



2018 PRODUCE MERCHANDISING PLANNER



## GROW JANUARY SALES AND PROFITS

### **VEGETABLES**

Red/Yukon Gold Potatoes  
Broccoli Crowns  
Green/Red Leaf Lettuces  
Cauliflower  
Hydroponic Tomatoes

### **ORGANICS**

Organic TOVs  
Organic Mangos  
Organic Avocados  
Organic Red/Gold Bunch Beets  
Organic Blueberries

### **SPECIALTIES**

Tumeric  
Soyrizo  
Stokes Purple Potatoes  
Mango Oranges  
Tahitian Pummelos

### **FLORAL**

Alstroemeria  
Tinted Spider Mums  
Tulips  
Calla Lily  
Snapdragons

### **FRUITS**

Florida Strawberries  
Sumo Mandarins  
Mag Melons  
Ambrosia Apples  
Cara Cara/Blood Oranges

### **NON-PERISHABLES**

Walnut Piece Combo  
Organic Tofu  
Egg Roll/Wonton Wrappers  
Raw/Roasted Almonds  
Pom Juices

### **CUT FRUITS AND CUT VEGETABLES**

Soup Mix  
Beef Stew Starter  
Lentil Soup Starter  
Roasting Root Vegetables  
Broccoli, Cauliflower and  
Carrots



# JANUARY 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	1	2	3	4	5	6	
	New Year's Day 1	2	3	4	5	6	
7	8	9	10	11	12	13	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
14	Martin Luther King, Jr. Day 15	16	17	18	19	20	
21	22	23	24	25	26	27	
21	22	23	24	25	26	27	
28	29	30	31	1	2	3	
			Begin Planning Valentine's Day Promotions				
28	29	30	31	32	33	34	
4	5	6	7	8	9	10	
35	36	37	38	39	40	41	

**SERVICE CENTER AND FRESH CUT**  
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## GROW FEBRUARY SALES AND PROFITS

### **VEGETABLES**

Asparagus  
OSO Sweet Onions  
Sugar Snap Peas  
Sliced/Whole Baby Bella  
Mushrooms  
Mini Sweet Peppers

### **SPECIALTIES**

Crepes  
Kumquats  
Lemonade Lemons  
Jack Fruit  
Stokes Purple Sweet Potatoes

### **FRUITS**

Driscoll's MX Strawberries  
Tree-ripe CL Peaches/Nectarines  
Tree-ripe CL Red/Black Plums  
Ataulfo Mangos  
Ruby Tangelos

### **CUT FRUIT**

#### **CUT VEGETABLES**

Pico de Gallo  
Vegetable Party Platter  
Cinnamon Roasted Butternut  
Squash  
Seasoned Brussels Sprouts  
Roasting Root Vegetables

### **ORGANICS**

Organic Celery  
Organic Red/Rainbow Chard  
Organic Blackberries  
Organic Cauliflower  
Organic Garnet Yams

### **FLORAL**

Dozen Roses  
Single Roses  
Carnation Bouquet  
18 stem Roses  
Valentine's Day Bouquets

### **NON-PERISHABLES**

Hot/Medium/Mild Salsa  
Marzetti Veggie Dips  
Bing Juices  
Hot/Mild Kimchi  
Bolthouse Smoothies



# FEBRUARY 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
28	29	30	31	32	33	34
4	5	6	7	8	9	10
Super Bowl 35	36	37	38	39	40	41
11	12	13	14	15	16	17
42	43	Mardi Gras 44	Valentine's Day 45	46	47	48
18	19	20	21	22	23	24
49	Presidents' Day 50	51	52	53	54	55
25	26	27	28	1	2	3
56	57	58	59	Begin Planning St. Patrick's Day Promotions		
60	61	62	63	64	65	66
4	5	6	7	8	9	10
63	64	65	66	67	68	69

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## GROW MARCH SALES AND PROFITS

### **VEGETABLES**

Snap Peas  
Brussels Sprouts  
Bunch Radishes  
Bi-color Corn  
Fingerling Potatoes

### **ORGANICS**

Organic Red/Gold Bunch Beets  
Organic Jumbo Navel Oranges  
Organic Red/Green/Lacinato Kale  
Organic Heirloom Cherry Tomatoes  
Organic Braeburn Apples

### **SPECIALTIES**

Soyrizo  
Cactus Pads  
Poblano Peppers  
Jicama  
Tofu

### **FLORAL**

St. Patrick's Day Bouquets  
Spring Bouquets  
Easter Lilies  
Easter Bouquets  
Green Shamrock Plants

### **FRUITS**

Kanzi Apples  
Mag Melons  
Pinata Apples  
Ugli Fruit  
Cara Cara Oranges

### **NON-PERISHABLES**

Organic Litehouse Dressings  
Calbee Snacks  
Simply Avocado Dips/Spreads  
Banana Chips  
Tofurky Items

### **CUT FRUIT**

#### **CUT VEGETABLES**

Stuffed Mushrooms  
Vegetable Platter  
Fruit Snack Tray  
Broccoli, Cauliflower, Carrots  
Squash/Sweet Potato Noodles



# MARCH 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	1	2	3
56	57	58	59	60	61	62
4	5	6	7	8	9	10
63	64	65	66	67	68	69
11	12	13	14	15	16	17
Daylight Saving Time 70 Begins	71	72	73	74	75	76 St. Patrick's Day
18	19	20	21	22	23	24
77	78	79	80	81	82	83
25	26	27	28	29	30	31
84	85	86	87	88	89 Good Friday Passover Begins	90
1	2	3	4	5	6	7
91	92	93	94	95	96	97

Begin Planning Easter Promotions

Begin Planning an Organics Sales Event for Earth Day

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## GROW APRIL SALES AND PROFITS

### **VEGETABLES**

Living Lettuces  
Asparagus  
Zucchini/Yellow Squash  
Baby Bok Choy  
Tomatillos

### **ORGANICS**

Organic Red/Gold/Orange Peppers  
Organic Whole White/Crimini Mushrooms  
Organic Bunch Carrots  
Organic Driscoll's Strawberries  
Organic Grape Tomatoes

### **SPECIALTIES**

Horseradish (Passover)  
Colored Cauliflower  
Purple Potatoes  
Watermelon Radish  
Stokes Purple Sweet Potatoes

### **FLORAL**

Gardenias  
Pixie Lilies  
Boston Ferns  
Flowering Lavender  
Mother's Day Bouquets

### **FRUITS**

Mini Seedless Watermelons  
Honeycrisp Apples  
Fancy Lemons  
Pink Lady Apples  
Driscoll's "Season's Finest" Blackberries

### **NON-PERISHABLES**

Hampton Farms Peanuts  
Orchid Island Orange Juice  
Sundia Fruits  
Strawberry Glaze  
Garlic Expressions

### **CUT FRUITS**

#### **CUT VEGETABLES**

Asian Stir Fry  
Mann's Nourish Bowls  
Veggie Platter  
Cauliflower/Broccoli Rice  
Asparagus Saute





# APRIL 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 91 Easter	2 92	3 93	4 94	5 95	6 96	7 97
8 98	9 99	10 100	11 101	12 102	13 103	14 104
15 105	16 106	17 107	18 108	19 109	20 110	21 111
22 112 Earth Day	23 113	24 114	25 115	26 116	27 117	28 118
29 119	30 120	1 121	2 122	3 123	4 124	5 125
6 126	7 127	8 128	9 129	10 130	11 131	12 132

Begin Planning Cinco de Mayo Promotions

Begin Planning Memorial Day Promotions

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**GROW MAY SALES AND PROFITS**

**VEGETABLES**

Cilantro  
Vidalia Onions  
Rhubarb  
Snipped Green Beans  
Roma Tomatoes

**FRUIT**

Athena Melons  
Jazz Apples  
Cherries  
Apricots  
Origami Cantaloupes

**ORGANICS**

Organic Bananas  
Organic Pineapples  
Organic Avocados  
Organic Seedless Cucumbers  
Organic Vidalia Onions

**NON-PERISHABLES**

Wholly Guacamole  
Marzetti Croutons  
Herb Pastes  
Walnut Halves/Pieces  
Organic Polenta

**SPECIALTIES**

Shishito Peppers  
Mini Sweet Peppers  
Key Limes  
Maui Onions  
Star Spangled Spuds

**CUT FRUITS**

**CUT VEGETABLES**

Traditional Kabobs  
Grillin' Vegetables  
Stuffed Mushrooms  
Broccoli/Cauliflower Rice  
Mango Spears

**FLORAL**

Sunflowers  
Daffodils  
Dozen Roses  
Boston Ferns  
Mini Roses



# MAY 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
119	120	121	122	123	124	125 <small>Cinco de Mayo</small>
6	7	8	9	10	11	12
126	127	128	129	130	131	132
13	14	15	16	17	18	19
133 <small>Mother's Day</small>	134	135	136	137	138	139
20	21	22	23	24	25	26
140	141	142	143	144	145	146
27	28	29	30	31	1	2
147	148 <small>Memorial Day</small>	149	150	151	152	153
3	4	5	6	7	8	9
154	155	156	157	158	159	160

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## GROW JUNE SALES AND PROFITS

### **VEGETABLES**

Leaf Lettuces  
Cooking Greens  
Broccoli Crowns  
Vidalia Onions  
Sweet Corn

### **NON-PERISHABLES**

Pom Variety Teas  
Marzetti Veggie Dips  
Organic Bolthouse Salad Dressings  
Brew Dr. Kombuchas  
Fresh Gourmet Croutons

### **FRUITS**

Variety Melons  
CA Peaches/Nectarines  
Muskmelons  
Red/Black Plums  
Rainier Cherries

### **SPECIALTIES**

Mini Sweet Pepper  
Yellow Seedless Watermelon  
Lychee  
Jamaican Papaya  
Young Coconut

### **FLORAL**

Hydrangeas  
Gerberas  
Reiger Begonias  
Succulents  
Persian Violets

### **ORGANICS**

Organic Iceberg Lettuce  
Organic Cantaloupes  
Organic Cauliflower  
Organic Green/Red Grapes  
Organic Pink Lady Apples

### **CUT FRUITS**

#### **CUT VEGETABLES**

Fruit Snack Tray  
Watermelon/Honeydew Spears  
Pepper Saute Mix  
Pepper/Onion Saute Mix  
Traditional Kabobs

# JUNE 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
147	148	149	150	151	152	153
3	4	5	6	7	8	9
154	155	156	157	158	159	160
10	11	12	13	14	15	16
Begin Planning July 4th Promotions						
161	162	163	164	165	166	167
17	18	19	20	21	22	23
Father's Day 168	169	170	171	172	173	174
24	25	26	27	28	29	30
175	176	177	178	179	180	181
1	2	3	4	5	6	7
182	183	184	185	186	187	188

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## GROW JULY SALES AND PROFITS

### **VEGETABLES**

Fingerling Potatoes  
Living Lettuces  
Whole/Sliced Baby Bella  
Mushrooms  
Cauliflower  
Broccoli

### **SPECIALTIES**

Sugar Cane Swizzle Sticks  
White & Purple Asparagus  
Dragon Fruit (White & Red)  
Champagne Grapes  
Star Spangled Spuds

### **FLORAL**

Table Ferns  
Calandiva  
Azaleas  
African Violets  
Citronella

### **FRUIT**

WA Cherries  
Southern Peaches  
Jumbo Watermelon  
WA Apricots  
Pint Blueberries

### **CUT FRUITS**

#### **CUT VEGETABLES**

Veggie Platter  
Mild/Spicy/Hatch Guacamole  
Pico de Gallo  
Melon Mix  
Pineapple Spears

### **ORGANICS**

Organic Cherries  
Organic Local Zucchini/Yellow  
Squash  
Organic Green Peppers  
Organic Radishes  
Organic Pint Blueberries

### **NON-PERISHABLES**

Ferris Country Mix  
Sundia Fruit Cups  
Hot/Mild Salsa  
GTs Kombuchas  
Greenfield Farms Kale  
Chips



# JULY 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
182	183	184	Independence Day 185	186	187	188
8	9	10	11	12	13	14
189	190	191	192	193	194	195
15	16	17	18	19	20	21
196	197	198	199	200	201	202
22	23	24	25	26	27	28
203	204	205	206	207	208	209
29	30	31	1	2	3	4
210	211	212	213	214	215	216
5	6	7	8	9	10	11
217	218	219	220	221	222	223

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## GROW AUGUST SALES AND PROFITS

### **VEGETABLES**

Artichokes  
Portabella Mushrooms  
Ohio Grown Tomatoes  
Broccoli  
Red/Gold/Orange Peppers

### **ORGANICS**

Organic Romaine  
Organic Mangos  
Organic Fuji Apples  
Organic Avocados  
Organic Cantaloupes

### **SPECIALTIES**

Hatch Chiles  
Shishito Peppers  
Anaheim Chiles  
Fresno Chiles  
Super Hot Chiles - Ghost, Carolina  
Reaper, Trinidad Scorpion

### **FLORAL**

Ornamental Peppers  
Hardy Mums  
Ornamental Cabbage  
Green/Variegated Ivy  
Polka Dots

### **FRUITS**

King of the West Honeydews  
Clementines  
Imported Navels  
White Peaches/Nectarines  
Champagne Grapes

### **NON-PERISHABLES**

Naked Juices  
Mooney Farms Sun-Dried  
Tomatoes  
Litehouse Cheese Crumbles  
Seneca Apples Chips  
Emerald Valley Salsas

### **CUT FRUITS**

### **CUT VEGETABLES**

Cored Pineapples  
Squash Noodles  
Pico de Gallo  
Strawberry Blueberry Blend  
Mango Spears





# AUGUST 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
210	211	212	213	214	215	216
5	6	7	8	9	10	11
Begin Planning Labor Day Promotions						
217	218	219	220	221	222	223
12	13	14	15	16	17	18
224	225	226	227	228	229	230
19	20	21	22	23	24	25
231	232	233	234	235	236	237
26	27	28	29	30	31	1
238	239	240	241	242	243	244
2	3	4	5	6	7	8
245	246	247	248	249	250	251

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## GROW SEPTEMBER SALES AND PROFITS

### **VEGETABLES**

Petite Carrots  
Spinach  
Bin Pumpkins  
Variety Hard Squash  
Iceberg Lettuce

### **ORGANICS**

Organic Valencia Oranges  
Organic Peaches  
Organic Leaf Lettuces  
Organic Celery  
Organic Gala Apples

### **SPECIALTIES**

Stokes Purple Sweet Potatoes  
Kiwi Berries  
Yellow Sweetie Grapes  
Thomcord Grapes  
Blood Oranges

### **FRUITS**

MI Zestar Apples  
FL Starfruit  
Starcrimson Red Pears  
MI Honeycrisp Apples  
MI McIntosh Apples

### **NON PERISHABLES**

Caramel Apples  
Marzetti Veggie Dips  
Bolthouse Salad Dressings  
Marzetti Caramel Apple Dips  
Fresh Cider

### **CUT FRUIT**

#### **CUT VEGETABLES**

Crunch Pak Apple Slices  
Veggie Platter  
Mild/Spicy/Hatch Chile  
Guacamole  
Vegetable Stir-fry

### **FLORAL**

Jerusalem Cherries  
Pelee Potmums  
Zebra Plant  
Rainbow Roses  
Oriental Lily



# SEPTEMBER 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
238	239	240	241	242	243	244
2	3	4	5	6	7	8
245	Labor Day 246	247	248	249	250	251
9	10	11	12	13	14	15
Rosh Hashana begins 252	253	254	255	256	257	258
16	17	18	19	20	21	22
259	260	Yom Kippur begins 261	262	263	264	265
23	24	25	26	27	28	29
266	267	268	269	270	271	272
30	1	2	3	4	5	6
273	274	275	276	277	278	279

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## GROW OCTOBER SALES AND PROFITS

### **VEGETABLES**

Panoche Sweet Onions  
Brussels Sprouts  
Snow/Sugar Snap Peas  
Red/Gold Potatoes  
Eggplant

### **FRUITS**

Cranberries  
SweeTango Apples  
Autumncrisp Green Grapes  
Adora Black Grapes  
SnapDragon Apples

### **ORGANICS**

Organic Honeycrisp Apples  
Organic Pie Pumpkins  
Organic Bananas  
Organic Bartlett Pears  
Organic Hard Squashes

### **NON-PERISHABLES**

Hampton Farms Peanuts  
Wonderful Pistachio Bins  
Ferris Bagged Walnuts  
Mulling Spice  
Apple Crisp Mix

### **SPECIALTIES**

Kiwano  
Rambutan  
Black Garlic  
Dragon Fruit  
Jackfruit

### **CUT FRUITS**

#### **CUT VEGETABLES**

Asparagus Saute  
Green Bean Saute  
Crunch Pak Apples Slices  
Vegetable Tray  
Apple Cheese Caramel Tray

### **FLORAL**

Petra Crotons  
Organic Potted Herbs  
Assorted Tropicals  
Kalanchoe  
Calla Lilies



# OCTOBER 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1	2	3	4	5	6
273	274	275	276	277	278	279
7	8	9	10	11	12	13
280	281	282	283	284	285	286
14	15	16	17	18	19	20
287	288	289	290	291	292	293 Sweetest Day
21	22	23	24	25	26	27
294	295	296	297	298	299	300
28	29	30	31	1	2	3
301	302	303	304 Halloween	Begin Planning Thanksgiving Promotions		
305	306	307	308	309	310	311
4	5	6	7	8	9	10
308	309	310	311	312	313	314

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## GROW NOVEMBER SALES AND PROFITS

### **VEGETABLES**

Napa/Bok Choy  
OSO Sweet Onions  
Brussels Sprouts Stalks  
Cooking Greens  
Variety Sweet Potatoes

### **FRUITS**

Fuyu Persimmons  
Pomegranates  
Clementines  
Rio Star Grapefruit  
Holiday Seedless Grapes

### **ORGANICS**

Organic Cranberries  
Organic Navel Oranges  
Organic Herbs  
Organic Celery  
Organic Baby Bella Mushrooms

### **NON-PERISHABLES**

Pom Juices  
Italian Chestnuts  
Red Jacket Cold-Pressed Juices  
Marzetti Veggie Dips  
Fresh Cider

### **SPECIALTIES**

Stokes Purple Sweet Potatoes  
Baby Gold & Purple Potatoes  
Elephant Garlic  
Pearl Onions  
Mulling Spices & Cinnamon Sticks

### **CUT FRUITS**

#### **CUT VEGETABLES**

Pomegranate Arils  
Mild/Spicy/Hatch Guacamole  
Vegetable Tray with Dip  
Stuffing Mix  
Diced Celery and Onions

### **FLORAL**

Limonium  
Liatrus  
Snap Dragons  
Pelee Potmums  
Scented Pine Cones



# NOVEMBER 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
301	302	303	304	305	306	307
4	5	6	7	8	9	10
Daylight Saving Time Ends 308	309	310	311	312	313	314
11	12	13	14	15	16	17
Veterans Day 315	316	317	318	319	320	321
18	19	20	21	22	23	24
322	323	324	325	Thanksgiving Day 326	327	328
25	26	27	28	29	30	1
329	330	331	332	333	334	335
2	3	4	5	6	7	8
Begin Planning Christmas and New Year's Promotions						
336	337	338	339	340	341	342

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## GROW DECEMBER SALES AND PROFITS

### **VEGETABLES**

Leaf Lettuces  
Red Onions  
Cauliflower  
Snipped Green Beans  
Black-eyed Peas

### **FRUITS**

Imported Cherries  
Cranberries  
Sunburst Tangerines  
Hachiya Persimmons  
Scarlotta Red Seedless Grapes

### **ORGANICS**

Organic Fuji Apples  
Organic Braeburn Apples  
Organic Fingerling Potatoes  
Organic Asparagus  
Organic Red/Garnet Yams

### **NON-PERISHABLES**

Orchid Island Orange Juice  
Litehouse Salad Dressings  
Crower's Fresh Salsas  
Wholly Guacamole  
Naked Juices

### **SPECIALTIES**

Fingerling Potatoes  
Stokes Purple Sweet Potatoes  
Organic Crimson Gold Crab Apples  
Egg Roll and Wonton Wrappers  
Seedless & Meyer Lemons

### **CUT FRUIT CUT VEGETABLES**

Pico de Gallo  
Mango Salsa  
Fruit Party Platter  
Vegetable Party Platter with Dip  
Pineapple Chunks

### **FLORAL**

Poinsettias  
Norfolk Pines  
Amaryllis  
Mumsettias  
Painted Poinsettias





# DECEMBER 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1
329	330	331	332	333	334	335
2	3	4	5	6	7	8
Hanukkah begins 336	337	338	339	340	341	342
9	10	11	12	13	14	15
343	344	345	346	347	348	349
16	17	18	19	20	21	22
350	351	352	353	354	355	356
23	24	25	26	27	28	29
357	Christmas Eve 358	Christmas Day 359	Kwanzaa Begins 360	361	362	363
30	31	1	2	3	4	5
364	New Year's Eve 365	New Year's Day 1	2	3	4	5

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# JANUARY 2019



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
364	365 New Year's Eve	1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12
6	7	8	9	10	11	12
13	14	15	16	17	18	19
13	14	15	16	17	18	19
20	21	22	23	24	25	26
20	21 Martin Luther King, Jr. Day	22	23	24	25	26
27	28	29	30	31	1	2
27	28	29	30	31	32	33
3	4	5	6	7	8	9
34	35	36	37	38	39	40

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