hass Avocados** will be available through July. Although the Organic season is past the halfway point, supplies remain strong. Ask your Four Seasons Sales Associate for details on this summer's exciting display contest and the chance to win an amazing prize pack.

Four Seasons will have a limited supply of Peruvian **Organic Fair-Trade Hass Avocados** as the final container of the season arrives. Equal Exchange's next fruit will come from Mexico through the Equal Exchange partnership.



OG MANGOS

NOTE: Organic Round Mangos are getting very tight with less supply than usual for July

Grab a smoking end of season deal on some larger-sized **Organic Ataulfo Honey Mangos**. **Organic Nam Doc Mai** and **Organic Mallika Mangoes** will also be available. Try these special varieties before the season's premature ending!



OG BROCCOLI & CAULIFLOWER

West Coast **Organic Broccoli** supply is tightening and not as abundant as weeks prior, primarily crowns in the short term. **Organic Cauliflower** pricing is firming up while most shippers endured a 3-4 day production gap from the West.

Quebec supply is available to alleviate shortage from the West and ease rising pricing on both items.

PA **LOCAL Organic Green and Purple Broccoli Stalks** and **Organic White, Purple, and Orange Cauliflower** from Spring Willow Farm have availability until season closes in mid-July due to weather events impacting yields. **LOCAL** harvests will return in mid-to-late September.



Central Pennsylvania Produce Co-op will get started with **LOCAL** Pennsylvania-grown **Organic Delicata** and **Kabocha Hard Squash** by mid-July.

LOCAL Organic Butternut, Spaghetti, and Acorn Squash will come into season in late July and August.



OG STONE FRUIT

California **Organic Stone Fruit** has been selling great with excellent quality. Outlook is that the season will finish earlier than expected. One by one, varietal items will wind down sooner than expected through late July, with core items continuing into August.

NOTE: Organic Apricots have come to an abrupt end and are done for the season.

Organic Cherries are expected to end by late July. This was unexpected, but the industry is picking and packing well under estimates. Pricing has risen and lighter supplies are expected. Get them while you can!



OG GREENHOUSE TOMATOES

Organic Beefsteak and **Cluster Tomatoes** continue to have steady availability with strong quality, though supplies have begun to tighten. Pricing remains fair but continues to trend higher as the market gradually firms. Both categories are expected to experience lighter availability and additional pricing pressure as July progresses.

NOTE: Savoura **Organic Cherry Mini-Apero** and **Cocktail Apero On-the-Vine Tomatoes** will sell out for the season in mid-July then gap for a couple months as they replant their greenhouses in Quebec. Retailers are encouraged to backfill that shelf-space with **LOCAL Cherry, Grape, and Medley Tomatoes** for the rest of the summer.

OTHER STORIES

Organic Pineapple supplies from Mexico will remain steady through early July. **Organic Pineapple** supply from Costa Rica remains very limited.

ALERT! **Organic Asparagus:** Demand is exceeding supply. Pricing is up and availability is limited.



OG LETTUCE

Quebec grown **Organic Red and Green Leaf Lettuce** and **Organic Romaine** and **Romaine Hearts** are in excellent supply with beautiful quality. Plan to mix minimal California supply in as pricing eases.

Organic Romaine Hearts are improving drastically by mid-July, with major relief from California while Quebec growers align to compete, driving pricing down even further with promotable pricing seen in the coming weeks.



OG LOCAL TOMATOES

GOOD NEWS! **Organic Cherry, Orange Cherry, Rainbow Medley Cherry, and Grape Tomatoes** have steady availability, with **LOCAL** Pennsylvania product beginning to enter the market. Pricing remains steady, though increased volumes are expected to create additional promotional opportunities in the weeks ahead.

Outstanding quality is already being seen from the first harvests at **LOCAL** Pennsylvania Lady Moon Farms, with volumes expected to build quickly as the **LOCAL** season gains momentum. Additional **LOCAL** growers have also begun harvesting **Organic Grape Tomatoes** on a limited basis, setting the stage for an exciting season of exceptional quality and expanded promotional opportunities.

Organic Euro and **Mini Cucumbers** continue to have steady availability with strong quality, though **Organic Euro Cucumbers** remain slightly tighter while **Organic Mini Cucumbers** continue to offer favorable promotional opportunities.

NOTE: Storage crop #1 sizing **Organic Sweet Potatoes** from California are winding down fast and all that remains to ship until new crop starts in late July to early August are **JUMBO** sizing.

SPECIALTY MELONS

These melon varieties, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE "EACH" OR BY THE POUND.

GALIA

PLU: 4326
ORGANIC PLU: 94326

ROUND SHAPE, RICH
AROMA, SWEET
MELON FLAVOR



GOLDEN HONEYDEW

PLU: 3100

GOLD RIND, GREEN,
VELVETTY, & SWEET FLESH



CANARY

PLU: 4317

FIRM, LIGHT-GREEN
FLESH, SWEET AROMA



GAYA/HONEYSAURUS

GAYA
PLU: 4346
ORGANIC PLU: 94346

IVORY COLOR RIND WITH
OCCASIONAL GREEN
STREAKS. JUICY & CRISP.

HONEYSAURUS
ORGANIC UPC: 8 60011 82371 1



TUSCAN-STYLE CANTALOUPE

UPC: 8 27575 30000 3

RICH, BRILLIANT ORANGE
COLOR, "JUST RIGHT"
SWEETNESS



LEMON DROP MELON

PLU: 4325
UPC: 0 98843 04325 4

GOLD-BEIGE NETTED RIND WITH
GREEN RIB-GROOVES. LIGHT-
GREEN TO WHITE SUCCULENT
FLESH FEATURES MILD SWEETNESS
& TANGY FLAVOR WITH HINTS OF
LEMON ZEST.



SUGAR KISS

"SUGAR KISS"
UPC: 8 57420 00615 1

SUPER SWEET, SOFT,
ENJOYABLE EATING
EXPERIENCE



SUMMER KISS

"SUMMER KISS"
UPC: 8 57470 00613 7

SWEET BUT NOT
OVERBEARING,
MELLOW, AND CREAMY



HONEY KISS/HAMI

"HONEY KISS"
PLU: 3623
UPC: 8 57470 00618 2

SWEET & CRISP, CHINESE
STYLE CANTALOUPE

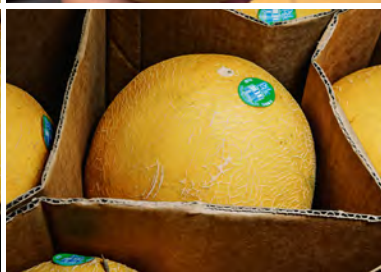
HAMI
PLU: 4375



CONVENTIONAL MARKET NEWS

JULY 10 - JULY 17, 2026

SPECIALTY MELON SEASON



Melon supply hasn't reached the demand to alleviate pricing yet. Mid-July is showing slight relief for both **Honeydew** and **Cantaloupe**.

Specialty items in stock: **Athena** Bins and Cartons, **Tuscans**, **Golden Honeydews**, **Lemon Drops**, **Emerald Sleeve Melons**, **Hamis**, and **Sugar Kiss**.

Specialty Melons are now in peak season out West and will provide a variety of colors, shapes, textures, and sweet flavors to offer your customers this summer.

Flavorful **Dulcinea Tuscan Cantaloupes**, sweet **Golden Honeydew**, tart-sweet **Lemon Drop Melons**, crisp-flesh **Hami Melons**, sweet **Sugar Kiss Melons**, and crunchy **Emerald Melons** will be available to promote for July.

East coast **Athena-style Cantaloupes** have finished in Georgia following a fantastic June-July season for our grower there. Supply on bin **Athena Cantaloupes** will transition to Virginia next, followed by MD, DE, PA.

The transition from the southern California and Arizona desert crop **Melons** to the new crop Westside program in California's Central Valley has not gone smoothly this year, and with the higher cost of freight, prices have been expensive on carton **Cantaloupe** and **Honeydew**. Relief is coming as the Westside ramps up but prices haven't eased down to peak promo levels just yet, which are expected in August and early September with great quality.



CV TOMATOES

GOOD NEWS! **Heirloom Tomatoes** continue to have steady availability across the overall market, and **LOCAL** Lancaster County, PA production is just beginning to build. Pricing remains slightly elevated and is expected to stay that way throughout the summer, reflecting the premium nature of the category. Outstanding quality is already being seen from the new **LOCAL** PA crop as the market transitions away from cheaper greenhouse Canadian product. **LOCALLY**-grown regenerative **Heirloom Tomatoes** are expected to be a standout item this season in 15lb flats and 8/1 quarts!

GOOD NEWS! **Round** and **Roma Tomatoes** continue to have good availability with outstanding quality. Pricing remains fair and steady.

LOCAL Delaware **Vine Ripe Tomatoes** continue to deliver exceptional quality and remain readily available.

Greenhouse **Beefsteak** and **Cluster Tomatoes** continue to have steady availability with exceptional quality. Pricing remains steady but has begun to firm as production gradually winds down toward the end of the growing cycle.



CV STONE FRUIT

California **Peach**, **Plum**, **Nectarine**, **Aprium**, and **Plumcot/Pluot** quality has been excellent so far this season. This year's California crop is pacing ahead of schedule, so expect things to finish a week or two earlier than in recent summers.

Mid-July is prime time for cool items like **Verry Cherry Plums**, **White Donut Peaches**, **Yellow Donut Peaches**, **Red Velvet Apricots (Apriums)**, and peak flavor **Plumcot/Pluot** varieties across **Red**, **Black**, and **Mottled** types.

NOTE: **LOCAL** Pennsylvania and New Jersey **Peaches** are very limited due to the early freeze and will be almost non-existent from many growers. South Carolina **Peach** supplies are dwindling, and with the absence of Pennsylvania and New Jersey, pricing is rising. Quality is excellent on the small amount of fruit available.



CV BERRIES

LOCAL New Jersey **Blueberries** care trickling in with the last harvest expected by mid-July.

GOOD NEWS! Pacific Northwest **Blueberry** quality is expected to be very nice to start the season. Look for promotable volume by late July.

Blackberries will be steady through early July. Some **LOCAL** New Jersey harvests are beginning, but that crop is expected to be light due to frost during bloom. **NOTE:** Quality should be okay, but focus on turns with warm summer temperatures ahead.

Raspberry supplies are steadying after several tight weeks but remain firm. Driscoll's **Sweetest Batch Raspberries** will be steadily available with excellent eating fruit.

Strawberry harvests are steady as the heavy flush has finished. California supply is expected to remain steady through July, and pricing will rise slightly. **NOTE:** Quality has been okay; slight bruising is expected due to warmer days. Focus on cold chain and fast inventory turns.



CV GREENHOUSE PEPPERS

NOTE: Color Bell Peppers continue to have steady availability with strong quality. Pricing remains favorable and peppers continue to offer good promotional opportunities and reliable value through June.



CV CAULIFLOWER

Cauliflower will begin to tighten through mid-July, maintaining steady pricing in the short term as demand is low due to **LOCAL** offerings and seasonality. West Coast supply is slightly below plan for the coming weeks.

Limited jacket-cut **Cauliflower** is available from Quebec.



CV ASPARAGUS

ALERT! Overall assessment of Mexican **Asparagus** is that quality is so-so and supply are limited and will continue through the remainder of July, August, and potentially September. Peruvian **Asparagus** supply continues to be limited. Niño weather effects have made the winter much milder.



CV GREENHOUSE CUCUMBERS

Euro and **Mini Cucumbers** continue to have steady availability with excellent quality. Pricing remains slightly elevated but has eased following the holiday, bringing the market back to a more balanced position.



CV GRAPES

Grape pricing is easing down as varieties begin to overlap and harvest ramps up from San Joaquin Valley, California. Expect promotions on all sizes and colors by late July!

NOTE: Cotton Candy Grapes will gap until late July.



CV WATERMELON

Watermelons are wrapping up in Georgia and South Carolina, with new crop harvesting in North Carolina. **GOOD NEWS!** Expect smaller sizing (more 60ct) to begin and more promotable pricing due to falling freight costs and post-holiday demand.

Mini Watermelons remain steady from North Carolina and South Carolina.



CV ATTITUDE SALADS

VegPro **Attitude Salads** is rebranding their packs for an updated look starting in mid-July. The UPCs will remain the same.



CV MANGOS

Champagne label **Ataulfo Honey Mangos** will be available in a nice premium 14 ct. This season is expected to wind down by mid-to-late July.

NOTE: Mexican **Mangos** continue to be very tight. Pricing is expected to rise on all varieties.



CV AVOCADOS

California **Hass Avocados** continue in peak season. Pricing in dropping just a bit as "Flor Loca" (new season) fruit has begun in good volume from Mexico. That Mexico fruit is harder and greener with lower oil content, making California fruit the premium option in the marketplace. Peru also has good volume with bigger fruit trending on their size curve.

Gem Avocado variety from California will be available through mid-July on very large 28ct fruit and 12/4ct bags.



CV BROCCOLI

Broccoli Crowns are available from Quebec and California at reasonable prices for mid-July.



CV CHERRIES

Peak is past but **Cherries** will be around to help drive sales and for summer snacking.

Dark Sweet Cherry supplies are declining in production, and pricing will climb week after week with limited supply by August.

NOTE: Rainier Cherries have virtually finished packing for the season, weeks earlier than expected. Some fruit will sporadically trickle in through mid-July. All specialty variety **Cherries** will wrap up for the season early July.



CV LETTUCE

Quebec growers are providing an excellent opportunity to Eastern supply of **Leaf, Romaine,** and **Iceberg Lettuce** now. **Romaine Hearts** remain a retail driver with very sharp pricing and steady supply compared to California.

West Coast California **Lettuce** and **Leaf** are trending back toward budgeted volumes as pricing follows. Major relief is coming on **Iceberg** and **Red** and **Green Leaf** from the West while **Romaine** is on the same track, trailing slightly behind.



CV CORN

GOOD NEWS! LOCAL Sweet Corn is now in peak season from PA, DE, and NJ! Quality is excellent. Price is elevated versus prior summers.

In addition to 48ct **Bi-Color** and 48ct **White, LOCAL 12/4ct Tray pack Bi-Color Corn** and **Wild Violet** (purple-white bi-color) will be in stock from New Jersey 7/13 through much of August.



CV LOCAL VEG

GOOD NEWS! Green Beans are in good supply **LOCAL** with **LOCAL Nardelli** in New Jersey and **LOCAL Ron Copenhaver** in Pennsylvania going strong. Pricing has come down a bit with **LOCAL** supply.

GOOD NEWS! Cucumbers are in good supply from both **LOCAL** New Jersey and **LOCAL** Pennsylvania growers. Quality has been good and pricing has come down as volume has increased.

Eggplants are up a bit in pricing, with **LOCAL** New Jersey just starting and a bit less coming from the Southeast. Expect New Jersey to have better volume by early July.



CV LOCAL VEG (CONT.)

GOOD NEWS! Green and Yellow Squash are in good supply with steady and promotable pricing from **LOCAL** Pennsylvania and **LOCAL** New Jersey.

Also expect **LOCAL** Pennsylvania regeneratively-grown **Green Squash, Cucumbers,** and **Peppers** this season from **LOCAL** Short Lane Farms, in Kutztown, PA.

Green Peppers are ramping up from **LOCAL** New Jersey. Pricing remains elevated on larger sizes, but this may change as volume increases and **LOCAL** Pennsylvania gets going through mid-July.



GOOD NEWS! Bartlett and Bosc Pears are transitioning from Imports to new crop California through mid-July.

OTHER STORIES

Artichokes are beginning to stabilize as availability improves along with sizing. Good quality is being reported from Castroville, returning to market averages by mid-July.

limited edition

hatch chile peppers



why hatch chile peppers?

- Zesty, smoky flavor brought out by roasting
- Cult following amongst Chile Heads who stock up
- Authentically grown in Hatch, New Mexico
- Cross-promote storewide, including deli, meat & center aisle with other Hatch items
- Available in a wide range of heat levels



PREORDER ONLY

TALK TO YOUR FOUR SEASONS REP
FOR MORE INFORMATION

DESCRIPTION	PK/SZ	UPC
Hatch Chili Mild	25lb	n/a
Hatch Chili Medium	25lb	n/a
Hatch Chili Hot	25lb	n/a
Hatch Chili Mild	12/1lb	0-37842-03880-9
Hatch Chili Medium	12/1lb	0-37842-03880-9
Hatch Chili Hot	12/1lb	0-37842-03880-9
Hatch Chili Medium	8/2lb	0-37842-01078-2
Hatch Chili Hot	8/2lb	0-37842-01078-2
Hatch Chili Medium	8/3lb	0-37842-06091-6
Hatch Chili Hot	8/3lb	0-37842-06091-6

ORDER BY 7/24 FOR DELIVERIES STARTING 8/7

PRE-BOOK NOW!

CONTACT YOUR REP FOR
PRICING AND DETAILS

FALL MUMS & FLORAL RACKS ORDER BY 7/17



Hionis Greenhouses
Weekly pre-books
continue for Racks
through the season

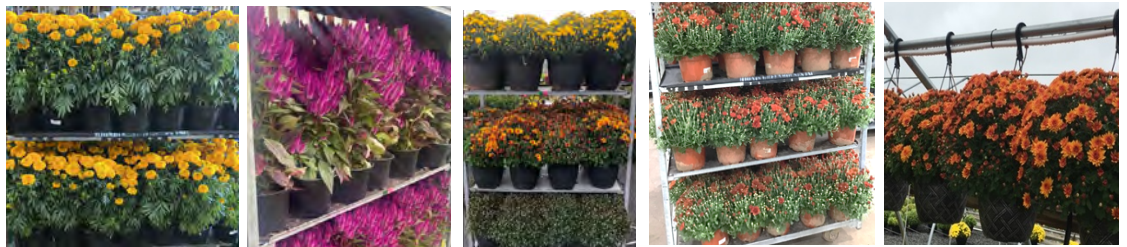


TABLE TOP TREES & HOLIDAY GREENS ORDER BY 8/21



BACK TO SCHOOL PRE-ORDERS

CONTACT YOUR REP FOR PRICING AND DETAILS

ORDER BY 7/16 FOR DELIVERY STARTING 7/31



ORDER BY 7/16 FOR DELIVERY STARTING 8/13



ORDER BY 7/21 FOR DELIVERY STARTING 8/11



ORDER BY 7/21 FOR DELIVERY STARTING 7/31



ORDER BY 7/21 FOR DELIVERY STARTING 8/11



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



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)

\$750

Display will be judged on creativity and overall eye appeal



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



PHONE: 1.800.422.8384

| www.fsproduce.com



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.



PHONE: 1.800.422.8384

| www.fsproduce.com





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 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. 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.



PHONE: 1.800.422.8384

| www.fsproduce.com

