



ORGANIC MARKET NEWS



JULY 31 - AUGUST 7, 2026

ORGANIC MELON SEASON IS HERE



GOOD NEWS! Organic Melon supply is abundant, creating downward shifts in pricing. Expect this to continue to decrease throughout August. Promote **Organic Cantaloupe** and **Honeydew** from the best growing areas with confidence.

Specialty Organic Melons in supply now include **Organic Gaya**, **Galia**, and **Hami Melons**.

Organic Watermelons will continue from North Carolina through mid-August, then the season will be finished. California will remain in production well into August just at higher pricing due to very costly cross-country freight. **Organic Black Raven** (Sweet Gem type) **Watermelons** and **Organic Seeded Watermelons** will be available for early August promotion too!

GOOD NEWS! Organic Mini Watermelons are in excellent supply with California producing lots of fruit. **Organic Seeded** and **Seedless Minis** will be stocked. Production will continue from North Carolina through mid-August while California will remain in production well into late-August.



OG BERRIES

GOOD NEWS! Organic Blackberries remain promotable from California. Quality has been excellent, with excellent supplies and promotable pricing as well!

GOOD NEWS! Organic Raspberries remain promotable from California and Baja. Quality has been exceptional with aggressive pricing and strong supplies!

GOOD NEWS! Organic Blueberries will be promotable from the Pacific Northwest and Peru. Oregon and Washington continue to harvest good numbers, while light Peruvian supplies arrive as well. Quality has been sharp.

Organic Strawberries remain available from Salinas, California. Supplies are steady and quality has been exceptional.



OG TOMATOES

GOOD NEWS! Organic Snacking Tomatoes continue to have plentiful availability, with outstanding quality and improving pricing creating excellent promotional opportunities. **LOCAL** Lady Moon Farms in PA is producing strong volumes of **Organic Grape, Cherry, and Medley Tomatoes**, making this an ideal time to build displays and showcase **LOCAL** products.

GOOD NEWS! Organic Heirloom Tomatoes are also in peak season, with promotable pricing providing another excellent opportunity to feature **LOCAL** PA Lady Moon Farms offerings throughout August.

Organic Beefsteak and Cluster Tomatoes supplies are gradually tightening as greenhouse growers production reset their plantings through the summer months. Pricing is on the rise while quality continues to meet retail expectations. Lighter volumes and elevated pricing are expected to persist through August.



OG LOCAL VEG

Organic Eggplant has slowly been increasing in supply from **LOCAL** Lady Moon Farms PA, filling in with **LOCAL** Flaim Farms, NJ and Central PA Produce Coop.

Organic Kales and **Collard Greens** remain steady from **LOCAL** Lady Moon Farms in Chambersburg, PA. Quality is sharp.

GOOD NEWS! Organic Green Peppers are ramping up in supply from **LOCAL** PA Lady Moon Farms, alongside supplemental supplies from **LOCAL** Flaim Farms, NJ and Central PA Produce Coop.

Organic Jalapeño Peppers bulk and pouch bags are now in good supply from **LOCAL** PA and NJ. Also starting now from **LOCAL** Lady Moon Farms PA is code 237658 **Organic Shishito Peppers**.

GOOD NEWS! Organic Green Squash remains abundant from **LOCAL** Lady Moon Farms, PA with nice quality. **Organic Yellow Squash** is also steady from **LOCAL** Flaim Farms, NJ.



OG FRESH FIGS

Organic Brown Turkey and Black Mission Fresh Figs are steady in supply and expected through August. Offer these delicate fruits while they are in peak season for summer!



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! West Coast **Organic Broccoli** and **Cauliflower** are in a flush, with Quebec supply in the mix.

Overall, there is promotable pricing on **Organic Broccoli** and **Organic Cauliflower** expected through mid-August.



OG MANDARINS

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



OG PEARS

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.



OG LOCAL ONIONS

GOOD NEWS! LOCAL Lancaster County, PA grown **Organic Candy Sweet Onions** and **Organic Red Onions** are looking fantastic in terms of quality. Nearly ideal growing conditions this season for **Organic Onions** in Pennsylvania are expected to produce a nice large size profile.



OG CORN

Organic Sweet Corn remains in light supply from **LOCAL** Pennsylvania growers. Some insect damage has been present on tops of ears, but quality otherwise has been sharp. New fields are starting in Michigan at competitive pricing to supplement.



OG TROPICALS

Organic Red-Magenta Fleshed Dragon Fruit from California will also be available soon, with higher pricing expected.

Organic Passion Fruit from California is starting up. Pricing is high due to the limited amount of fruit being harvested.

Organic Starfruit, Longan Fruit, and Maney are in season from South Florida.

Limited supplies of white-fleshed **Organic Dragon Fruit** from Ecuador will be available in early August.



OG KIWI

The annual Zespri **Kiwi** contest is officially kicking off. Now is the time to promote Zespri **Organic Kiwi** for New Zealand at its peak season best.

Check with your Four Seasons Sales Associate for details.

Organic SunGold and **Green Kiwi** will be available in bulk and clamshell options through the contest and promo period with **Organic SunGold** being more promotable than **Green** this season.



OG GRAPES

GOOD NEWS! **Organic Grapes** have premium varieties on all colors with excellent supply, flavor, and demand.

Specialty Organic Grapes in house include **Champagne** Clamshells (16/1 lb), **Red** Clamshell (10/2 lb), **Green** Clamshell (10/2 lb), and **Thomcord** Clamshell (20/1 lb).

Specialty Organic Grapes on the road include **Bulk-loose, Premium Organic Red, Green, and Black Grapes**, as well as **Tote Bag Organic Thomcord Grapes**.



OG AVOCADOS

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

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

The summer-long California Avocado Display contest is still finishing up. Build big for a chance to win amazing prizes.



OG LETTUCE

GOOD NEWS! Quebec supply on **Organic Red** and **Green Leaf** and **Organic Romaine** is in excellent supply with beautiful quality.

GOOD NEWS! A flush on **Organic Romaine Hearts**, sourcing a mix of California and Quebec supply through mid-August. Promotable pricing across the board will hold through August.



OG SHALLOTS

Peri and Sons had a test plot of **Organic Shallots** in Firebaugh, CA this year. First arrival of codes 229215 (**Organic Shallots** 12/10 oz) and 226617 (**Organic Shallots** 5 lb Peri and Sons) hit in early August.



SOLI ORGANIC ALERT

ALERT! Soli Organic brand **OG Packaged Herbs** 3/.5oz and **OG Living Herbs** 6ct will no longer be available. On 7/29, Four Seasons was informed by 80 Acres (greenhouse grower parent company of Soli) that they had to cancel future POs and would need to stop servicing the account immediately. It is presumed this abrupt end is due to business and financial challenges at 80 Acres/Soli.

OPTIONS? Four Seasons' buyers are working to secure new supply for **OG Living Herbs** and **OG Herb** .5oz packs ASAP. Stay tuned! Goodness Gardens brand **OG Packaged Herbs** 6/.75oz are available now. If you would like to transition your business to the OG 6/.75 please inform your account rep.

NOTE: **Organic Lemons** had very limited supply in late July, causing gaps across the industry. Early August should provide relief in supply, but pricing will remain elevated.

Organic Pineapple supplies from Mexico will remain steady into early August. There is currently offerings on 6, 7, and 8 ct sizing.

NOTE: **Organic Stokes Purple Sweet Potatoes** will be Jumbo size for the remainder of the season. New crop #1 **Stokes Sweet Potatoes** are expected IN early September.



OG STONE FRUIT

GOOD NEWS! **Organic Yellow Peaches** are currently in good supply and are expected to remain through mid to late August.

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

NOTE: **Organic Cherries** are very limited with rising pricing, and are expected to be completely sold out by late July.

Organic Pluots are expected to finish soon in early August.



OG APPLES

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

Organic Fuji and **Gala Apples** have transitioned to imports, which should carry through new crop which starts later in August.

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

OTHER STORIES

Organic Pomegranate Aril cups will be available into early August using imported fruit. These are the only **Organic Pomegranate Arils** currently offered, and there may be a short gap between the import and domestic seasons.

NOTE: Most of August will be challenging for **Organic Asparagus** due to pending crossings from Mexico and recovery of Peruvian supply. Avoid promotions; note sizing may differ from Standard to Large to maintain steady supply and reduce overall pricing pressure.

Look for great deals on Jumbo 8 ct sized **Organic Kent Mangos**. The Kent variety eats great, and early August will be a great time to pick up premium-sized fruit.

NOTE: **Organic Ataulfo Mangos** will be officially done by early August. The **Organic Mallika Mango** specialty variety will also be done.

CYCLOSPORA & PRODUCE SAFETY UPDATE – 7/31/26

Four Seasons Produce Recap and Product Notes:

Food Safety is paramount to consumer trust in Fresh Produce. That trust has been shaken this July due to a Cyclospora Outbreak that has, sadly, sickened many and took a long time 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.

An AI Overview of Consumers reported 7/27/26:

A recent CBS News/YouGov survey reveals that **40 percent of U.S. adults are buying or eating less fresh produce** due to the nation-wide Cyclospora outbreak. The survey highlights that 56 percent report no change in their diet, while 47 percent lack confidence in the FDA's handling of the outbreak. [1, 2, 3]

Survey Findings and Consumer Shifts

- **Reduced Purchases:** 51.8 percent bought fewer bagged salad kits and 43.7 percent bought less loose lettuce or leafy greens.
- **Alternative Options:** 32.3 percent switched to frozen fruits and vegetables, and 28.5 percent turned to canned produce.
- **Awareness:** 61 percent of people are following the news about the parasite at least somewhat closely. [1, 2]

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 recalled product has been removed from the supply chain.

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

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 the Salinas Valley area of California. Romaine, Leaf, and other lettuces are also being grown in the Salinas Valley of California. Taylor's Earthbound brand 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.

What about the other Salads brands? Other lettuce grower-shippers and salad brands Four Seasons Produce offers are NOT being investigated by the FDA and are NOT currently made with lettuce from Mexico.

Dole/Bud/Josies/Braga/organicgirl (California grown), State Garden/Olivias (California, Nevada, indoor USA grown), Little Leaf (indoor USA grown), VegPro/Attitude (Quebec grown), Fresh Express (California grown), Local Bounty (indoor USA grown) and Bonduelle (California grown) 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 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.

Let's rebuild consumer confidence with information and product promotion!

Links to Official Information with recent updates:

- FDA Investigation of Iceberg Lettuce: <https://www.fda.gov/food/outbreaks-foodborne-illness/investigation-9-state-outbreak-cyclospora-illnesses-iceberg-lettuce-july-2026>
- Taylor Fresh Foods Information Regarding Cyclospora and Recall: <https://www.taylorfarms.com/cyclospora-information-hub/>



CONVENTIONAL MARKET NEWS

JULY 31 - AUGUST 7, 2026

AUGUST STONE FRUIT VARIETY



Limited sporadic supply of **LOCAL** Pennsylvania **Peaches** in wooden crates is expected through mid-August with very strong pricing due to the April Freeze.

NOTE: NJ and SC **Peaches** are also very limited!

GOOD NEWS! California **Yellow** and **White Peaches** continue in excellent supply and are expected through September. Beautiful California **Yellow Donut Peaches** in a euro box have arrived in very limited supply, make sure to try this seasonal favorite.

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

"Flavor Queen" **Green Plumcots** have arrived in 12/2 lb punnets.

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

New crop Washington State **Prune Plums** are expected to arrive by early August in bulk and pouch bags.



CV BERRIES

GOOD NEWS! **Raspberries** continue to be promotable from California. Quality has been excellent, and supplies remain strong with aggressive pricing.

GOOD NEWS! **Blackberries** remain promotable from California. Supplies remain strong and quality has been excellent.

Strawberries remain steady from California. Growers are now past peak production, and August supply looks more steady. Pricing will increase, and quality has been nice, but **NOTE:** expect light bruising due to warmer summer temperatures.

Blueberry supplies remain strong as Pacific Northwest, Michigan, and Peruvian fruit remain available. Peruvian fruit will command a more premium price, but quality is excellent.

Driscoll's **Sweetest Batch Blueberries** from New Jersey will continue through mid-August before finishing for the season, at which point Four Seasons will transition into new crop Peruvian fruit for the remainder of the year.



CV TOMATOES

GOOD NEWS! **LOCAL** Regeneratively grown **Heirloom Tomatoes** from Lancaster County, PA are in peak season with mixed slicer varieties in 10lb and 15lb trays, plus small product in 8/1qt farm market style packs.

Peak season **Vine Ripe Tomatoes** from Delaware are selling well in the **LOCAL** 25lb code (244854). NJ and PA may add to supply. **Vine Ripe Tomatoes** from Tennessee are nice and a more affordable 25lb option (23036).

Grape Tomatoes will be a mix of **LOCAL** from NJ and PA supplemented with some volume from other areas. **GOOD NEWS!** There will be spot buys on Tennessee **Mini Snacking Medley Tomatoes** (23343) and **Cherry Tomatoes** (21850).

GOOD NEWS! **Roma/Plum Tomatoes** are plentiful and affordable.

Beefsteak and Cluster Tomatoes continue to have steady availability, although supplies are gradually tightening as Canadian growers reset their greenhouse plantings. As winter production comes to an end, harvest volumes are becoming more limited, resulting in higher pricing heading into August. Quality remains consistent overall, with lighter supplies and elevated pricing expected throughout the month.



CV LOCAL VEG

GOOD NEWS! **Sweet Corn** is in good supply with great quality from **LOCAL** PA, VA, DE, and NY growers. Peak season!

Green Beans are steady from **LOCAL** Ron Copenhagen in Lebanon, PA. **LOCAL** NY and Quebec production is also starting.

Cucumbers are in good supply from various **LOCAL** PA growers with stable pricing and good quality.

GOOD NEWS! **Eggplant** is flushing in **LOCAL** NJ, with **LOCAL** PA volume as well. Pricing has dropped and is promotable, with good quality. Good supplies continue on **Graffiti** and **Fairytale Eggplant** from **LOCAL** Flaim Farms, NJ.

GOOD NEWS! **Green Peppers** are coming into heavy volume in **LOCAL** NJ and **LOCAL** PA. Quality has been nice, and pricing has dropped, making them very promotable.

GOOD NEWS! **Green and Yellow Squash** are steady with **LOCAL** PA in good supply and fairly stable pricing.



CV GRAPES

GOOD NEWS! It's peak **Grape** season and time to promote. **Grapes** have great overall supply, quality, Brix (sugars), and varieties from California.

Specialty: **Bi-Color** clamshells, "**Candy Snaps**" clamshells, **Concord** clamshells, **Thomcord** clamshells, "**Gum Drop**" Bag, "**Cotton Candy**" Bag, "**Moon Drops**", "**Tear Drops**", **Vine Drop Muscadines**, and **Black Kyoho Seeded** clamshells.



CV MELONS

Cantaloupe and **Honeydew** supply is heavy, creating very cheap options at the FOB level for peak summer season. Freight remains high, creating decent pricing back to the East Coast, just not as low as some years.

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

Specialty Melons arriving 8/4 include **Orange Flesh Honeydew** (6 ct), **Canary's** (6 ct), and **Galina's** (9 ct).



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! **Cauliflower** from Stag (Maine) and West Coast flush will allow for very promotable pricing through mid-August.

GOOD NEWS! **Jacket Cauliflower** is available from Canadian shippers at promotable cost.

East Coast **Broccoli** production is ramping up by mid-August from Stag brand from Maine, mixing with California abundant supply.



CV MANGOS

Mango supply has been steady. The "**Kent**" variety is the primary variety being shipped, with "**Keitt**" also in the marketplace.

NOTE: **Ataulfo Honey Mangos** are done for the season. Pricing on smaller fruit will be going up as most fruit is sizing larger right now.



CV GREENHOUSE PEPPERS

GOOD NEWS! **Color Bell Pepper** supplies have stabilized heading into August, with some spot buy deal opportunities coming. Availability is expected to remain consistent throughout the month, with occasional promotional opportunities emerging as supplies continue to stabilize.



CV FIGS

California **Fresh Figs** are steady in peak season. Both **Brown Turkey** and **Black Mission** varieties are here. Pricing is easing off a bit with volume increasing.



CV ARTICHOKE

Artichokes have steady availability overall from Castroville, CA. Larger sizing continues to firm up as demand outweighs overall harvest volumes being reported.



CV MANDARINS

GOOD NEWS! Import **Mandarin Oranges** supplies are ramping up for back-to-school business, with pricing favorable. Time to get Back to School promotions going. Halos premium and value shipper brands are both in stock.

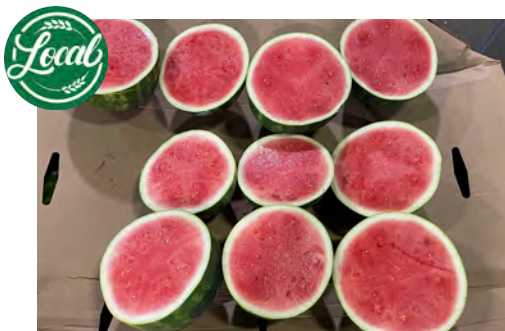


CV LETTUCE

California **Iceberg Lettuce** and **Leaf** production continues to exceed industry demand.

GOOD NEWS! **Leaf** and **Romaine** will hold promotable pricing through August.

Weather challenges endured by Quebec growers will shift supply primarily into CA to provide the best quality and value as growing region shifts are monitored.



CV WATERMELONS

GOOD NEWS! Watermelons are in great supply with multiple regions in production. Rain in North Carolina has slowed harvest there slightly, but pricing should remain steady through mid-August. **LOCAL** Delaware bin **Seeded** and **Seedless Watermelon** are coming into peak season too.

GOOD NEWS! Mini Watermelons are in great supply from California and North Carolina with steady pricing.



CV POMEGRANATES

California-grown **Pomegranates** are here.

Four Seasons is offering "Grenada" **Pomegranates**, the first variety of the season, in Extra Fancy grade. They will initially be available in 30 count, two-layer cartons. Opening pricing is higher but should decrease as the season progresses.



CV AVOCADOS

Hass Avocado pricing is coming down a bit as more "Flor Loca" fruit from Mexico comes online. This fruit is hard and green with lower oil content than typical Mexican fruit. California fruit volume remains strong and currently has the highest oil content, translating to the best eating experience in the marketplace right now. Peru volume also remains in play with cheaper pricing for those looking for value.



CV APPLES

Washington **Gala** are expected to transition from old to new crop by early August without a gap.

Washington storage crop **Gold Delicious** are expected to wrap up for the season in August, then gap until new crop starts in the fall.

Washington **Honeycrisp** are expected to transition from old crop to new crop by late August in a smooth transition with no gap.

Ambrosia Apples arrived in limited supply in early August, grab them before they're gone.



CV KIWIFRUIT

Both **SunGold** and **Green Kiwi** from Zespri will be available in volume filled cases as well as 1 lb clamshells. **SunGold** will be in better volume than **Green**.

Four Seasons is starting the annual **Zespri** Display Contest.

Go big for a chance to win some nice prizes.



CV PEARS

New crop **Bartlett Pears** are in season. The California crop is smaller than usual, but Washington is expecting a good crop by mid-August.

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

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

OTHER STORIES

Pineapple supplies have increased temporarily as some growers move excess older fruit. Volume is expected to tighten again, pushing pricing higher.

Starfruit (Carambola) will be steady from Florida heading into August.

Celery and **Celery Hearts** have steady overall supply, tightening through August due to heavy insect pressure from most Western shippers. Mixed conditions leading up to that time should alleviate any drastic rise in pricing.

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 major relief is expected until Baja, Mexico starts in early November. **NOTE: Jumbo Asparagus** continues to be allocated, though pricing is showing relief as demand dwindles.



Grapery's varieties are bred, grown, harvested and packaged to "WOW" consumers.

Grapery is singularly focused on delivery bold, flavor-forward experiences that WOW shoppers and drive incremental value in the grape category.



Cotton Candy

Golden yellow to bright green, it's surprising how these crisp, all-natural grapes taste just like the famous and delicious pink spun carnival treat. Except you won't get any sticky fingers.

Enjoy these golden yellow and bright green Cotton Candy grapes from mid-August to late September.



gum drops

Expect big-time candy-sweet flavor bursting from these little fellas. They're healthy, gummylicious snacks, so feel free to dive right in and eat as many as you want.

Enjoy Gum Drops from late July to early November.



Moon Drops

One look and you'll think these long and luscious grapes came from another planet. But these all-natural, crisp grapes simply have a super sweet taste that's out of this world.

Enjoy Moon Drops late August to late November.



Tear Drops

These amazing grapes are uniquely shaped and long on luscious juicy flavor. They're sweet and fun to eat, making snack time fun and creative with this one-of-a-kind variety! One taste of these delicious grapes will leave them waiting for more!

Enjoy Tear Drops from mid August through September.

Introducing Flavor Pops.

Built to draw consumers back into the category with a simple proposition: Sweet & Snappy, Guaranteed.



POS Materials available:

grapery.biz/mm



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



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)
250916 POS Kiwi Pole Topper 1ea (pictured in red circle to right)

PRODUCT CODES:



PHONE: 1.800.422.8384

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IN STOCK NOW

220069 OG Peppers Jalapeno

12/8 oz Bag Lady Moon PA



NEW!

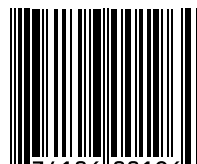
Now Available-
Jalapeno Peppers in a
Convenient Stand Up Pouch!



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

Jalapeno Peppers		ORGANIC JALAPEÑO PEPPERS 8 oz	
Unit Size	Pallet Information	 8 34106 00196 4	
12-8 oz. Bags	60 Cases 6Ti, 10Hi		

