



Four Seasons Produce, Inc. Featured in Recent Industry Article Discussing Florida's Spring Crop Shortages

FOR IMMEDIATE RELEASE

(Ephrata, PA) As Florida's crops are rebounding from the January freeze and other inclement weather conditions, growers and buyers are preparing themselves for how this will eventually affect the consumer. Four Seasons Produce, Inc. Director of Procurement, Jason Hollinger, was recently interviewed and featured in a March 8, 2010 article published by The Packer to discuss some of the avenues the organization is currently engaged in to allow for maximum communication to our customers and on down to their customers, the consumer.

Excerpt from The Packer: *Jason Hollinger, Director of Procurement for Four Seasons Produce, Inc., Ephrata, PA., said the northeastern distributor has been closely watching the Florida situation and has its merchandisers advising its retail customers. "We are trying to leverage our partnerships out of Mexico which doesn't have quite the reputation of quality, but it is coming out well," he said in mid-February. "We have our merchandising teams doing some resets to make sure our shippers are supplying the right quality and are trying to keep people informed of how the situation will be tight all through March."*

For more information regarding the March 8th Packer article, please click on the link below to view the complete article on The Packer's website.

<http://thepacker.com/Supply-gaps-characterize-early-Florida-spring-vegetables-deal/Article.aspx?oid=1000318&aid=683&fid=PACKER-SPECIAL-SECTIONS>

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