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Greetings everyone:

Forty years!

As I ponder that milestone in the life of Four Seasons, I am reminded of a Tim McGraw song celebrating another stage of life. It's the one with a verse that begins, "I think I'll take a moment to celebrate my age, the ending of an era, the turning of a page ..." Appropriately, with no further time spent on the past, the very next line of the song is, "Now it's time to focus on where [we] go from here." If you know David Hollinger, the Chairman of Four Seasons, like we do, you'll certainly appreciate that David could have written that verse himself. No...I'm wrong....he wouldn't have written it, he would have just done it!

It is an honor for all of us associated with Four Seasons Family of Companies to be featured in this edition of Food World/Food Trade News as we celebrate our fortieth anniversary. However, this story could not be told if it were not for the foresight of our owner and the diligence of the many talented associates who have built this company through their dedicated effort and unwavering commitment. David has blessed this company with the freedom to soar because he has the courage to risk, the faith to believe, and the will to succeed. He built an organization that honors its associates, customers, suppliers and community and strives to always serve each of these relationships with excellence. Along the forty year journey, there have been many tremendous accomplishments and some tremendous failures as well. Collectively, this reminds us that in the triumphs of history as well as in the dust of defeat, there is greatness to be found if we consistently do our best and live by our values. Mistakes, if not often repeated, are a means to educate us and remind us that it is wise to be humble.

Where do we go from here? We certainly understand that we cannot settle for a future that is simply an "aged" version of our past successes. Vision and strategy, risk and faith, directed growth through adding value, continuous improvement along with a will to succeed-these are our responsibilities now. To prepare for the future, we must redefine excellence as it relates to our associates, customers, suppliers and our organization. We have a talented team of associates ready to take the lead of a company poised for growth. Thousands of current and future lives will be touched by the decisions we make and the directions we take. Anchored in strong Core Values of Integrity, Dynamic Leadership, Exceptional Partnerships, and Winning Culture, and driven by our Mission Statement of Growing Ideas, Producing Excellence, we move confidently forward toward our Vision of Driving Healthy Distribution in the next forty years.

The future has a way of arriving unannounced. In fact, it's already here! There's no time to waste! Our entire team across the Four Seasons Family of Companies is ready to write the history of the next forty years as they become the best years of the life of Four Seasons. I warmly and enthusiastically invite you to "c'mon along!" We'll have a great time together!

Kindest regards,

Ron Carkoski



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40 Years Later, David Hollinger Remains As Passionate As Ever

While 2016 marks the 40th anniversary of Four Seasons Produce, the food industry career of founder and current chairman David Hollinger can be traced to his childhood when he helped his father, the late Warren Hollinger, operate Hollinger's Farm Market in Ephrata, PA.

Warren Hollinger had a truck farm growing fruits and vegetables that evolved into a roadside stand, then to a farm market and ultimately into a grocery store where produce remained the spotlight department. His son, David (one of Warren's seven children), was an integral reason Hollinger's Farm Market became such a local success.

David Hollinger's career path was not much different from his father's. As Hollinger's Farm Market continued to expand, David helped manage the day-to-day operation which included trips to the Philadelphia Wholesale Produce Market where Four Seasons got the seedlings for their plants.

By 1976, the younger Hollinger felt ready to begin his own entrepreneurial venture. So, with no business plan ("I had more guts than brains"), a \$60,000 loan and a tireless work ethic, Hollinger began Four Seasons in a 5,000 square foot warehouse in Denver, PA that primarily supplied foodservice customers in Lancaster,

York and Berks counties. He described those early years as marginally profitable ones where "we worked incredibly hard to earn very little money."

While the financial rewards were minimal, Four Seasons continued to gain new customers including an increasing number of smaller supermarkets in the region. By 1986, Hollinger relocated to a new 25,000 square foot depot to better serve his growing and diverse customer base. It was at that time Four Seasons landed its first big supermarket account - the independent retailers that trade as Thriftway and Shop 'n Bag (the RMG group which now carries the IGA banner) and operated more than 30 stores in the Philadelphia area. Over the next 15 years, Four Seasons twice expanded its distribution facility while continuing to add more retail-driven customers, including supermarkets in New Jersey, Maryland and Virginia. A personal devotee of health and wellness, Hollinger added organic fruits and vegetables to the Four Seasons catalogue, becoming a certified organic wholesaler in 1996. Today, 50 percent of the company's business is generated from the sale of organic fruits and vegetables.

By 2000, Hollinger faced another high risk decision: having outgrown its 14 year-old warehouse and with no further room to expand on site, should he hold steady on his profitable stake, or should he aspire to reach the next level of success?

By now you should know that, despite his extremely humble nature, David Hollinger is a visionary and risk-taker. He knew that the produce business was booming with the potential for continuing rapid growth and it was important for him to provide a platform for Four Seasons' associates, its customers while also being mindful of next generation perpetuation.

So, again, with a high level of personal financial risk, Hollinger acquired a large parcel of prime property on Wabash Road in Ephrata. Two years later, Four Seasons' new 262,000 square foot headquarters was unveiled. With recent upgrades and additions, the distribution center has been expanded to 287,500 square feet.

Included with the framework of the new building



David Hollinger
Chairman & Founder, Four Seasons Produce

were: the core Four Seasons wholesale produce business; its Earth Source Trading unit, which imports organic and conventional fresh produce; its Sunrise Logistics division, which serves as a full service logistics provider; and its Sunrise Transport subsidiary that operates a refrigerated fleet of trucks and drivers.

Hollinger takes great pride in the quality of the culture that currently exists at Four Seasons. "We've got a tremendous group of people here. They believe in our mission" Hollinger said, adding, "that if growing ideas - producing excellence is the mission, then integrity, dynamic leadership, exceptional partnerships and a winning culture are the pillars that support our success. These core values act as a guide and illustrate our commitment to customers, associates and suppliers - all of whom we want to treat with 'The Golden Rule.'"

Hollinger feels that Four Seasons is in an excellent position to grow sales, noting the focus on the health and wellness of produce, consumers' great reliance on natural and organic products and the increasing expansion of local and sustainable fruits and vegetables.

As for the future of the company, at 64, Hollinger is in physically excellent shape and is still as curious and competitive as ever. And in the on-deck circle is his son Jason, who currently serves as general manager of the company's Four Seasons wholesale unit.

David Hollinger clearly remembers the early days of the company - long hours with little financial gain. His biggest reward being the satisfaction of his customers while maintaining his foundation of unyielding passion about produce.

Not much has changed in 40 years.

"We've got a tremendous group of people here.

They believe in our mission that if growing ideas - producing excellence is the mission, then integrity, dynamic leadership, exceptional partnerships and a winning culture are the pillars that support our success.

These core values act as a guide and illustrate our commitment to customers, associates and suppliers - all of whom we want to treat with 'The Golden Rule.'"

David Hollinger
Chairman & Founder
Four Seasons Produce

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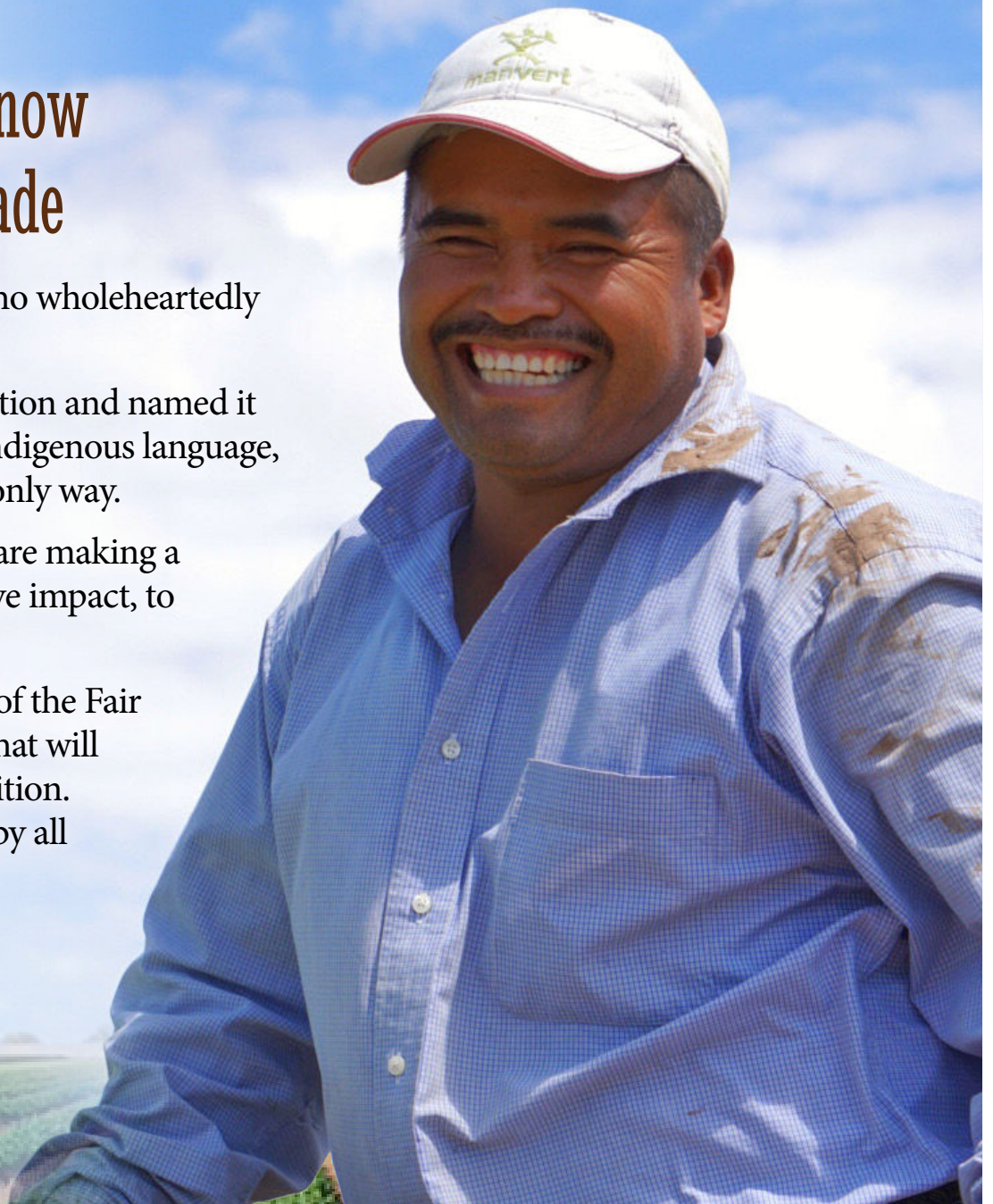
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CEO Ron Carkoski: Enhancing Culture Critical To Four Seasons' Success

Food World/Food Trade News: You are one of the most travelled, busy men that I know. You are not only involved with Four Seasons, which is a full-time job. You are also very involved with charitable efforts, with industry affairs and so on. In a snapshot, give us what a week in the life of Ron Carkoski is like. What you might be doing typically in terms of what you do leadership-wise and other affiliated business with the industry?

Ron Carkoski: Which week do you want? The thing I want to stress is that there is no real uniform week. Of course, we have structures that we deal with and work with. Monday is a catch-up day for everybody. It is a very busy day. I think my goal as the CEO is to stay out of everybody's way and let them do their work on a Monday. On Tuesday morning we have what we call a company-wide pod meeting. It is all of the directors and above getting together in one room and going over all of the details of what is going on in the company. This allows people to ask questions of other departments, other directors, other parts of the company and gets everybody on the same page. The rest of the week is spent meeting with my direct reports. I try to meet with them every week to effectively understand what some of their challenges may be and what some of the issues they are dealing with are and help them along where I can. And also to help underscore the vision that we all have of what we are leaning towards. Along the way, I work with a board of directors for the Delaware Valley Floral Group in Sewell, NJ. It is not uncommon for me to have either a phone call or a conference call during the week to work as a fiduciary member of that board. I am not a family member of the board of directors of that company. Also, I head the human resource and talent committee for that board. I often have conversations in that respect. I just finished a three-year commitment at United Fresh. In 2013, I was the chairman-elect. In 2014 to 2015, I was the chairman and 2015 to 2016, ending in June of this year, I was the immediate past chairman. So, that was my time with United. That required a lot of travel, especially during the chair-

man year. That year had me in all parts of the country participating, spreading the message and working with different groups affiliated with that. Of course, that is the government relations arm of the produce industry and as such I had the opportunity to meet with Secretary of Agriculture Tom Vilsack face-to-face, conversing about the school nutrition program, the farm bill. I also had the opportunity to talk with various members of Congress face-to-face about issues which are of concern to the industry, such as immigration, the specialty crop grants, and issues such as water out in California, labor issues in Mexico and that type of thing. Those were some of the issues that we dealt with and continue to deal with. That was a very fulfilling part of it and came at a perfect time in my career here. Our team has been really well-developed over time and was able to step in during my absences. That's my week. Every week is different. In the end, that is really what I like about my job.

Food World/Food Trade News: What do you consider the biggest challenges you face as CEO of the company and what do believe are the biggest challenges facing the produce industry as a whole?

Ron Carkoski: I think some of the biggest challenges we are facing are truly based on the regulatory side of the business. It is from the federal government and from some of the states. On the federal side, of course, we are all being challenged to be very, very aware and it is ultimately totally necessary for us to be very aware of food safety. Food safety continues to be the key item. In that realm, we had the Food Safety Modernization Act of 2010 passed. Those regulations are now starting to come into effect here this year and will continue to move forward. Also of concern is labor - in the growing side of the business as well as in the production side of the business. But also, labor in terms of drawing people into this industry, getting them interested in the fresh produce business and helping them understand what a unique and viable career path this industry offers.

Food World/Food Trade News: How does



Ron Carkoski
Chief Executive,
Four Seasons Produce

that trickle down to your job as chief executive? Obviously, those issues would apply as well. But, specifically, beyond that, what do you have to do to take some of those challenges and apply them so that your people can work more efficiently given some of the constraints and challenges that are out there?

Ron Carkoski: Great question. I think that is the core of what I look at my responsibilities to be here. One of the very first things I did when I got here was to develop a memorable and viable mission statement, which is "Growing ideas and producing excellence." It has enough produce reference in it to be a produce mission statement, but more importantly, it is truly about the involvement of every person in this organization having the right and the responsibility to bring their ideas forward. This helps us ascertain whether or not they are viable, and if so to implement them with the highest level of excellence. A winning culture is what I really want to focus on. And, that is what I look at here. My job here is to protect and defend the culture of this organization, so that it is unique. I believe it is what exemplifies Four Seasons and what identifies Four Seasons and gives us an extremely positive competitive edge. Anybody can buy and sell produce and anybody can merchandise produce. But to do it in the manner we do it, with the people that we have here, it at-

tracts the kind of people that we want. In turn, those people protect us and defend us and continue to keep this company the kind of company we want it to be.

Food World/Food Trade News: One of the strengths of Four Seasons is its culture. How do you push the associates and at the same time continue to maintain the entrepreneurial spirit of the organization?

Ron Carkoski: It is like being a good chef. You have your recipe and the recipe is truly taking care of the people. My responsibility is to truly make sure that every leader of every part of this team is on the same page. We all need to understand that our responsibility is to take care of the people first, because they are the ones who take care of the business. That is really what we want to do. How do we do it? We do that by making sure that they are healthy from a business standpoint, we try to help them as much personally as we can. We have a chaplain on staff here who helps them in areas where we can't possibly effectively communicate with them. People know they can talk to her about anything and it doesn't get back to us. It is proprietary. It is quiet. They know that they are cared for. That is not to say that we don't have our problems here. We have 685 people working here as of the beginning of October. That means we are going to have issues just like you have in a family. But, it is trying to keep everybody on the same page, making sure that they all understand the importance that they each serve in the business. Honestly, we are at the point in our life right now where we have to protect that. The culture is pulled through here, it is not pushed through. I don't push it. It is pulled through by the people that are here and that enjoy working in that culture every day. The people here can tell me quicker than anybody whether or not somebody is going to make it. If they resemble that culture and they have that culture in them. They either make it or they don't and our team pulls it through. They have to understand what our values, mission and goals

See **CARKOSKI**
on page 32

Lady Moon Farms Congratulates Four Seasons on 40 Years!

*We're Proud to Partner with You
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Nelson Longenecker, Vice President of Business Innovation

Nelson Longenecker plays a key role in the Four Seasons Family of Companies. With the unique title of Vice President of Business Innovation, Nelson oversees the teams that support the business in the areas of information technology, strategic projects, facilities, energy and sustainability, and food safety – all geared to better serve customers and to become more cost effective. According to Nelson, the idea behind his role is “... that as an organization, we have a mission of ‘Growing Ideas, Producing Excellence’, and if we’re going to make that come to life we need to work at that every day and in a variety of ways.” With 18 years invested in the company and past experience in operations, warehousing, transportation, inventory

control and technology deployment, the company found the ideal person for the role.

With so many hats to wear, what is he most passionate about? “I recognize we’ve become even more customer focused than ever. I love being part of a team that’s doing everything we can to partner with our customers – and to leverage technology to either drive down our costs or serve our customers better.” He also believes that the associates directly reflect that idea. “We have a team that is just passionate about their work. We do a survey of our people and it comes back time and again that almost 95 percent of our associates believe they directly impact the success of our company.

A very high percentage also believe that we truly do want to provide our customers with exceptional service. It is hard for someone outside of the organization to truly appreciate the level of energy and commitment to excellence that is part of our culture. Also, as we’ve grown, we’ve continued to bring in a variety of strong professionals. I believe we’ve got a more capable team than ever – it’s been exciting to be here to see that develop.”



Loretta Radanovic, Vice President & Chief Financial Officer

Loretta Radanovic is about to commemorate a milestone with the Four Seasons Family of Companies, which she first joined as the director of accounting administration in 1997. In February, she will be celebrating 20 years with the organization, where she is not only vice president but also as of January 2016, the chief financial officer. Loretta runs the financial side of the company, where her duties include overseeing the accounting and finance department, risk management, and the property and casualty insurance lines. She also is in charge of maintaining banking and auditing relationships, handling financing, and is a key player in mapping out the succession plan for the Hollinger family. Although her roots are in finance, her many years at Four Seasons have given her a true appreciation for the produce trade. “It’s been incredible to see how the business

has changed over the years,” Loretta says. “We’ve really grown with the independents and the different wholesale chains. Organics was something that we added and that of course has grown because now that is over fifty percent of our business. That’s been really wild. You have changes in customers and you replace them with new customers. That would probably be the biggest change, and just the growth of the organics and the natural stores.”

In looking back at her storied career with the company, where she also has held the titles of controller and vice president of finance, she talks about why she has remained with Four Seasons all of these years. “One of the greatest things we have built here is culture and we’ve worked really hard to define that culture and to really build on it and to start at the top and have

it work its way down. We have a vision statement now – Driving Healthy Distribution- and a mission statement of growing ideas and producing excellence. We also have our core values. We didn’t have those when I started.” She continues, “That growth of being really clear about what our vision and mission and core values are, of communicating that to the people, it coming down so they understand that so they can work freely with those ideas - I think that’s really important. And that family atmosphere that we have here, we have built on that. As we are growing it is getting harder and harder to maintain because we have more employees, so it’s going to take even more work for us to maintain that family culture but we want to still be able to be flexible enough to find that balance as we continue to grow.”

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Wendell Hahn, Vice President of Business Development

A seasoned veteran of Four Seasons Produce, Wendell Hahn is about to celebrate his 25th anniversary with the company. Throughout those years, Wendell has played various roles in the organization including: director of retail services, director of sales, director of buying and general manager. He currently holds the title of vice president of business development. Prior to his career at Four Seasons, Wendell worked on the retail side in the D.C. marketplace, first with Safeway and then with Grand Union, where he made his way up in the department to eventually lead the overall produce operations for that division. He went on to work at Food-O-Rama in Baltimore as their VP of produce and spent seven years on the independent side.

With so many years in both the retail and the wholesale side of produce, Wendell has seen a lot of changes in the industry. The most notable one, from his perspective, has been the growth of the organic sector, which Four Seasons got into way ahead of the curve. “We were early getting in on the organic piece. We probably ventured into it 18 or so years ago. We weren’t the first but we were one of the early ones and that has allowed us to grow with the market. As that segment has grown, we’ve been able to grow with it and it’s something we’re very proud of. It is now better than half of our weekly business.”

As he reflects on his many years working at Four Seasons, what does Wendell consider the key to their

success? “As a privately-owned company, we’ve been very fortunate to build a strong team of associates with a strong culture. Our core values are key to us and what we do on a daily basis. We have a great mission statement – “Growing Ideas. Producing Excellence.” - and we try very hard to build on that each and every day. Our focus continues to be on our customers, our customer service, and our associates and that’s something we’re committed to.”



Kim Miller, Director of Human Resources

As the Director of Human Resources at Four Seasons Produce, Kim Miller has seen a significant growth in the company in the 16 years that she has worked there. From her start as a benefits specialist, Kim has watched as the company has gone from approximately 400 associates to almost 700 strong today, and she was a member of the team to lead the transition from five area warehouses to one facility. “It’s just been really awesome to see the development of the organization and how we embrace technology and change and new procedures and constantly are innovating to make things better. When we moved from 5 different warehouses in this local area to this one facility, that was a cultural change for us because we had people who had been working at

one warehouse for their entire career with us that didn’t interact with anyone from the other warehouses and then we brought everybody under one roof.” Kim continues, “The way we managed through that process and helped people get integrated with one another was no easy task. The way we did things at one place wasn’t necessarily the same way we did it at another warehouse, so to bring everyone together with a new set of procedures and processes was huge.”

Throughout all of this, Kim credits the company’s commitment to preserving its culture for being the root of Four Seasons’ success. “Our culture is unique here and it gives the associates the opportunity to be innovative and find solutions. Our present success, our

past success, and our future success all lie with our associates. We want them to come up with new ideas and do everything to the best of their abilities. One of the most important things for us as an organization as we continue to grow is keeping that small family owned business feel no matter how large we get. That has been one of the reasons that people come to us as an organization. It is one of the reasons they stay with us for so long. That feel that we have of a small family business is something we really strive hard to continue. It’s important to our leadership, it’s important to our managers, it’s really important to our associates who work here, especially those who have been here a long time. They don’t want us to lose that feel because it is what makes us different.”

Congratulations to Four Seasons Produce on your 40th Anniversary! From your friends and partners at I Love Produce



October 3, 2008
Volume 07, Issue 40



The Grapevine



Four Seasons Buyer Travels to China

Bob Becker, Buying, had the opportunity to visit China for a few days in order to see firsthand the facilities which package "I Love Produce" garlic.

His trip began on Friday, September 5th. His flight left Newark on the 5th and arrived in Beijing, China on Saturday, September 6th. Without calculating the 12-hour time difference, the flight to China was 13.5 hours and the flight home was a mere 15.5 hours.

Following are details of Bob's trip in his own words.

Recently, I traveled with Jim Provost, owner of "I Love Produce," to China. Both Jim and I visited the garlic growing area in the Shandong Province and toured the facilities that package the garlic we purchase under the "I Love Produce" label.

The Jinxiang County of Jining City is considered the "Garlic Capital" of China. Although China grows 80% of the world's garlic, only 20% is grown for export. Select farms, who use rigid standards, may grow garlic for export. Jim Provost, owner of "I Love Produce" has a facility in West Grove, PA as well as in Jining, China. By using their own growers and processing facilities, "I Love Produce" can guarantee the quality control and food safety that we at Four Seasons Produce require.

To gain entrance at the facilities, I was required to suit up with white boots, hairnet, white hood, and long white coat. After walking through a sanitizing room, my hands were

disinfected and I was "combed" with a lint roller from head to foot.

Every employee displayed a good understanding about the importance of food safety and product traceability. Each employee completes intense training in order to be able to work at the facility.

The garlic is cleaned and trimmed in a well-kept building located next to the processing plant. The 5-bulb packs and bulk garlic are also packaged there. The organic produce is all grown at Feicheng, Shandong Province.

During our trip, we had a dinner with Wang Jianping, Director General of the Agricultural Bureau of Feicheng, who is considered a pioneer to organic farming in China. Mr. Wang works closely with the farmers in his area educating them on organic growing practices as well as growing for export.

I was able to visit one organic processing facility and found their procedures were just as strict if not more strict than here in the USA. All the various Directors of Agriculture, which I met with from the Shandong Province, showed the same passion to educate the farmers under their jurisdiction to use only safe farming practices and to be accountable for the items they grow.

I left China with a better understanding, increased trust, and a deeper appreciation for our friends on the other side of the globe.

—Bob Becker

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ONE TEAM - ONE GOAL

Be sure to check out Page 2 for more information re: celebration of Customer Service Week during October



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Heath Johnson, Director of Information Technology

An information technology expert for 30 years, Heath Johnson spent his first 15 years in the retail furniture sector where he supported privately held organizations. For the past 15 years he's provided technical solutions for Four Seasons Family of Companies. Heath currently oversees a team of 11 people with plans to expand his team to further automate business processes. The team focuses on building business strategies that support company growth and the efficiencies of running the operations while maintaining healthy systems. "We are a 24/7 operation, so downtime is unacceptable. It's important to maintain the technical environments to keep it healthy and running at peak performance. Downtime translates to a direct impact to associates, customers, and suppliers so we take this responsibility very seriously." In discuss-

ing how Four Seasons has evolved over the years, Heath first pointed out what has not changed: "Their core values and company culture have been rock solid since I started. Very family oriented, very caring about their associates and customers." What he has seen transform over the years is the diversity of the company and the services they provide. "When I first joined it was produce distribution only, now there is an import arm, a transportation arm, and third party logistics arm. That diversity, as far as how to provide and support various applications, has been a big shift in how technology services the business's needs. Transactional throughput, data storage, and how we leverage data to make better decisions have massively grown, so it takes more applications and compute power to run the day-to-day operations. We use

wireless technologies in our warehouse management system to improve inventory accuracies and associate productivity by voice selecting customer orders. We have GPS and in-cab solutions across our transportation fleet to maximize driver productivity and vehicle efficiency. By using these types of technical solutions we are able to keep our customers more informed and provide better customer service." Heath believes that the company's vision statement, "Driving Healthy Distribution," sums up what we're all about. "Our vision statement says so much about the company and what we set out to accomplish. It's a core part of who we are and the services we provide."

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Four Seasons Produce, Inc.

Four Seasons Produce is a full service wholesaler of organic, conventional and local fresh produce based in Ephrata, PA. The company has very humble roots dating back to when founder David Hollinger was just a little boy. He shared his father's love of farming and sold his first garden crop to a store near Ephrata, Pennsylvania when he was just eight years old. David's infatuation with fresh produce deepened as he traveled with his father to purchase produce for the family farm market as a child. As an adult, he felt compelled to serve, so he and his wife, Debbie, spent several years in rural Mississippi providing volunteer services in a farmer's co-op. After returning home, David resumed work in the family produce market, buying produce and managing the company. It was then, in 1976, that Four Seasons Produce, Inc. came to life. Local bankers recognized Hollinger's personal integrity and potential with a small loan and a line of credit. With it, Hollinger purchased a 5,000 sq. ft. building, a few trucks and equipment so he could supply local restau-

rants and market with fresh produce. The company flourished and in 1986, the warehouse was moved to a 25,000 sq. ft. building. Due to the explosive growth of the business, the company was using five buildings in Ephrata and Denver by 2003. The company consolidated those operations when the company moved into its 262,000 sq. ft. headquarters at 400 Wabash Road in 2004, of which 25,000 sq. ft. was refrigerated warehouse space. Four Seasons decided to invest \$5 million in an expansion project that was undertaken in the fall of 2014. This project opened up the facility to 137,000 square feet of refrigerated warehouse and 287,000 square feet in total. Besides the refrigerated warehouse, the facility includes offices, an

employee cafe and marketplace, loading docks, production (such as packing and re-packing) and non-refrigerated storage.

Four Seasons Produce specializes in Direct-Store-Delivery to independent supermarket groups, single store operators, gourmet retailers, farm markets, online retailers and home delivery, and other specialized retailers in the Mid-Atlantic and Northeast region. They also concentrate on warehouse and large volume produce deliveries to national and regional chain stores, wholesalers, processors and cold-press juicers, and other professional produce buyers on the East Coast and offer fresh produce export programs for retail and food service to Bermuda and the Caribbean.



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INDEPENDENT RETAILERS

Four Seasons Produce specializes in Direct-Store-Delivery to independent supermarket groups, single store operators, gourmet retailers, farm markets, online retailers and home delivery, and other specialized retailers in the Mid-Atlantic and Northeast region.

Programs & Services for Independent Retailers

Merchandising Services including resets, displays, and training from produce experts

Sales Representatives that know the product and spend time in the coolers

Custom Supply Programs for independent chains and ad groups

Ad-Writing, Price Lists and SRP management, Opportunity Buys and Specials

Weekly Market News, Product Mix Analysis, Reporting, and Merchandising Tips

WHOLESALE

Four Seasons Produce specializes in warehouse and large volume produce deliveries to national and regional chain stores, wholesalers, processors and cold-press juicers, and other professional produce buyers on the East Coast. They also offer fresh produce export programs for retail and food service to Bermuda and the Caribbean.

Programs & Services for Wholesale Buyers

Organic Sourcing Solutions and Retail-ready Organic Programs

Locally Grown Programs

East Coast Product Sourcing Solutions

Private Labeling and Custom Packs

Packed-to-Order • Citrus and Tomato Packing

Ripening Programs for Bananas and Avocados

Access to Pallet and Load Volume of an Expansive Variety of Fresh Produce

Short and Fill Business for Next Day or Emergency Service

Spot Deals and Opportunity Buys



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ORGANIC FOCUSED

Organic gardening and the health food movement has always been a passion for Four Seasons Produce Founder David Hollinger. In 1996, the wholesale distributor started a formal organic produce program. Then later that decade, Four Seasons Produce purchased Joshua's Organics, a small New York City based organic wholesaler. With Josh Steinhauser on board, the critical mass from his customer base, plus his industry expertise, Four Seasons was able to dive deeper into the natural food store and food co-op realm.

In the early 2000s, chain stores began to take notice of the organic produce trend and were seeking solutions to sell organic fruits and vegetables without incurring high shrink. Four Season Produce was one of the first wholesalers to roll out a UPC'd packaged organic program and then shortly thereafter transitioned away

from foam packaging to biodegradable and compostable palm fiber trays.

Combining the support to chain stores with the sales to the independent natural food store channel, Four Seasons continued to grow in breadth and scale in organics. Key vendor partners, like Lady Moon Farms, the east coast's largest organic vegetable grower whose high quality products were sought after by buyers "in the know", found a good partner in Four Seasons to bring their products to marketplace. Currently the vendor partner list is vast and also includes top organic brands like Driscoll's, Cal-O, Stemilt, Earthbound Farms, organicgirl, Olivia's Organics, Foxy Organic, Equal Exchange, and many more!

These days over half of Four Seasons Produce's sales are on organic produce. That organic produce makes its way to retailers and other professional buyers of all kinds in the mid-Atlantic and north-east. It really never was about the "trend"

so much as a belief in the organic growers and the retailers who wanted to bring those products to market. Organics is here it stay as an important alternative for consumers, and Four Seasons Produce is fully committed to it!





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Forty Years of Driving Healthy Distribution



1976:

Business begins from 5,000 sq. ft. warehouse in Denver, PA



1986

Primary supply begins to first Philadelphia area retailer group. Warehouse moves to a 25,000 sq. ft. building



1995

First bagging and punnet machines added for produce packing. Retailer programs expand.



1996

Certified Organic Produce Program begins



1998

Exporting of produce begins



2004

Open 262,000 sq. ft. 400 Wabash Road facility



David & Debbie Hollinger



2005

Initiate Private Labeling of Organic Produce for East Coast chain stores



2006

Earth Source Trading & Sunrise Logistics become part of the Family of Companies



2009

First refrigerated facility awarded the Energy Star certification



2014

50% of total sales generated from organic produce



2015

Major warehouse and truck garage expansions



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- 8128 pallet spaces of refrigerated storage at our primary warehouse
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Jason Hollinger, General Manager of Four Seasons Produce

Representing the second generation of Four Seasons Produce, Jason Hollinger is following in his parents' footsteps. In addition to working on dairy farms during his teenage years and in the produce department for Fresh Fields, a retailer later acquired by Whole Foods, Jason worked a variety of jobs at Four Seasons during his college summers including selector, night floor cleaning, and 3rd shift receiving manager. "I knew I wanted to work at Four Seasons. The way dad would talk about it at home energized me. And I liked being around the office and the warehouse as a kid. I would go into the office with dad and play in the warehouse and pretend I was a worker – moving pallet jacks and lifting cases. I pretty much always knew I wanted to work here. I didn't seriously consider anything else." However, it was when he started buying local produce at a nearby auction one summer that his passion was really ignited. "I began to see how a weather event one day changed what was at the auction the next day – usually less product - which drove the prices up. Then, a week later when it

was sunny and nice, the high volume of product would drive prices down. I saw how the best quality brought the highest prices and how some farmers always had the very best product and displayed it so nicely. The auction was a great way to learn the ins and outs of growing, quality, supply and demand, and holiday effects." In his current role as general manager of Four Seasons Produce, Jason leads the teams of buying, quality control and sales. "The heart of the produce business is the buying, knowing what quality you have on hand, pricing it right and getting out there aggressively to sell it. So, I'm privileged to lead the heart of the business."

He was there right from the beginning of the organics business. His first full time job with the organization was buying organics. "At that time about 1% of our sales were organic and now we are at over 50% percent and we wouldn't be the same without that so I'm grateful to be part of that." He also makes note of the effect that the warehouse consolidation had on how business was approached. "I felt the change from full warehous-

es in 2002 and 2003 - when we were maxed and working from five separate locations. We were constrained and it made for stress and a little bit of chaos. Then in 2004 we moved to our large new building and after we got settled in it gave us a sense of 'Wow! We need to fill this building up. Let's go! Let's go get sales!' That was a stage where everything we did was geared towards, 'growth, growth, growth.' And we accomplished that. Then in 2014-2016 we once again found ourselves constrained at times and the priorities had to be shifted slightly. We had to plan growth more carefully and work harder to make sure we were servicing customers well. We have to be efficient as possible because we don't have much more room to move." In the end, no matter what the changing dynamics of the business are, Jason believes at the core of Four Seasons is the servicing the customer. "We just delight in helping them succeed. That's our specialty, our strength - helping stores have outstanding produce departments since that is often the first thing their customer sees."



Dave De Wees, Director of Operations

Although he is the new kid on the block at Four Seasons with just his first year at the company under his belt, Dave DeWees is no stranger to the retail food industry. With 20 years of experience at the Hershey Company in all facets of the operations including warehousing, direct marketing, packing and manufacturing, Dave uses this acquired knowledge in his position as Director of Operations.

In his short time with the organization, Dave credits his time as already dramatically changing his perspective on organic products. "After a year experience in produce business, what seemed to have piqued my interest in things to come is definitely the fact that organic is such a big part of our business. And

having two young children, a 12 year old and a 14 year old, and thinking about the importance of their future, I was introduced more formally to organic product since I've been here and have even personally migrated towards looking at labels and looking for organic products." He believes the organics part of the business will not only continue to flourish but also thinks companies like Blue Apron will be a big part of their future enterprise, stating, "I think direct-to-consumer suppliers and companies that we're providing product to will be part of our future growth. It seems to be catching on and I know those businesses are growing rapidly."

Dave has nothing but praise for the culture he has experienced with

the organization thus far. "I joined the team at Four Seasons because of all the good things that not only customers say but the associates as well. There's a real high energy atmosphere and culture here and it's very, very positive." Always one to be a team player, he adds, "I think the thing I hopefully brought some of is we have a relentless pursuit for excellence here. Really, it's not just the operations, but as part of the leadership team, every facet of the business is focused on being excellent, whether its sales, whether its purchasing – there's just a real deep drive to be excellent and in my area, operationally excellent." And judging by the record year the company has had, he is doing just that.

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Dave Hahn, Director of Procurement

Although David Hahn has only been the director of procurement at Four Seasons Produce for four years, he has spent his whole work career with the company in varying roles dating as far back as 8th grade when he started washing trucks for the organization as a high school job. “I started off as a young guy washing trucks and really got my start buying while interning in college during the summers.” At the time, David was buying local produce, watermelons in particular, which was a difficult commodity to most buyers but a challenge that David greatly relished. He enjoyed the task so much that he continued to do it for 14 years, right up until he moved into

his current position in which he oversees and supports the buyers.

As a member of the Four Seasons team for 22 years (15 years full time), what does David attribute to his longevity there and the company’s continued growth? “We want to be the best in the business, and we take what we do very personally. We work hard every day at providing excellent opportunities and quality to our customers. Our goal is to keep them competitive in the marketplace, and as far as our service level, there’s no one else that does what we do across the board for our customers.



Jonathan Steffy, Director of Sales and Retail Services

As a seasoned member of the Four Seasons Produce family, Jonathan Steffy has seen a lot of positive changes in his 16 years at the company. When Jon first began his career with the organization, a significant portion of their business was with foodservice and their independent retailer base was very conventional.

Then, throughout the 2000’s, they took on more natural food stores as customers and they began servicing food co-ops that were buying big amounts of organic produce. They also started developing packaging that allowed them to sell organics to chain stores. As a result, the company decided to make a big shift in how they do business.

According to Jon, “There were other wholesalers that were really good at the foodservice business, had a fleet and a sales model designed for that. At that point, we made the decision instead to focus

on the retail channels and really be good at that. That was a big shift that allowed us to put more resources into helping those natural food stores and organic markets that we were working with do more of the things that we’d been helping the traditional independents do: the merchandising, helping them promote and write ads and just overall helping them to be great in their produce departments.”

This transition set the stage for Four Seasons Produce to become the specialized leader in organics that they are today. “We could start to feel it coming and we had to adjust our mindset and approach. It was a niche we were becoming good at and we knew it wasn’t just a trend. Organics wasn’t just going to be a flash-in-the-pan. Culturally, we had to organize ourselves and how we thought about the business to be able to do what we were doing for those traditional independents in

Philadelphia, New Jersey, in Washington DC. We had to shift our mindset to be able to do the same style of service and expertise in produce retailing to help retailers in the ‘natural foods and coop’ realm be successful. And that shift just helped to catapult us to the next level.”

In his current role as director of sales and retail services, Jon leads and supports the various sales teams (retail and wholesale) as well as the merchandisers who work their DSD customers. He also pulls together the marketing aspect of the business so that customers understand what is happening in relation to the fresh produce that they sell. “I love selling fresh produce and helping to make those connections. It creates an environment that allows people to enjoy produce at its best. It’s just a passion of mine and this has been an amazing company where I can do just that.”



Congratulations!
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Earth Source Trading, Inc.

Earth Source Trading is a year-round importer of high quality organic and conventional fresh fruits and vegetables. Through supply chain services of transportation, fruit ripening and product storage, they provide the assistance to customers needed to make their businesses successful.

Earth Source Trading offers:

- Customized improve-your-bottom-line strategies
- Accurate forward projections
- Timely market, product and grower analysis and reports
- Year-round and seasonal profitable sales driven programs

The company represents quality-oriented growers and exporters to provide the freshest fruit and vegetables year-round. Our growers are financially sound with good agricultural practices enforcing food safety and traceability procedures.

We source from many countries around the world to supply top produce to retail, wholesale and food service customers. We are importers of organic and conventional fresh produce, offering extensive services to meet the needs of our grower community:

- Experienced sales and marketing team
- Quality retail, wholesale and food service customer base
- Supply chain management
- State-of-the-art cooling storage facilities

As trusted import specialists, Earth Source Trading offers:

- Customs and import documentation
- Quality inspection services at arrival
- Terminal handling
- Latest tracking technology
- Cross docking/consolidation
- Ripening rooms
- Repack/private label capabilities
- State-of-the-art cooling storage/warehousing
- Customer specific programs

Food Safety and Traceability

Food safety has been a fundamental part of Earth Source Trading's quality control program since day one. They have a comprehensive training program that continually educates their associates and reinforces the importance of meeting Good Manufacturing and Agricultural Practices and Food Safety Standards.

Food security and product traceability are closely linked and have gained major importance in the produce industry. Our



integrated supply chain management from the grower to the packing house allows us to be closely linked to all traceable records of our fruit and vegetables. Earth

Source Trading is involved in all aspects of quality control and inspection, at every level of production and exporting.

Kendrick Mobley, Vice President & General Manager of Earth Source Trading



It seems that Ken Mobley was destined to be in the produce industry. As the son of an orchardist and with a BS in agriculture and a masters in horticulture, Ken lives and breathes produce. He is both vice president and general manager of Earth Source Trading, the subsidiary of the Four Seasons Family of Companies that operates as a sales and marketing firm of conventional and organic fruits and vegetables. Earth Source works with grower and provides produce di-

rectly from the growing areas to the customer. The import company's focus and dedication has positioned the company into a leading supplier of Chilean citrus. Their customer programs requires a seamless, year-round supply of produce, which has fostered the development of great partnerships throughout the world. Recently the business launched the Green Bee brand and has co-branded a citrus combo bag with Sunkist Growers Inc.

In the 17 years that Ken has been

with the family of companies, he has experienced several changes. According to Ken, the construction of a new warehouse, adding a produce market & café and even a chaplain service to name a few has contributed to serving their customers and enhancing the environment & company culture for all of the associates. In his opinion, all of these features plus many more make Four Seasons Family of companies a great place to work.

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Warehousing and Distribution

With facilities located in Pennsylvania, halfway between Philadelphia and Harrisburg and just off the Pennsylvania Turnpike, Sunrise Logistics are strategically located to receive, consolidate and store/cross-dock products for redistribution in the northeast and Mid-Atlantic States. Additionally, they serve as a gateway for storage and redistribution throughout the U.S. of products arriving at any of the east coast ports and can easily handle storage requirements. Their storage areas maintain up-to-date food safety and organic certifications.

Transportation Solutions

Utilizing their own company-owned fleet of trucks, Sunrise Logistics provides regularly scheduled truckload and less-than-truckload (LTL) deliveries to most of the major food distribution centers and retail chain locations in the northeast and Mid-Atlantic States. Longer-haul transportation services are provided using a combination of their fleet and a network of contracted carriers. They facilitate and manage cross-country shipments utilizing over-the-road trucks in addition to intermodal and rail transportation.

Robust Supply Chain Services

Supply chains can be highly complex and unique as well as simple and straightforward. Sunrise Logistics offers many additional supply chain services that can be customized to meet unique customer needs. Their services can be linked together as full end-to-end solutions or can be integrated as a part of your existing supply chain.



Expertise

Their experienced logistics team has extensive knowledge and expertise in managing supply chain services. This allows your team to concentrate on what they do best without the additional

worries of executing the supply chain. The values driven Sunrise Logistics team operates on the principle that they are an extension of your company, brand, and people.



Rob Kurtz, Vice President and General Manager of Sunrise Logistics

Rob Kurtz started his career at Four Seasons Produce in 2000 where he served as the Vice President of Human Resources. In 2009, Rob was presented with a new opportunity by company president Ron Carkoski – taking the helm at their sister company Sunrise Logistics. According to Rob, “In 2006, we restructured the organization. That’s when we split off our transportation assets and formed Sunrise Transport as a for-hire carrier. At the same time, we founded Sunrise Logistics which operates as a third party logistics (3PL) provider to provide supply chain services for customers outside of Four Seasons.” He continues, “As with many startups, we spent the first few years developing the business plan, structuring the company and defining our service capability. Internally we made a few changes and that’s when Ron asked me to step out of my role in human resources

to give leadership to Sunrise Logistics in 2009.” As the GM, Rob focuses on leveraging the assets and the operating capability of the Four Seasons Family of Companies to provide customers with cold storage, repack, ripening and transportation services. He adds, “There are a lot of moving parts with this business model, but rather than double up on warehouses, operations associates, trucks and drivers, we use what the organization already has in place. In some cases, Sunrise Logistics is driving operating expenses, but in most cases, we are helping to offset existing operational costs by leveraging assets that already exist.” And although they have a transport company within the organization, Sunrise Logistics also acts as a third party freight broker and as a result has developed strong relationships with other outside carriers. “We put a lot of

Transport but Sunrise Logistics also continues to grow as a freight broker. We have added a lot of refrigerated LTL delivery lanes out of Ephrata heading into the Southeast and the Midwest with fresh produce.”

So what does the future hold for the logistical arm of the Four Seasons Family of Companies? “In the past three years we have been developing a strong customer focused team and have invested in a new transportation management system to help us grow the freight brokerage component of the business. Growing our transportation and freight brokerage services has been part of our vision and strategy and it’s where we’re seeing most of our growth.”

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From page 6

are and we have to be clear with them and communicate them effectively. But, once we do that, they have to take it and pull it through and turn it into what we see here on a day-to-day basis. This is not a fist-pounding kind of company.

Food World/Food Trade News: In your 22 years at Four Seasons, give us the highlights of some of the achievements company-wise that you have seen.

Ron Carkoski: Where do you start? I guess the one that I really look at, that I take real pride in, is developing the team of people and the type of leadership that we have. That has come through trial and error and having the folks who are here right now really embracing what we do and actually running with it. Today, I'm more of a caretaker rather than I am of a demander. The other thing that I really take pride in is the fact that in 2006 we identified areas of our business that we

thought were our strong points and built business models around them. So, they are 10 years old this year. Sunrise Transport, which is our fleet organization, is a public utility company for hire. Its basic tenet is to take care of our delivery fleet and our delivery items here. Also, we have Sunrise Logistics, which is a provider of third-party logistics to the industry and also transportation brokerage, as well as Earth Source Trading, which is a sales agency for off-shore produced products. We have focused on building those businesses and turning them into viable entities. Each one of them has a general manager and those general managers each having their own associates under their own P&L. We have built those businesses into viable, profitable and rapidly growing parts of the company.

Food World/Food Trade News: You employ nearly 700 associates; you are in a great geographical location with a footprint throughout the Northeast. Produce,

as a department, is booming, organics as a category is booming. So this is really a third generation business if you go back to (chairman) Dave Hollinger's dad. Where does Four Seasons go in the near future?

Ron Carkoski: We have a very well-defined succession plan in place. That succession plan is moving forward so that Jason Hollinger, David's son, is going to take the role of CEO and president as he goes forward. We have a talented group of people, not only at the top tier, but also at the second tier and third tier in the company being prepared to assume the roles. Those people are so talented and will be able to bring the vision of youth and of current technology into the area. Where we had the opportunity to do that 15 or 20 years ago, they will have the opportunity and will take this business well beyond where it is right now. Produce is one of the hottest categories and biggest growth portals for retailers. I believe that you will see Four Seasons looking at opportunities all

across the board. They are opportunities that may include locations outside of this geographical area. We are at a point here where we have to understand what our next steps - in addition to building - will be. We have opportunities that are presenting themselves to us in different parts of the country. We will need to determine if those parts of the country are viable locations, etc. I see a physical expansion as well as the continued growth of the entire produce category. I understand that technology is going to play a much greater role in the future. There will be a lot of data that will need to be crunched to understand what the best role is to go. Some of the data may include the message that we need to expand our internet presence and be able to do business in that respect to. All avenues that are ripe for people to come in and take a look at it that are much more talented in those areas than us old guys.

Food World/Food Trade News: Thank you.

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DISTRIBUTION™



Sunrise Transport, Inc



Four Seasons Produce makes next day deliveries to hundreds of customers throughout the Mid-Atlantic and Northeast regions via their sister company, Sunrise Transport. Comprised of over 120 tractor-trailers and straight trucks with satellite tracking, Sunrise Transport is a high-service, reliable and modern fleet. From street deliveries in major cities to dock deliveries at a warehouse, they get it done.

Their professional drivers are

focused daily on safety and service. They understand the nuances and expectations of delivering perishable products. Their team is on duty 24/7 to plan and monitor our deliveries, and to alert customers of unexpected issues that may impact delivery times.

You want on-time, temperature-controlled deliveries from courteous drivers who know what they're doing – that's what you'll get with Sunrise Transport!



Myron Berkowsky, General Manager of Sunrise Transport

Having spent 35 years of his career in some form or another in food logistics (the first 25 years at Hershey and the most recent 10 years with Four Seasons), Myron Berkowsky has found the perfect fit as General Manager of Sunrise Transport, the wholly owned subsidiary of Four Seasons Family of Companies that deals with transportation. As the person responsible for the day-to-day operations, Myron oversees the fleet from a safety management standpoint and manages more than 160 people that work for Sunrise Transport. As an experienced logistical manager, he takes safety very seriously. "In my world, we are heavily regulated, safety is a very important element of what we do. People just can't operate a truck a 24/7 to get the product to where it needs to be. There are very specific requirements that we as a motor carrier adhere to in order to ensure that not only are we compliant with what the Department of Transport-

tation and the Federal Motor Carrier Safety Administration expects out of us, but also we have a responsibility to the motoring public and we want to be a safe motor carrier. It is critically important to us that the people which are operating Sunrise Transport vehicles down the road are in a position where they can be safe doing their job." With the experience he has had in the industry, Myron thinks that the importance of speed to market will continue to be a major focus of logistics, stating, "We straddle both the retailer as well as the distribution center type of delivery scenario day-in and day-out. Inventory that is carried in a distribution center or on a shelf can be considered expensive, taking up valuable resources and real estate in those particular locations. Anything, which the grocery trade can do to reduce inventories and compress cycle times, is in their best interest along with the best interest of the consumers since we are working with

food where shelf life is extremely critical. I see that the speed to shelf element is probably going to continue to be a primary driver in terms of what a food oriented grocery operation will look to provide to their consumer in the future."

When asked about the best part of working for the Four Seasons Family of Companies, Myron's commitment to the organization is quite evident: "We are passionate about what we do in terms of the product that we handle, and in terms of our interactions with our customers. We care about our people tremendously from the standpoint of ensuring day-in and day-out that the most important part of what makes up Four Seasons is the people that work here. Without them, it's just a shell! It's the people that make the difference and it's the greatest part of our culture."

EVERY DELIVERY FEEDS YOUR BOTTOM LINE.

- Transportation management software for food shipping
- Fleet maintenance management software
- Routing & scheduling for final mile

**Congratulations Four Seasons Produce
on Your 40th Anniversary!**

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to the Four Seasons Family of Companies for 40 Years of Success!

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PASSION FOR PRODUCE. FOCUSED ON FRESH. DRIVING HEALTHY DISTRIBUTION.

Many people who work at Four Seasons or who do business with the organization comment on “**culture**” and why they like it, embrace it. The culture secret sauce at the Four Seasons Family of Companies is not so secret, actually. It’s the result of blending **entrepreneurial spirit, bedrock values, hard work** and **family-friendly environment**; and the **people** who serve it up care. It starts with the **Hollinger Family** and spreads from there.

It’s in the hands. **Attractive produce department display building** and **merchandising** is revered. **Sturdy produce case skid-building** and **quality packing** is prized. **Safe, professional delivery driving with friendly service** is the standard.

It’s in the head. **Continuous improvement efforts** push performance and efficiencies forward. **Training** at all levels develops better people, careers and support to partners. **Innovations** in serving niche market segments with expertise and **solving supply chain problems** help customers profit more.

It’s in the heart. Associates that earn their **US Citizenship** are celebrated. Generosity to **Food Banks, Make-A-Wish Foundations, PASA (Pennsylvania Association for Sustainable Agriculture)** and **local civic organizations** is evident. Care for people is important.

It’s also in the work environment. **Produce wholesale distribution, grower representing, cold chain logistics** and **truck driving** – those are fast-paced and intense businesses, so having nice facilities and perks for associates is essential.

At Four Seasons Produce, Inc. quality is not just in the product. The **equipment, offices and buildings are state of the art, the fleet is modern, technology** is always being updated. Associates enjoy a **full service café** and **salad bar**, a **well-stocked produce market** to buy fresh foods at wholesale prices, **1.5 mile walking path, racquetball court** and a **beautiful campus**. Celebrations like **ice cream day** or **pretzel day, wellness challenges** and **associate appreciation picnics** keep things fun.



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Congratulations Four Seasons on 40 Years!



2016 FOUR SEASONS PRODUCE ENERGY & SUSTAINABILITY INITIATIVES



Energy Projects:

Lighting retrofits to LED now covering over 90% of our facilities, dock improvements, day lighting, HVAC upgrade, energy (peak load) management program, demand response participation, parking lot induction lights, PACE Controls (improving compressor efficiency), high efficiency and VFD motor upgrades and building envelope improvements. Completed a Strategic Energy Management Plan in 2012.

Results:

- Reduction of 1,500,000 kWh annually since 2006
- 16% reduction in Electric usage from our peak 12 month period
- 56% reduction in Natural Gas usage from our peak 12 month period



Water Conservation:

Rainwater harvesting, enhanced cooling water, cooling tower water recovery, touch free faucet aerators in sinks for hand washing, touch free high-efficiency urinals and toilets and efficient shower heads.

Results:

- Over 1,600,000 gallons reduction in annual water use
- 24% reduction from our peak use in 2007



Recycling:

Begun in 2000, now a company-wide “mixed-stream” recycling program. We recycle, food waste, cardboard, wax cardboard, plastic, shrink wrap, wood pallets, batteries, light bulbs, E-waste, truck/car tires, motor oil, antifreeze, oil filters and misc. metals.

Results:

- 93% waste diversion rate in 2014 (5.7 million pounds recycled)
- Joined the EPA’s WasteWise recycling program



Fleet Programs:

Routing improvements, modified delivery schedules, equipment enhancements and driver education to reduce miles and improve fleet performance.

Results:

- Elimination of over 1,200,000 fleet miles from 2007-2009 (21% reduction)
- Joined the EPA’s SmartWay Transport Partnership



Achievements:

- Recognized in the ten-year retrospective by the EPA as the first warehouse in the country to be awarded the ENERGY STAR.
- Awarded 2010 “Corporate Citizen of the Year” by Central Penn Business Journal.
- Recognized with the “Ethics in Business” award by Lancaster Chamber of Commerce and the Samaritan Counseling Center in 2012.
- Featured in DC Velocity and the summer High Performing Building’s magazines.
- Green Plus Certified – Awarded 2013 Green Plus Sustainable Enterprise Award
- Lifetime business partner with Pennsylvania Association for Sustainable Agriculture (PASA)



**FRESH
FLAVORFUL
GREENHOUSE GROWN
PRODUCE**

CONGRATULATIONS



ON YOUR 40TH ANNIVERSARY!

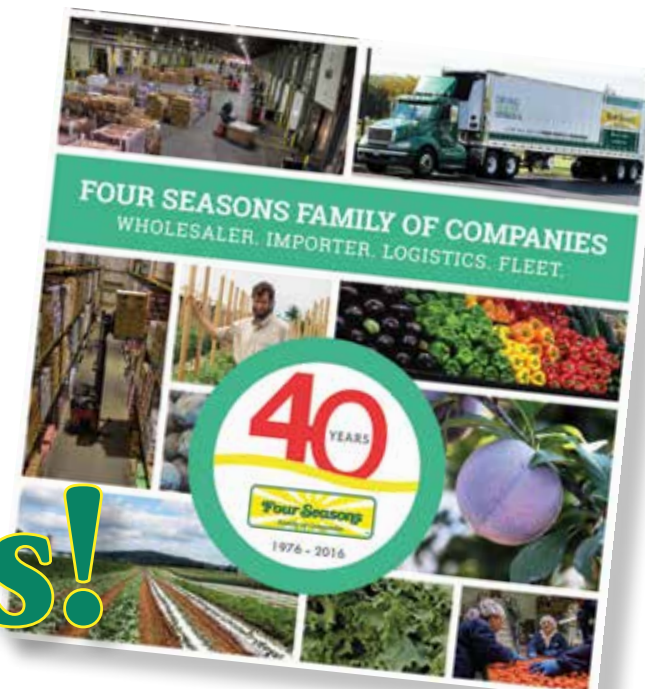
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*Congratulations to the
Fours Seasons Family on...*

**40
years!**



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DRIVING
HEALTHY,
DISTRIBUTION™



OUR FAMILY OF COMPANIES



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- Servicing independent retailers, chain stores, food co-ops, and other buyers
- Proven programs for retailers, export, and ingredient

fsproduce.com



- **Importer** of organic and conventional fresh produce
- Seasonal and annual programs for retail, wholesale, and food service markets
- National and regional commodity programs

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- **Full service logistics provider**
- Warehousing and distribution
- Robust supply chain services
- Transportation solutions
- Well-established distribution network

sunriselogistics.com



- **Refrigerated truck fleet** and professional drivers
- Serving the Northeast, Mid-Atlantic and beyond
- Tractor trailers, lift gate equipment, and straight trucks