

JULY 24 - JULY 31, 2026

LOCAL ORGANIC VEG SEASON



Organic Green Pepper production is ramping up with **LOCAL** Lady Moon Farms, PA and **LOCAL** Flaim Farms, NJ both in good volume.

Organic Jalapeño Peppers are becoming steadier from both **LOCAL** Pennsylvania and **LOCAL** New Jersey. Lady Moon will be rolling out a new **Organic Bagged Jalapeno** SKU in late July - stay tuned!

Organic Shishito Peppers are expected to start from **LOCAL** Lady Moon Farms, Chambersburg, Pennsylvania by late July.

Organic Eggplants are in good volume from **LOCAL** Flaim Farms, New Jersey, including **Graffiti** and **Fairytale** varieties. **LOCAL** Lady Moon Farms in Chambersburg, PA is starting up on their **Organic Eggplant** crop with lighter volume to start, then peak expected in August.

GOOD NEWS! **Organic Green Squash** is in great supply with good pricing from **LOCAL** Lady Moon Farms, PA. **Organic Yellow Squash** is in good supply from **LOCAL** Flaim Farms, New Jersey.

Organic Cucumbers are in decent availability. **LOCAL** Lady Moon Farms, PA is slowly increasing production, and **LOCAL** Flaim Farms, NJ is in good volume.

LOCAL Organic Sweet Corn is in season in light, yet stable supply from Lancaster County, PA. There are also options to pull light volume from North Carolina with similar pricing.



OG BERRIES

GOOD NEWS! **Organic Raspberries** will be very promotable by early August from California. Driscoll's harvests continue to peak with excellent quality. Promote with confidence.

GOOD NEWS! **Organic Blackberries** will be very promotable by early August from California. Driscoll's supply is beginning to peak with volumes ramping quickly. Pricing is aggressive and quality is excellent.

GOOD NEWS! **Organic Strawberries** continue to be promotable from California. Quality has been sharp and supplies are steady.

GOOD NEWS! **Organic Blueberries** continue to be promotable from Oregon and Washington. Supplies remain strong and quality has been excellent.



OG TOMATOES

GOOD NEWS! **LOCAL Organic Heirloom Tomatoes** are now in peak season from Lady Moon Farms original home farm in the Chambersburg, PA area. Get ready for cross-merchandising displays with sea salt, olive oil, fresh basil, and fresh Mozzarella Cheese on ice!

LOCAL Lady Moon Farms field-grown **Organic Tomatoes** from Chambersburg, PA are in peak season supply and quality on **Organic Cherry Tomatoes** and **Organic Rainbow Cherry Tomatoes**. Now is the time to promote.

LOCAL Vine Ripe Tomatoes from Lancaster County, PA have started at King Family Farms in 15lb tray cases.



OG LOCAL ONION UPDATE

King Family Farms has started **LOCAL** Lancaster County, PA **Organic Candy-Sweet Onions**. The majority of volume will come into the Jumbo line as the size profile is nice and large.

With **Organic Vidalia Sweet Onion** season over, a California 16/3 lb **Organic Sweet Onion** option will be stocked through the summer. California-grown Peri and Sons "Sweetie Sweet" variety will hit this line by early August.

Organic Red Onions from Christ King/King Family Farms has started with new crop **LOCAL** Pennsylvania-grown **Organic Red Onions**. Supplementing with Peri and Sons Firebaugh, California product into these lines will be needed to stay in stock. Peri 16/3 bags will also be stocked into code 41515 through the summer for a bagged **Organic Red Onion** option.



OG FRESH FIGS

Both **Organic Brown Turkey** and **Organic Black Mission Fresh Figs** are in season! Keep these delicate treats stocked through the summer and into fall while the crop is in peak. Both varieties are available in a 12/8 oz clamshell.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** are in good supplies with promotable pricing on **Organic Broccoli** through early August.



OG CHERRIES

NOTE: **Organic Cherries** are done being harvested and are limited with rising pricing until they're sold out by the end of July.

NOTE: **Organic Rainier Cherries** are done for the season.



OG MELONS

GOOD NEWS! **Organic Honeydew** and **Cantaloupe** pricing continues to shift downward as California supply increases. Quality has been outstanding, promote with confidence.

Organic Gaya, Galia, and Hami Melons will be back in good supply by 7/30.



OG GRAPES

Expect excellent quality, brix (sugars), and color on all **Organic Grapes** from California. Pricing is slowly dropping, time to begin promotions.

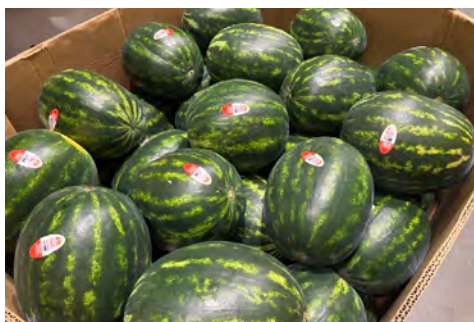
Organic Specialty Grapes currently available: **Champagne** (16/1 lb), **Red Clamshell** (10/2 lb), **Green Clamshell** (10/2 lb), **Thomcord** (20/1 lb).



OG CITRUS

GOOD NEWS! South African **Organic Murcott Mandarins** in 15/2 lb bags are available.

NOTE: **Organic Lemons** have tightening supply with peak sizing at 140/165 ct. Pricing is expected to continue rising.



OG WATERMELON

Organic Watermelons from North Carolina are back in good supply after a short transition period. California remains a great option as well, including the attractive "Black Raven" bins, just at higher pricing due to expensive cross-country freight.

Organic Mini Watermelons are in ample supply from both coasts. Look for competitive pricing and opportunities to build displays.

Organic Seeded Mini Watermelons from North Carolina are available with competitive pricing and superb quality.



OG KIWIFRUIT

GOOD NEWS! **Organic SunGold** and **Green Kiwi** will be available in bulk and clamshell options through the contest. Quality is excellent!

Now is the time to promote Zespri **Organic Kiwi**. Four Seasons' annual August Zespri display contest is back and expected to be one of the biggest yet. Support displays with Zespri's point-of-sale materials including bins, signage, and more. Check with your Four Seasons Sales Rep for details.



OG SWEET POTATOES

California premium new crop **Organic Red Sweet Potatoes** are back in stock in code 41650. New crop #1 **Organic Orange Sweet Potatoes** are going steady in code 41652 along with medium and bagged product in codes 41663 and 221747.

New crop #1 **Organic Japanese Sweet Potatoes** are also back in season in code 41649 starting in late July.

NOTE: **Organic Ben Yagi Sweet Potatoes** are now done for the season in code 234694 and will gap until new crop starts around mid-August.



OG AVOCADOS

Between Mexico and California, supplies on **Organic Avocados** are good.

Mexico's "Flor Loca" season offers value as pricing is coming off, while California offers a premium eating experience with the best available option right now.

There will be a limited supply of Peruvian **Organic Fair-Trade Hass Avocados** as the final container of the season is here now. Equal Exchange's next fruit will come from Mexico.



OG MANGOS

There will be a solid supply of 10 ct **Organic Kent Mangos** in the pipeline, but sizing will likely shift larger after that.

Organic Ataulfo Mangos will be available through late July before supplies come to a quick stop.

Organic Mallika Mango variety is finishing, and **Organic Nam Doc Mai Mangos** are now done for the season.



OG APPLES

Organic Fuji Apples have transitioned to imports, which should carry through new crop from Washington around October 1.

Organic Gala Apples have transitioned to imports, which should carry through new crop by mid-August.

Organic Granny Smith Apples are expected to wrap up by mid-August and gap until new crop by late September or early October.

Organic Honeycrisp Apples are expected to transition from old crop to new crop by early September without a gap.



OG LETTUCE

GOOD NEWS! Quebec supply **Organic Red and Green Leaf** plus **Organic Romaine and Romaine Hearts** is excellent with beautiful quality. **Organic Romaine Hearts** are improving drastically by early August.



OG STONE FRUIT

Organic Yellow Peaches are currently in good supply and are expected to remain through August.

Organic Red and Black Plums are in good supply through mid-August. Pricing is expected to rise as peak has passed.

Organic Yellow Nectarines are past their peak and expected to wrap up during August.



OG PEARS

New crop **Organic Bartlett Pears** from California have arrived in limited supply with strong pricing due to the smaller California crop. A good Washington crop is expected by mid-August.

Import **Organic Anjou Pears** are expected to finish by late July.

ALERT! Most of August will be challenging for **Organic Asparagus** due to low volume from Mexico and recovery of Peruvian supply. Avoid promotions. Sizing may differ from standard to large to maintain steady supply.

OTHER STORIES

Organic Pineapple supplies from Mexico will remain steady through late July. Four Seasons is currently offering 6-, 7-, and 8-count sizing. **Organic Pineapple** supply from Costa Rica remains very limited.

NOTE: **Organic Pomegranate Aril Cups** will be available until about late July before gapping ahead of the domestic aril season.

ALERT! **Organic Bunch Spinach** is very tight, with local growers gapping and little production from California. Supply gaps and higher pricing are expected for July and early August.

CYCLOSPORA OUTBREAK AND FRESH PRODUCE SAFETY UPDATES

FRIDAY, JULY 24, 2026

Links to Official Information with recent updates:

- CDC Cyclospora Outbreak: www.cdc.gov/cyclosporiasis/outbreaks/07-26/index.html
 - FDA Investigation of Iceberg Lettuce: www.fda.gov/food/outbreaks-foodborne-illness/investigation-5-state-outbreak-cyclospora-illnesses-iceberg-lettuce-july-2026
 - Taylor Fresh Foods Statement Regarding Cyclospora Outbreak: www.taylorfarms.com/newsroom/taylor-fresh-foods-statement-regarding-cyclospora-outbreak
 - FDA Recall (from 7/18) on TF Lettuce from Central Mexico: www.fda.gov/safety/recalls-market-withdrawals-safety-alerts/taylor-fresh-foods-recalls-iceberg-lettuce-central-mexico-because-possible-health-risk
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Four Seasons Produce recap notes:

Food Safety is paramount to consumer trust in Fresh Produce. That trust has been shaken this July due to a Cyclospora Outbreak that sickened many and took a while to pinpoint a source. Salad, Berry, and Lettuce sales volumes have dropped markedly recently as shoppers try to make sense of all the info out there.

What happened with Lettuce? Iceberg Lettuce grown in Central Mexico by Taylor Farms de Mexico supplied to Taco Bells in the Mid-West is where CDC / FDA research led the investigation to, based on interviews of what Cyclospora outbreak patients ate. On 7/18 a recall was initiated on Taylor Farms de Mexico iceberg lettuce (grown in Central Mexico) which was distributed from 6/29 through 7/16 in bulk foodservice cases and in select lots of Marketside brand Iceberg Lettuce retail salads (Walmart's private label).

The later FDA acknowledged a false-positive Cyclospora test on Taylor Farms lettuce, yet Taylor Farms de Mexico supplied shredded iceberg lettuce still remains the FDA's targeted source of the Mid-West outbreak's investigation.

Why are Taylor Farms brand retail packs still being sold? Taylor Farms branded retail salads were not and are not made with Iceberg Lettuce from Mexico and were NOT involved in the recall, despite images of Taylor Farms Shredded Iceberg retail pack images being used in news stories and social media stories.

Where is the lettuce used in Taylor Farms brand retail packs grown? Taylor Farms brand retail salads are being made with iceberg lettuces grown in Santa Maria and Salinas, CA. Romaine is grown in Salinas, Hollister, King City, and Santa Maria, CA; other lettuces are grown in Salinas, CA; and some organic baby lettuce greens are grown in Salinas, CA and Yerington, NV at this time of year. Again, no Lettuces from Mexico are being used for Taylor Farms branded retail packs.

To our awareness, other lettuce grower-shippers or salad brands Four Seasons Produce offers are NOT being investigated by the FDA. Dole/Bud/Josies/Braga/organicgirl, State Garden/Olivias, Little Leaf, VegPro/Attitude have confirmed with letters to Four Seasons as such.

Four Seasons Produce's full head CV 24ct Cello Iceberg Lettuce is being sourced from Quebec (2975) and from Maine and California (2985); and our OG Iceberg Lettuce 12ct (41163) is grown in Quebec and California.

What about Berries? Berries have been in the news (especially Raspberries and Blackberries) as culprits in PAST outbreaks of Cyclospora and have been talked about in the media as items to consider avoiding. Driscoll's is NOT being researched by the FDA (nor other berry shippers to our awareness) and Driscoll's is publicly sharing their berries are safe to eat.

CONVENTIONAL MARKET NEWS

JULY 17 - JULY 24, 2026

BERRY PROMO OPPORTUNITIES



GOOD NEWS! **Raspberries** and **Blackberries** will be very promotable by early August from Driscoll's. Pricing will be very aggressive with excellent supplies from California. Quality has been excellent. Promote with confidence.

GOOD NEWS! **Strawberries** will be very promotable by early August from California. Supplies remain strong and pricing has dropped to more aggressive levels. Quality is decent, but expect occasional light bruising due to warmer summer temperatures.

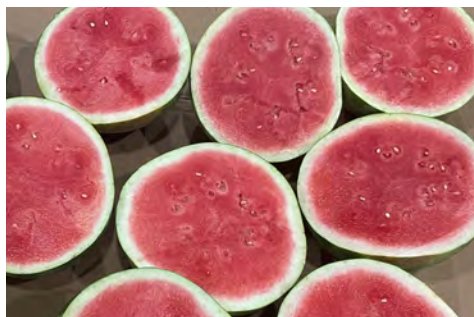
GOOD NEWS! **Blueberries** continue to be promotable from the Pacific Northwest and Peruvian imports continue to arrive. Quality has been nice from both regions.



GOOD NEWS! Driscoll's **Sweetest Batch Blueberries** remain available from New Jersey and Peru with excellent premium quality and great eating fruit.

Pink Cosmo Blueberries continue to be available in 12/4.4oz packs.

NEW Peachy Blueberries in 12/6oz packs are expected in stock around 7/27. **Peachy Blueberries** look like regular ones, but through traditional plant breeding methods, this variety was discovered to have a noticeable peak like note to the flavor and aroma.



CV MELONS

GOOD NEWS! **Watermelon** pricing is dropping down as new fields in North Carolina, **LOCAL** Delaware, and the Midwest are all harvesting at once. Quality has been looking great in recent arrivals with high sugar content! Time to Promote!

Mini Watermelons remain steady with good supply and pricing.

GOOD NEWS! **Cantaloupe** supply has improved and finally caught up to demand, allowing a much-needed downward swing in pricing for promotion of **Melons** the rest of summer.

Specialty Melons currently available: **LOCAL** **Athena** Bins (120 ct), **Tuscan** (9 ct), **Golden Dews** (6 ct), **Hami** (6 ct), **Lemon Drop** (6 ct), **Emerald** (6/1 ct Sleeves), **Sugar Kiss** (11 ct), and **Summer Kiss** (11 ct).



CV STONE FRUIT

We finally have limited supply of Pennsylvania Hollabaugh **LOCAL** **Peaches** in wooden crates to offer through mid-August with elevated pricing due to the April freeze.

NOTE: **LOCAL** **Peaches** from NJ are very limited this season with sporadic availability. Stores may have to fluxuate between local and California grown fruit to stay in stock.

GOOD NEWS! California **Yellow** and **White** **Peaches** continue in excellent supply and are expected through September. Beautiful California **Yellow Donut** **Peaches** and **White Donut** **Peaches** are in season!



CV LOCAL VEG

GOOD NEWS! **Green Bell Pepper** pricing has come down considerably, with promotable quantities available from **LOCAL** NJ and **LOCAL** PA growers. Quality has been nice.

GOOD NEWS! **Eggplant** has come down in pricing as stronger volume comes from **LOCAL** NJ, and Pennsylvania growers has started as well. In addition to regular **Globe**, **Graffiti**, **Fairytale**, and limited **Italian Eggplant** varieties are available from **LOCAL** Flaim Farms, NJ.

LOCAL regeneratively-grown **Cucumbers** from Short Lane Farm, Kutztown, PA are in stock, along with **Kirby** (pickle) **Cucumbers** from **LOCAL** NJ and PA farms.

GOOD NEWS! **Green Squash** and **Yellow Squash** are both abundant, with **LOCAL** PA growers coming on strong and good pricing accompanying. **LOCAL** regeneratively-grown **Green Squash** from Short Lane Farm, Kutztown, PA is in stock.

Chili Peppers continue to come on from **LOCAL** New Jersey and Pennsylvania farms, with **Jalapenos**, **Cubanelles**, **Long Hots**, **Serranos**, and **Poblanos** now available **LOCALLY**.



CV GRAPES

It's peak **Grape** season and time to promote.

GOOD NEWS! Strong, premium **Grape** varieties are being harvested from California with excellent quality expected. Pricing is easing as August begins.

Specialty Grapes in stock for week 31: **Bi-Color Clamshells** (10/2 lb), **"Candy Snaps"** (10/1 lb), **Concord** (20/1 lb), **Thomcord** (20/1 lb), **"Gum Drop"** (16 lb), **"Cotton Candy"** (16 lb).



CV PLUMCOTS

NEW Two new Sweetest Pick **Plumcots** have arrived from Kingsburg Orchards of California: the **Strawberry Plum** and the **Tiger's Blood Plum**. Make sure to try these amazingly sweet red-flesh varieties before they're gone.

Queen Green Flavor Plumcots are in season sold in 12/2 lb punnets.

"Very Cherry" Plums have finished for the season. Limited supply of **Black Cherry** and **Cherry Plums** in 10/lb clamshells arrived by early July.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! **Cauliflower** from Stag (Maine) and West Coast flush will allow for a very promotable market through mid-July. **Jacket Cauliflower** is available from Quebec shippers at promotable price while California begins to enter an abundant market, driving **Cauliflower** pricing down.

East Coast **Broccoli** production will ramp up by early August from Maine, mixing with West Coast abundant supply, with most shippers in California.



CV FIGS

California **Fresh Figs** are now in peak season!

Both **Brown Turkey** and **Black Mission** variety are available. Pricing should come down as more volume fills the pipeline. Both varieties are available in a 12/8 oz clamshell.



CV KIWIFRUIT

Starting in August, Four Seasons is starting the annual Zespri Display Contest. Both **SunGold** and **Green Kiwi** from Zespri will be available in volume-filled cases and 1 lb clamshells. Go big for a chance to win nice prizes.



CV LOCAL SWEET CORN

Sweet Corn is in good supply with stable pricing from **LOCAL** farms in PA, NJ, and DE in crates and bins. Come early August weather is expected to present some challenges.

LOCAL Virginia remains a great secondary option for **Bi-Color** and **Yellow Corn**.

LOCAL NJ Wild Violet Purple **Bi-Color** and regular **Bi-Color Sweet Corn** is available in 12/4ct tray packs.



CV SWEET ONIONS

We are down to roughly the last week of **Vidalia Sweet Onions**. Transition over to new crop **LOCAL** Pennsylvania **Simply Sweet Onions** is expected, with first arrival by early August in code 4106.



CV ASPARAGUS

NOTE: Central Mexico **Asparagus** is winding down due to quality concerns, with Peru on a downward volume trend in the North. Availability will be limited on Standard sizing as pricing continues to rise. No relief is expected until Baja starts by early September.

ALERT! **Jumbo Asparagus** continues to be very short in supply.



CV LETTUCE

Iceberg Lettuce is from California, Maine, and Quebec.

California **Leaf** and **Romaine Lettuces** are entering very promotable volumes. Weather challenges with Quebec growers may shift demand into Western supply for the best quality and value as growing region shifts are monitored.



CV CHERRIES

Washington **Cherry** supplies will see pricing increases week after week through late August as harvests wind down. Most fruit will transition to Stemilt's **Moon Cherries** by early to mid-August. Very limited supplies of Stemilt's **Kyle's Pick** fruit will sporadically appear.

Washington **Rainier Cherries** are expected to finish by early August.



CV ALLWELL GREENS

LOCAL Allwell Greens from Queens, NY, grown pesticide-free from a greenhouse, is increasing production on their packaged line. This is a great item with nice shelf appearance and a good grab-and-go option for an **Asian Greens** line.

www.allwellgreens.com



CV AVOCADOS

Hass Avocado pricing is coming down as more "Flor Loca" fruit from Mexico comes online. This fruit is hard and green with lower oil content than Mexican fruit the rest of the year.

California fruit volume remains strong with the highest oil content right now, translating to the best eating fruit in the marketplace.

Peru volume remains in play with cheaper pricing for those looking for value.



CV POTATOES

New crop **LOCAL "Jersey Fresh" Gold and Red Potatoes** 10/5 bagged are in season and sold in codes 4447 and 4490. New crop **LOCAL "Jersey Fresh" White Potatoes** are also in full swing in code 4404. All NJ bagged potato pricing will be steady through August.

Spuddy Buddy label 10/5 and 5/10 **Russet Potatoes** from Idaho are still going strong in codes 4643 and 4553; however, pricing has increased slightly as the old crop season winds down and new crop transition approaches.

Large 50 and 70 count bulk **Russet Potatoes** continue to be in very nice quality from Idaho, but pricing has also increased.



CV TOMATOES

GOOD NEWS! Heirloom Tomatoes continue to have steady availability. **LOCAL Lancaster, PA** production is just beginning to peak with outstanding quality already being seen. Open-top quart packs also provide an excellent opportunity to create a fresh, farm-stand-inspired presentation.

Delaware **LOCAL Vine Ripe Tomatoes** are in peak season and selling great, NJ and PA are starting.

NOTE: Cluster Tomatoes from Canada are firming up and pricing is rising due to Hot House cycles and producers pulling out their winter crops to replant, leading to lower volume and higher pricing.



CV PEARS

California new crop **Bosc and Red Starkrimson Pears** are now available in limited supply, and Washington is expected to start by early September with a good crop.

Limited California **Bartlett Pears** have arrived; the California crop is smaller than usual, but Washington is expecting a good crop by mid-August.

New crop Washington **Comice, Seckel, and Forelle Pears** are expected to get started by mid-September.

Imported **Summer Citrus** is in full swing with specialty options available in bulk and bagged options. **Navels, Cara Caras, and Minneolas** are in strong supply on the East Coast from South Africa.

Mango pricing is up and down as many growers are reaching the end of their seasons earlier than usual. Some are pushing final-season picks, while others continue to hold higher pricing.

Ataulfo Honey Mangos will finish first, with some growers already wrapping up, including valued partner Ciruli Brothers and their "**Cham-pagne**" Mango program.

Pomegranate imports from Argentina are now done. A one-week gap is expected before California **Pomegranates** start in early August. The first varieties to expect are the "**Grenada**"

variety and the "**Early Foothill**" variety, which tend to have less red color and consumer appeal than later season varieties. Pricing will be high to start the season.

Starfruit (Carambola) will be steady from Florida through July.

NOTE: Pineapple supplies will be tight through late July. **Honeyglow Pineapples** are especially short and will face heavy prorates through the summer. Pricing remains very high on this premium fruit.

OTHER STORIES



ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 3 - AUGUST 30, 2026

Four Seasons Produce has once again teamed up with Zespri Kiwifruit and The Oppenheimer Group to bring to you the 11th Annual Zespri Kiwifruit Display Contest. This promotion always strikes “gold”, while putting “green” into the registers. Green and SunGold varieties, both conventional and organic, are now very promotable and eating quality this year has once again been outstanding.

DISPLAY CONTEST CRITERIA:

- Build a Kiwifruit display that any “Kiwi Bird” would be proud of! **ALL fruit MUST be purchased from Four Seasons Produce.** Both conventional and organic bulk and packaged Kiwifruit will be available. All codes for product and point of sale are listed on page 2.
- Both **Green AND SunGold Kiwifruit must be in your display** in order to qualify for entry.
- **Utilize the high-graphic Zespri Kiwifruit bins, boxes, and point of sale signage** in your displays. Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri Kiwifruit bins will look great anywhere in your department and store. We have some new razor sharp display bins available for this year’s contest, including a new dual sided SunGold and Green Kiwifruit bin!
- All displays must remain up for a **minimum of 1 week.**
- Email your display contest entry photos to contests@fsproduce.com by **September 3, 2026.**



FOR MORE DISPLAY TIPS AND IDEAS,
PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER!

FOR MORE INFORMATION ON ZESPRI KIWIFRUIT, OR FOR COOL
DOWNLOADABLE RECIPES FOR YOUR CUSTOMERS, PLEASE VISIT: WWW.ZESPRI.COM



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 3 - AUGUST 30, 2026

DISPLAY CONTEST PRIZES:

(displays will be judged on overall eye appeal, use of Zespri POS, and meeting all display contest criteria)

Most Creative Display:

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

Best All Organic:

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

Entry Prize

EVERY CONTEST ENTRY WILL
RECEIVE A SUPER COOL
ZESPRI KIWIFRUIT GYM BAG
JUST FOR ENTERING!



Best Small Store Display:

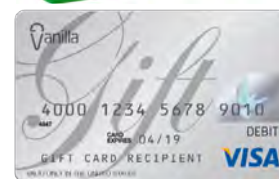
(3 registers or less)

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

Largest Display:

(4 registers or more)

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



CV:

228266 CV Kiwi NZL 36sz 102ct Volume Filled
225074 CV Kiwi 12/1lb Zespri Clamshell
224710 CV Kiwi Sungold NZL 13 lb 27sz 44ct
224712 CV Kiwi Sungold 8/1lb Clamshell

OG:

228305 OG Kiwi 36-39sz 102/115ct Volume Filled
225078 OG Kiwi 12/1lb Zespri Clamshell
208486 OG Kiwi Sungold 13lb 22/25sz 37/41ct
224713 OG Kiwi Sungold 8/1lb Clamshell

POS Material Codes (*while supplies last*):

245265 POS Cutout Zespri Small Green Kiwi Bros 1ea (limit 1)
245266 POS Cutout Zespri Small SunGold Kiwi Bros 1ea (limit 1)
231310 POS Display Bin Sungold OG 1 ea Zespri
228487 POS Display Bin Sungold 1ea Zespri
228488 POS Display Box Formed GreenKiwi 1 ea Zespri
249695 POS Display Bin Duo SG/Green 1 ea Zespri
221149 POS Display Box Formed Sungold 1 ea Zespri
245272 POS Display Bin Small Green 1 ea Zespri Hexagon
245273 POS Display Bin Small SunGold 1 ea Zespri Hexagon
245263 POS Display Cutout Zespri Green Kiwi Bros 3x4ft (limit 1)
245264 POS Display Cutout Zespri SunGold Kiwi Bros. 3x4ft (limit 1)
250196 POS Kiwi Pole Topper 1ea (pictured in red circle to right)

PRODUCT CODES:



PHONE: 1.800.422.8384

| www.fsproduce.com



“Discover "better" at our farm – better health, better nutrition, and better lives. For over 40 years, we've nurtured our soil with innovative cover crop and no-till practices. Today, our rich, healthy fields yield nutrient-dense food and foster regenerative agriculture, embraced worldwide.”

Steve Groff, Cedar Meadow Farm
Certified Regenified in 2023



STEVE GROFF
CEDAR MEADOW FARM

Cedar Meadow Farm in Holtwood, Pennsylvania, has been at the forefront of regenerative practices such as no-till farming and the utilization of diverse cover crops for many years. Their entire farm is skillfully managed following nature's principles of living roots in the soil, which not only prevents soil erosion but also promotes efficient water retention.

A diverse array of both cash crops and cover crops are raised, including tomatoes, corn, pumpkins, squash, oats, vetch, and hemp, enabled by a thoughtful rotation strategy with cover crops between the rows throughout the growing season. This practice enhances soil fertility, but also acts as a natural weed suppressant, contributing to their cash crop's overall health and vigor. Cedar Meadow Farm's dedication to regenerative farming practices and its diverse crop selection ensures the production of high-quality, nutrient-dense and regenerative produce.

Regenerative Mixed Heirloom Variety Slicing Tomatoes are a signature item for Cedar Meadow Farms in the summer, while in the fall they're in season with Regenerative Hard Squashes and Pumpkin.



**Cedar Meadow Tomatoes in
Season July-August**



**Cedar Meadow Hard Squash in
Season late summer & early fall**





Located in Chambersburg, PA, Tom Beddard started Lady Moon Farms in 1988 out of a passion for organic produce. Their motto is “the finest product, in the sharpest package, every time,” and for customers who buy Lady Moon products, you know that they live up to their own expectations.

Today, Lady Moon Farms is the largest family owned, certified organic vegetable grower on the east coast and has expanded into Georgia and parts of Florida for year round production. They offer a wide array of organic vegetable varieties.

Anais Beddard, Tom’s daughter, came back to work at the farm with her dad. Lady Moon is now a second-generation business.



Anais Beddard

VALUES IN ACTION

15%



Dollar amount of net income donated to non-profits and charitable organizations each year.

88%



Percentage of domestic workers who are long-term employees and receive benefits like PTO, free housing, paid travel time and paid holidays.

3000



Number of acres planted in cover crop each year

100%



Percent of farm management roles that are promoted from line level work.

\$500,000 +

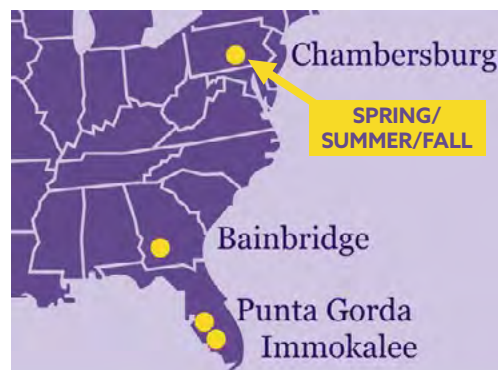


Value of bonuses paid out to line level workers over the last 3 years.

95



Number of soil samples analyzed annually to ensure we create and maintain a diverse, healthy, and alive soil structure.





NEW!

**COMING SOON TO
FOUR SEASONS!**

*Jalapeño Peppers in a
Convenient Stand Up Pouch!*



Family Farmed, Soil Grown and Always Organic, Since 1988.



- Convenient Grab & Go Pouch
- Merchandise alongside Shishito and Snack Pepper bagged SKUs
- UPC-ready for promotions, resets, and scan data

Jalapeño Peppers		
Unit Size	Pallet Information	
12-8 oz. Bags	60 Cases 6Ti, 10Hi	



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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



©FOUR SEASONS PRODUCE

EGGPLANT VARIETIES

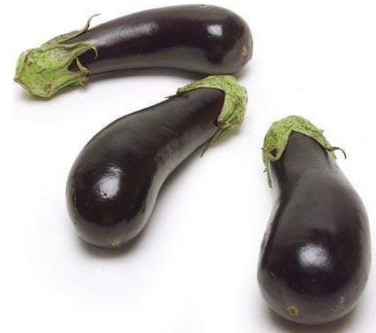
Local Eggplant is in peak season during July and August, but is grown year round in various places

EGGPLANT



Regular Eggplant, sometimes called "Black Beauty" or "Black Bell" Eggplant, is large in size and dark purple in skin color.

ITALIAN EGGPLANT



Italian Eggplant, also called "Baby Eggplant", looks like Regular Eggplant only smaller and more slender. This variety is ideal for roasting and can be used in ways similar to regular eggplant.

GRAFFITI EGGPLANT



Graffiti Eggplant is beautiful! It features a lavender skin streaked with white stripes. Use Graffiti Eggplant the same as regular eggplant.

CHINESE EGGPLANT



Chinese eggplant is a slender, elongated variety with vibrant purple skin and fewer seeds compared to a regular eggplant. It's a versatile vegetable often featured in traditional Chinese cooking. With their tender texture and subtle flavor, these eggplants are well-suited for stir-frying, sautéing, or grilling.

SICILIAN EGGPLANT



Sicilian Eggplant is a round Eggplant with lavender skin color that varies dark to light. Careful, there can be some gnarly spikes on the calyx. This variety is the very best type for making classic Eggplant Parmesan thanks to its firm texture and round shape for cutting.

FAIRYTALE EGGPLANT



Fairytale Eggplant is a small, compact variety recognized for its tiny size, attractive coloring, and naturally sweet, mild flavor. It's favored in the kitchen for its convenience, as it doesn't need to be peeled or salted to reduce bitterness.