

KINGS RIVER PACKING

CITRUS 101

2025 - 2026



TABLE OF CONTENTS

CITRUS BASICS	02
MERCHANDISING & QUALITY	03
GRADING STANDARDS	04
CITRUS SIZING	05
COMMON DEFECTS	06
CITRUS ANATOMY	07
OUR CITRUS	08
PACKAGING	09
AVAILABILITY CALENDAR	10
NAVELS	11
HEIRLOOM NAVELS	12
RASPBERRY ORANGES	13
CARA CARA ORANGES	14
MINNEOLAS	15
VALENCIA ORANGES	16
LEMONS	17
SEEDLESS LEMONS.....	18
GRAPEFRUIT	19
PUMMELOS	20
POPPIES	21



HOW TO PICK THE PERFECT PIECE

Characteristic	Explanation
FIRM TO THE TOUCH	Citrus should be firm to the touch. As fruit matures the rind will have some give, with the fruit still being exceptional quality.
SMOOTH SKIN	The skin should be smooth, with no wrinkles or bruises.
BRIGHT COLOR	The skin should be a bright yellow or orange color.
HEAVY WEIGHT	Citrus skin should be heavy for its size.
FRAGRANT AROMA	When cutting open, it should smell fragrant and sweet.



WAYS TO ENJOY

-  FRESH
-  PRESERVES
-  FRUIT SALAD
-  DESSERT
-  JUICE
-  MARINADE
-  WELLNESS SHOT
-  GARNISH





MERCHANDISING

- Build eye catching displays by stacking citrus by variety with flavor-profile signage, positioning high-margin or seasonal items at eye level, and varying display heights to create visual interest.
- Maximize citrus season sales with prominent, clean, and well-stocked displays in high-traffic areas of the produce aisle.
- Secondary displays outside of the produce aisle drive impulse sales. For example, lemons merchandised near seafood or mandarins placed at checkout inspire customers in the moment.
- Stocking both bulk and bagged options maximizes sales by meeting the needs of different shoppers, whether they're looking for value, convenience or the right fit for their household size.



QUALITY & HANDLING

- Citrus does not ripen after it has been picked, and it is tested for sugar content before harvest to ensure optimal flavor.
- Handle fruit with care to prevent bruising. Avoid dropping, tossing, or overstacking to preserve quality and presentation.
- Follow FIFO (first in, first out) to keep fruit fresh. Place new arrivals on the bottom and rotate older stock to the top for quicker sales.
- Keep citrus in a temperature-controlled environment between 36 and 42 degrees Fahrenheit.



GRADING STANDARDS

U.S. Fancy

- Oranges are mature, well colored, firm and of smooth texture
- Free from decay, broken skins, dryness, mushy condition, and free from injury caused by bruises, split, scars, oil spots, scale, sunburn or other foreign material disease

U.S. No. 1

- Oranges are mature, firm and of fairly smooth texture
- Free from decay, broken skins, dryness, mushy condition, and free from injury caused by bruises, split, scars, oil spots, scale, sunburn or other foreign material disease

U.S. Combination

- Consists of a combination of U.S. No. 1 and U.S. No. 2 oranges
- At least 40% of the oranges in each lot shall meet requirements of U.S. No. 1

U.S. No. 2

- Oranges are mature, fairly well colored, fairly firm, fairly well formed, which may be of slightly rough texture, and which are free from decay, broken and dry skins
- Free from serious damage caused by bruises, dryness, split, scars, oil spots, scale, sunburn or other foreign material disease



CITRUS SIZING

CITRUS SIZING INDICATES THE AMOUNT OF FRUIT WITHIN A STANDARD CARTON (TYPICALLY 40LBS).

For example, a carton of "88s" contains 88 medium-size oranges. A carton of "138s" holds 138 small-size oranges, while a carton of "48s" contains 48 very large oranges.

THE SMALLER THE NUMBER → THE LARGER THE PIECE OF FRUIT
THE LARGER THE NUMBER → THE SMALLER THE PIECE OF FRUIT





COMMON DEFECTS

Decay / Mold

Fruit can develop a soft brown decay and may also develop raised brown or gray bumps. White and blue or green spores develop on rinds.



Scarring

Depressions in the rind, which become discolored or brownish.



Discoloration

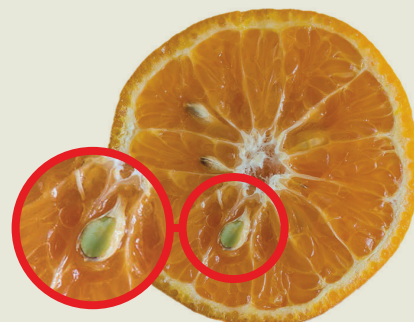
Brown to reddish green, discolored streaks on the rind.

*Raspberry Oranges naturally have a "blush" to their rind color which is not a defect



Seeds (Mandarins only)

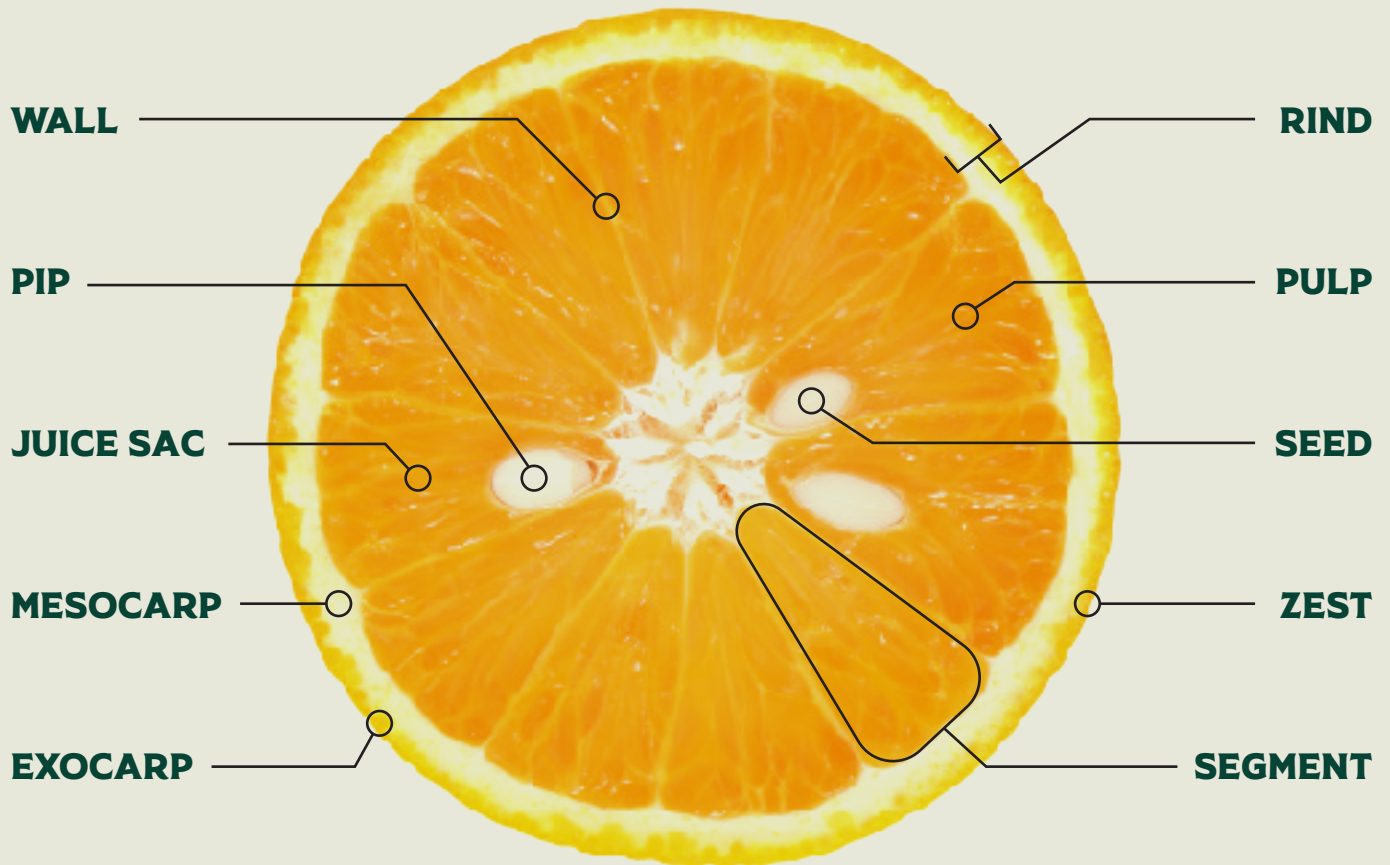
Less than 10% (out of 100-piece sample) contain 5 or less seeds.



Citrus ANATOMY

TECHNICAL TERMS

COMMON TERMS





CITRUS LINE-UP

<i>Navels</i>	<i>Heirloom Navels</i>
• Classic, dependable flavor • Seedless and rich in Vitamin C • Most popular orange variety	• Exceptionally sweet • Traditional, Old Navel varieties • Hand-selected for their timeless quality
<i>Valencia Oranges</i>	<i>Poppies Mandarins</i>
• Classic summer orange flavor • Harvested in summer to bridge gap between Navel seasons • Hydrating and perfect for juicing	• Sweet • Seedless and easy-to-peel • Perfect for all ages to enjoy
<i>Cara Cara Oranges</i>	<i>Raspberry Oranges</i>
• Low-acid citrus variety • Distinctive, pink-colored flesh • A unique twist on the classic Navel	• Commonly known as blood orange • Bright, berry-forward flavor profile • Deep red flesh
<i>Grapefruit</i>	<i>Pummelos</i>
• Deep yellow rind with a soft pink blush • Balanced tart and sweet flavor • A heart-healthy, breakfast favorite	• The largest citrus variety • Yellow-green rind with thick, white, spongy pith • Pink flesh with a sweet flavor and minimal bitterness
<i>Lemons</i>	<i>Seedless Lemons</i>
• Classic Lisbon variety • Large, oval-shaped fruit • Bright, tart and tangy juice	• Classic Lisbon variety • Bright, tart and tangy juice • Seedless variety • Perfect for ease and efficiency in the kitchen
<i>Minneola Tangelos</i>	
• Tart and juicy • Cross between a tangerine and grapefruit • Recognized by their signature elongated neck	



KRP PACKAGING

FILM BAGS



COMBO BAGS



NET BAGS



CARTONS





AVAILABILITY CALENDAR

Oranges

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
NAVELS												
CARA CARA ORANGES												
RASPBERRY ORANGES (BLOOD ORANGE)												
HEIRLOOM NAVELS												
VALENCIA ORANGES												

Mandarins

MANDARINS												
CLEMENTINES												
PAGE												
TANGO MURCOTTS												

Tangelos

MINNEOLA TANGELOS												
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Grapefruit

GRAPEFRUIT												
PUMMELOS												

Lemons

LEMONS												
SEEDLESS LEMONS												

Organics

ORG NAVELS												
ORG VALENCIAS												
ORG MANDARINS												
ORG GRAPEFRUIT												
ORG LEMONS												

DOMESTIC
 DOMESTIC/IMPORT SEASON OVERLAP
 IMPORT

NAVELS

CHARACTERISTICS

Classic California Navels are seedless, easy to peel, and naturally segment along clean divisions. Juicy and sweet with a light floral aroma, they deliver a bright, balanced flavor with just a hint of tang. Enjoy them fresh, sectioned into cereal or yogurt, dipped in chocolate, or sliced into salads. The peels are ideal for candying or preserves, while the juice and zest add fresh citrus notes to marinades and recipes.



CONSUMER INSIGHTS

26%

HOUSEHOLDS BUYING*

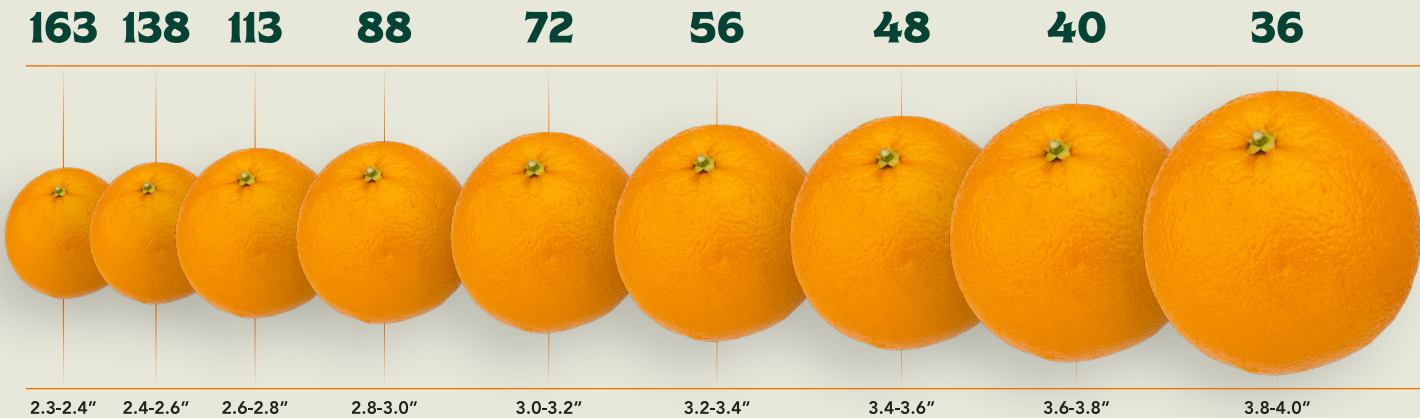
\$1.241

BILLION SOLD*

18.6%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026



CHARACTERISTICS

True to their namesake, Kings River Heirloom Navels connect past to present. Grown along the banks of the Kings River for more than eight generations, these were the first orange trees planted in Fresno County. Each piece of fruit is hand-selected by our family for its exceptional sweetness, timeless quality, and rich citrus history.



CONSUMER INSIGHTS

<1%

HOUSEHOLDS BUYING

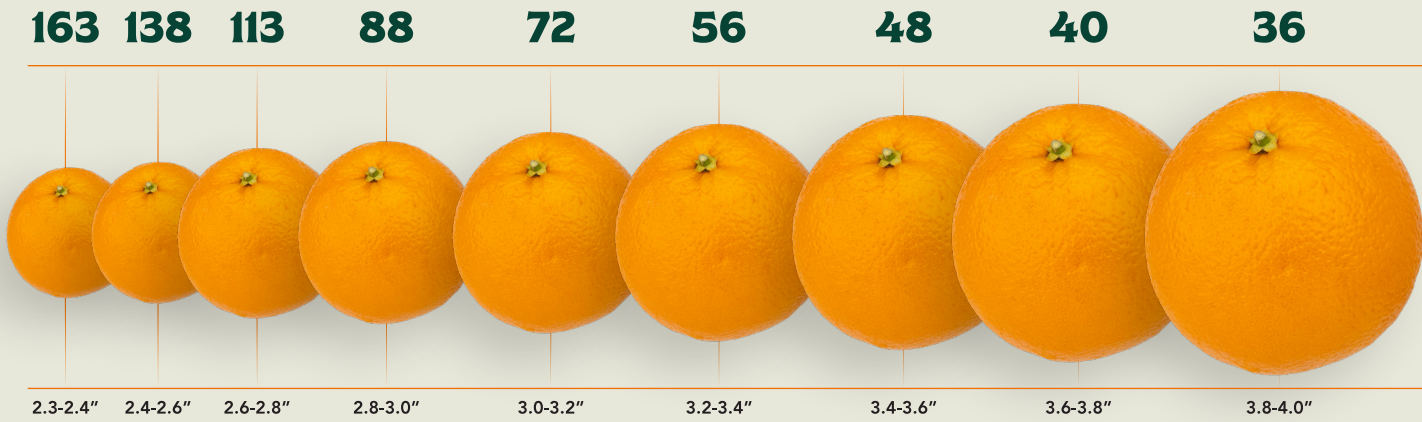
\$1.2

MILLION SOLD

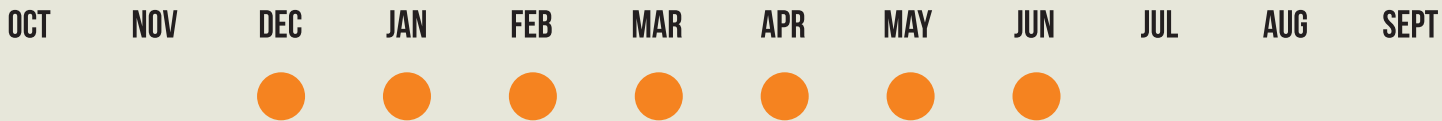
0.02%

OF CITRUS CATEGORY

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026



RASPBERRY ORANGES®

CHARACTERISTICS

Raspberry Oranges are known for their striking interior color, ranging from vibrant red to deep maroon, and their smooth, sweet flavor with subtle raspberry notes. The exterior may resemble a traditional orange or show a natural reddish blush; this blush is purely cosmetic and does not affect eating quality or flavor and should not be considered a defect. Morro Raspberry Oranges appear earlier in the season with a thicker rind, while Sanguinello oranges arrive later, featuring a thinner rind and slightly egg-shaped form. Lower in acid than traditional oranges, they're as beautiful on the inside as they are delicious.



CONSUMER INSIGHTS

2.9%

HOUSEHOLDS BUYING*

\$24.7

MILLION SOLD*

0.36%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

CARA CARAS

CHARACTERISTICS

Cara Caras look like classic Navels on the outside, but cut one open to reveal a naturally pink-red interior from the presence of lycopene. Exceptionally sweet and low in acid, their smooth, rich flavor makes them perfect for eating fresh, juicing, or adding vibrant color to fruit salads and recipes.



CONSUMER INSIGHTS

11.4%

HOUSEHOLDS BUYING*

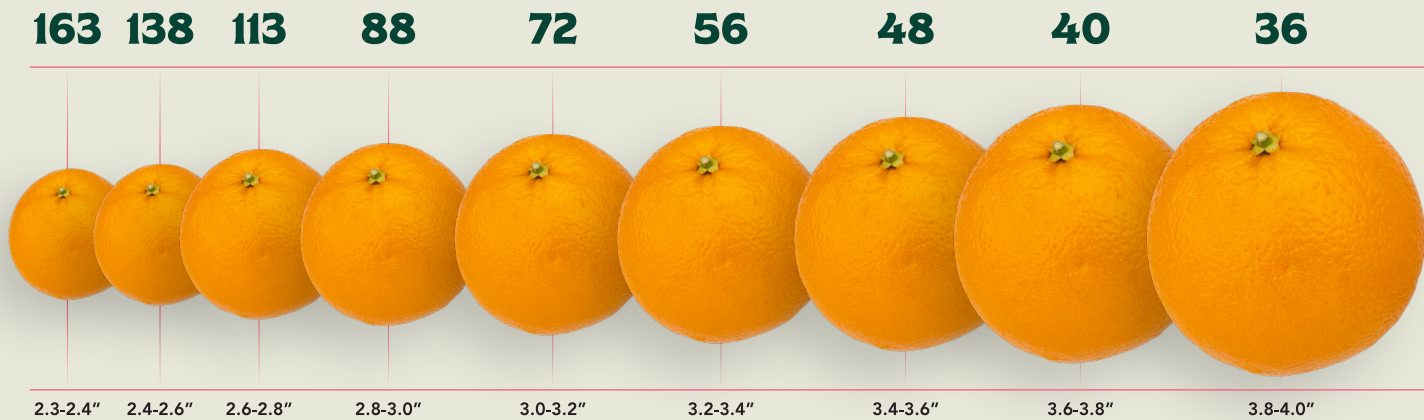
\$213.8

MILLION SOLD*

3.4%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

MINNEOLAS

CHARACTERISTICS

A flavorful cross between a tangerine and a grapefruit, Minneolas offer a bright sweetness balanced with a mild tartness. Easily recognized by their bell shape and signature “neck,” these eye-catching citrus fruits bring bold flavor and visual appeal—perfect for shoppers looking for something a little different.



CONSUMER INSIGHTS

2.9%

HOUSEHOLDS BUYING*

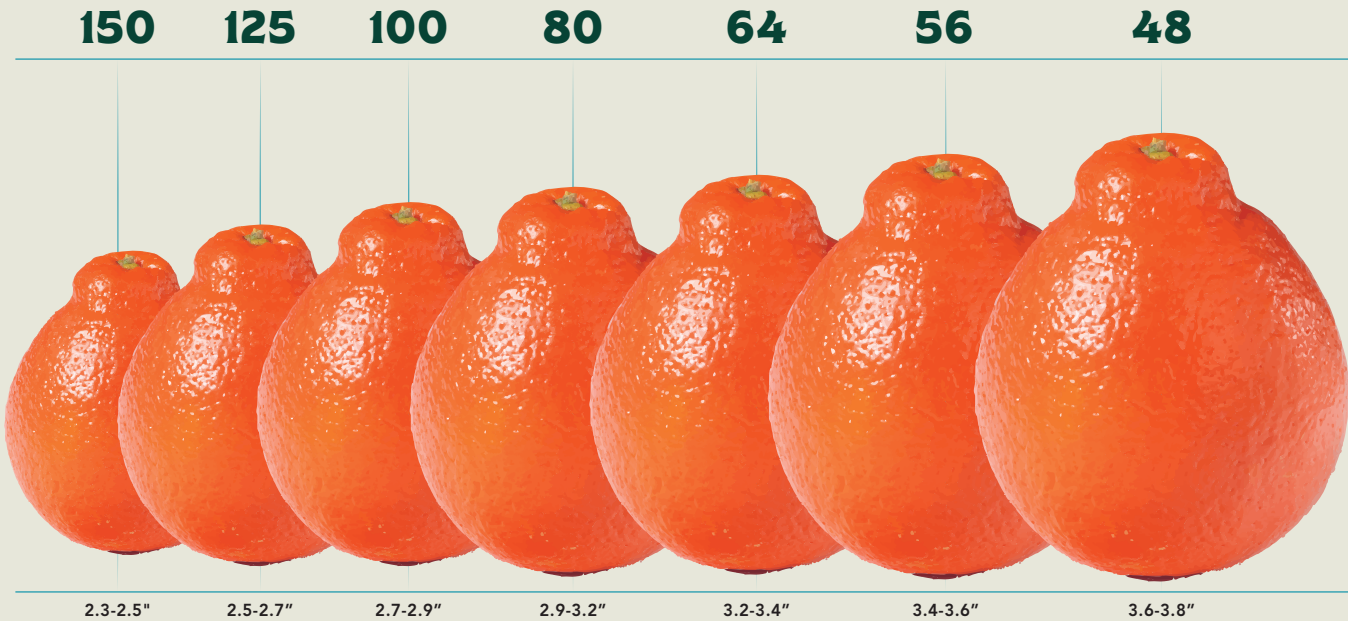
\$39

MILLION SOLD*

0.59%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

VALENCIAS



CHARACTERISTICS

Valencias are smooth-skinned, easy to peel, and lightly seeded, with a juicy, sweet flavor that makes them the gold standard for fresh orange juice. Beyond juicing, their zest and juice shine in marinades and recipes, while their peels can be transformed into candied citrus or preserves.

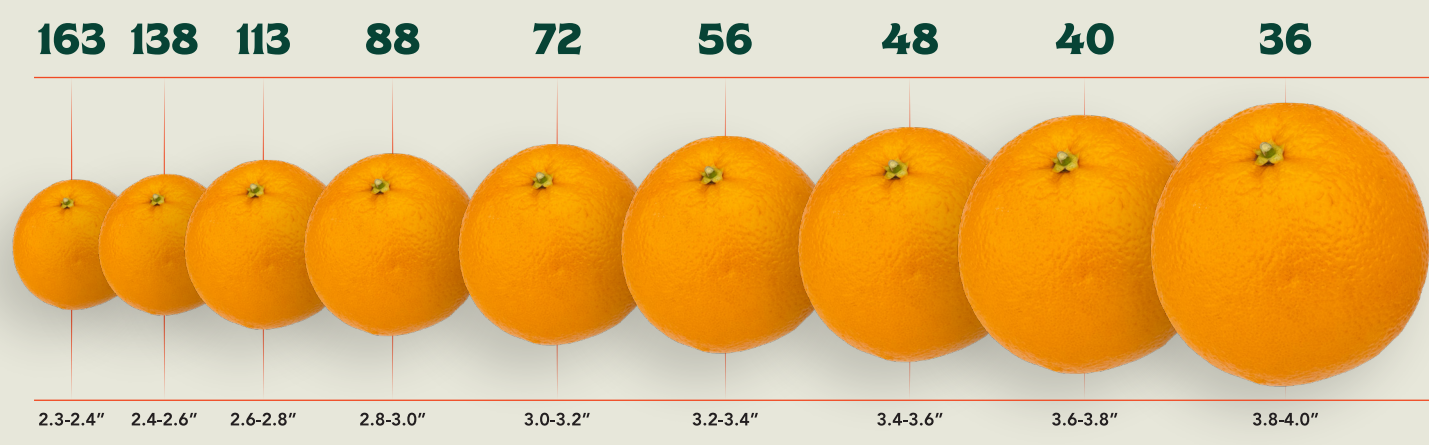
CONSUMER INSIGHTS

1.3%
HOUSEHOLDS BUYING*

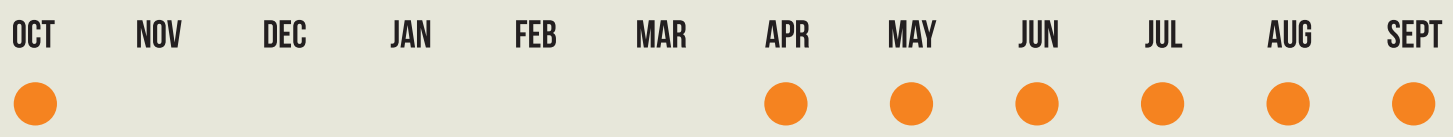
\$21.3
MILLION SOLD*

0.4%
OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

LEMONS

CHARACTERISTICS

Bright yellow with a fragrant, oil-rich peel, our lemons offer juicy flesh and a bold, tart flavor. Shapes vary from rounded to slightly tapered, with some seeds. Both zest and juice are kitchen essentials—perfect for enhancing salads, beverages, baked goods, seafood, poultry, or marinades, and for naturally tenderizing meats.



CONSUMER INSIGHTS

27.4%

HOUSEHOLDS BUYING*

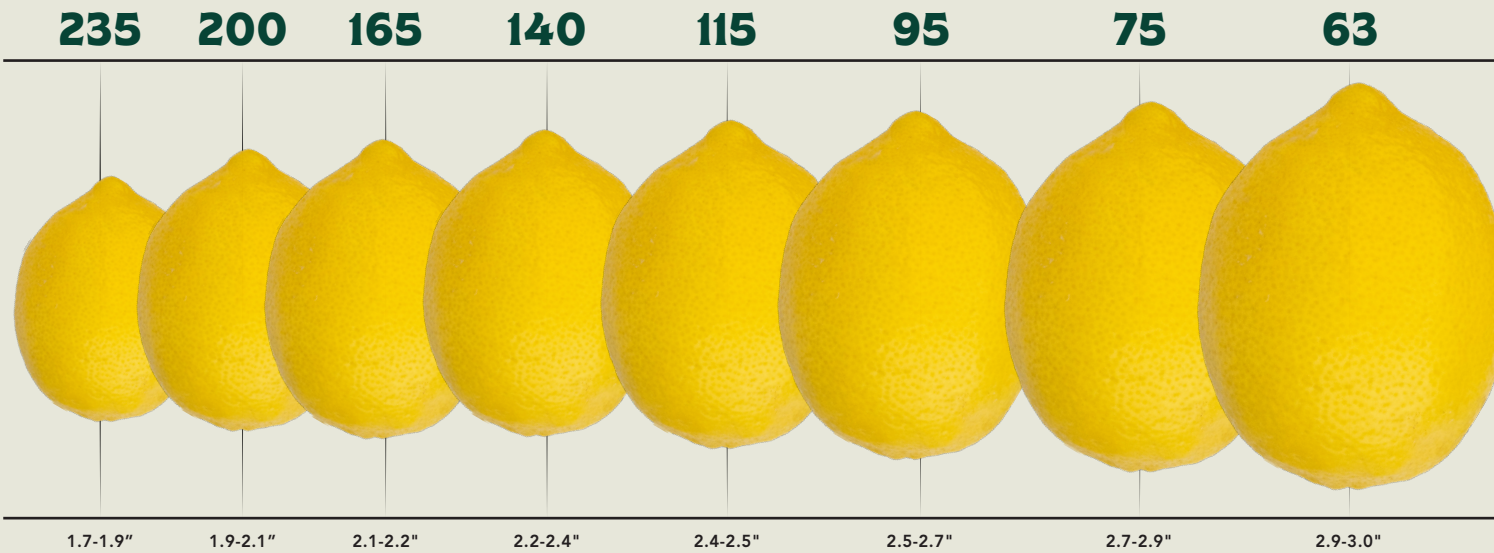
\$1.14

BILLION SOLD*

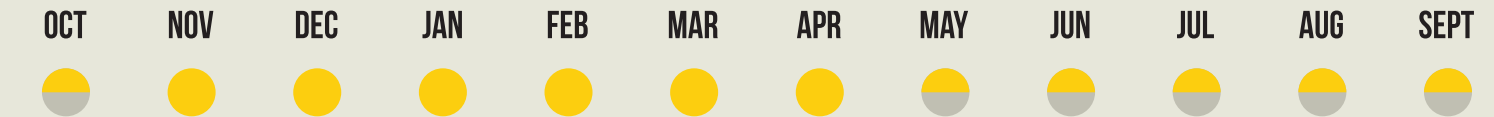
17.1%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

SEEDLESS LEMONS

CHARACTERISTICS

This naturally seedless variety provides a worry-free experience in cooking, juicing, and garnishing. With the same tart, bright and tangy flavor of traditional lemons, the seedless variety offers ease and efficiency in addition to premium quality. Shapes vary from rounded to slightly tapered.



CONSUMER INSIGHTS

10.1%

HOUSEHOLDS BUYING*

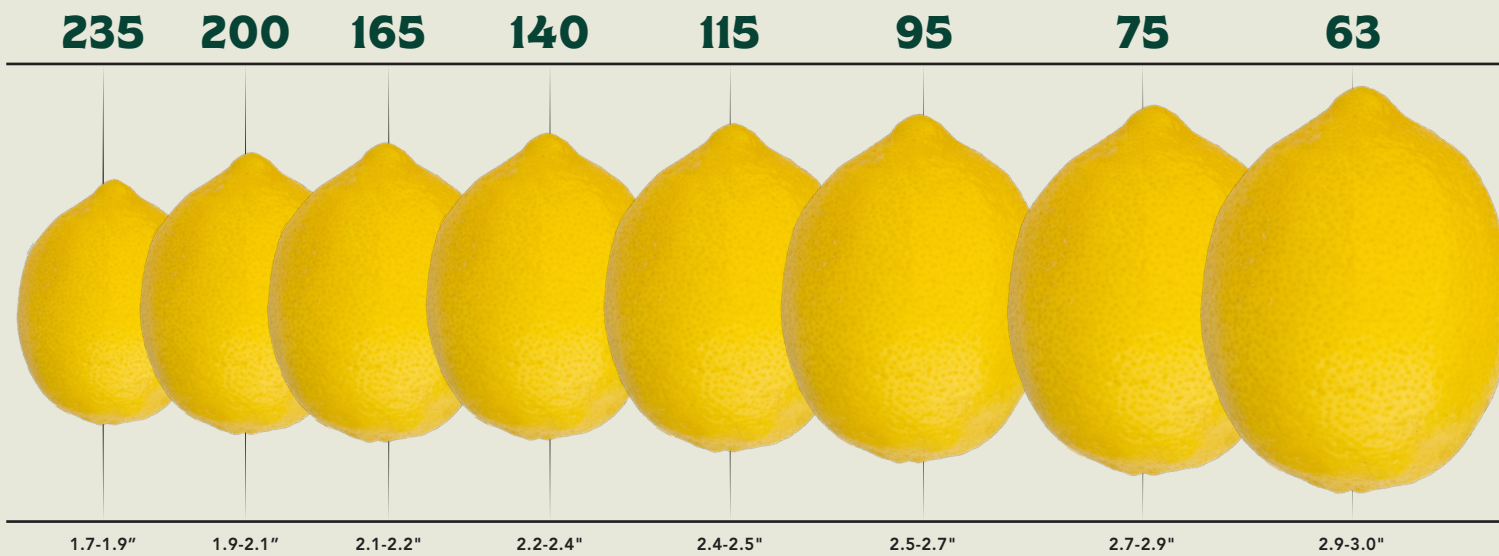
\$144.3

MILLION SOLD*

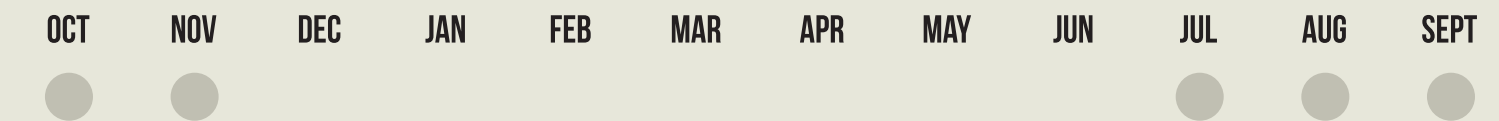
2.1%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

GRAPEFRUIT

CHARACTERISTICS

Juicy and refreshing, our grapefruit balance sweet, tart, and tangy flavors beautifully. Their yellow skin often features a soft blush, while the flesh ranges from pink to deep red. A breakfast favorite, they're excellent enjoyed fresh or juiced for a vibrant citrus start to the day.



CONSUMER INSIGHTS

11.7%

HOUSEHOLDS BUYING*

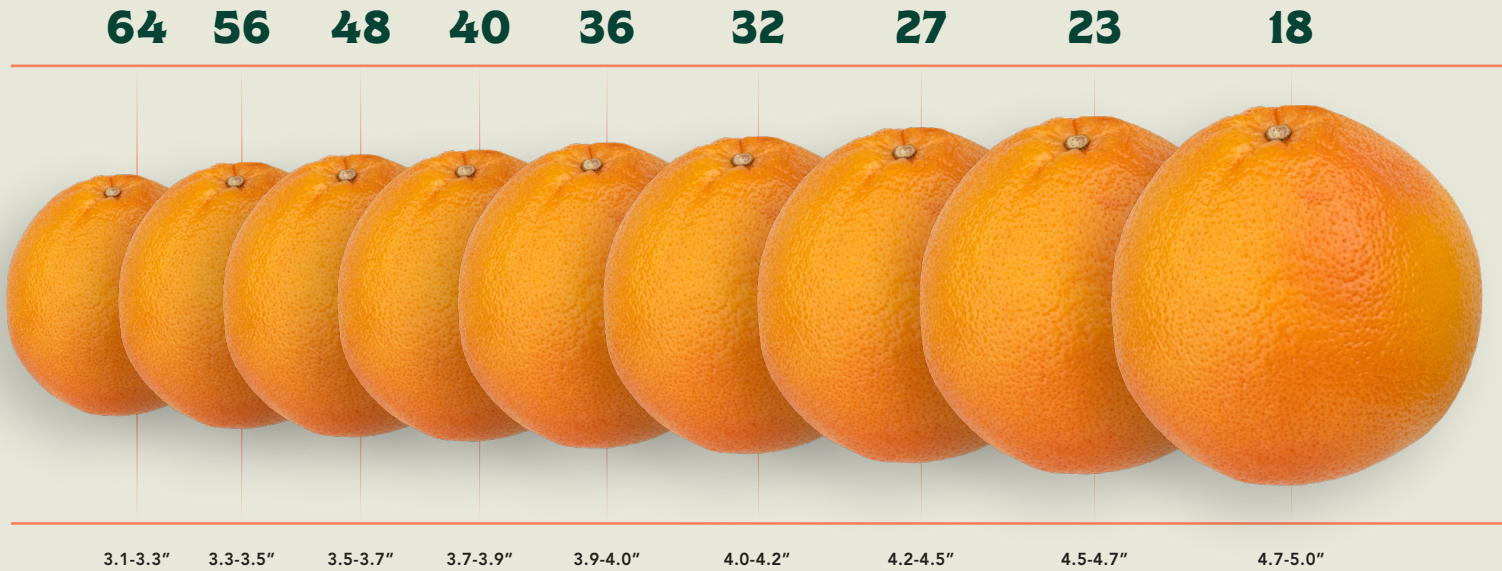
\$231.3

MILLION SOLD*

3.5%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

PUMMELOS

CHARACTERISTICS

The largest of all citrus fruits, pummelos feature thick, spongy white pith and gently sweet flesh. Their textured skin ranges from pale green to yellow and is dotted with aromatic oil glands. Traditionally enjoyed during Lunar New Year celebrations, pummelos are prized for both size and symbolism.



CONSUMER INSIGHTS

<1.0%

HOUSEHOLDS BUYING*

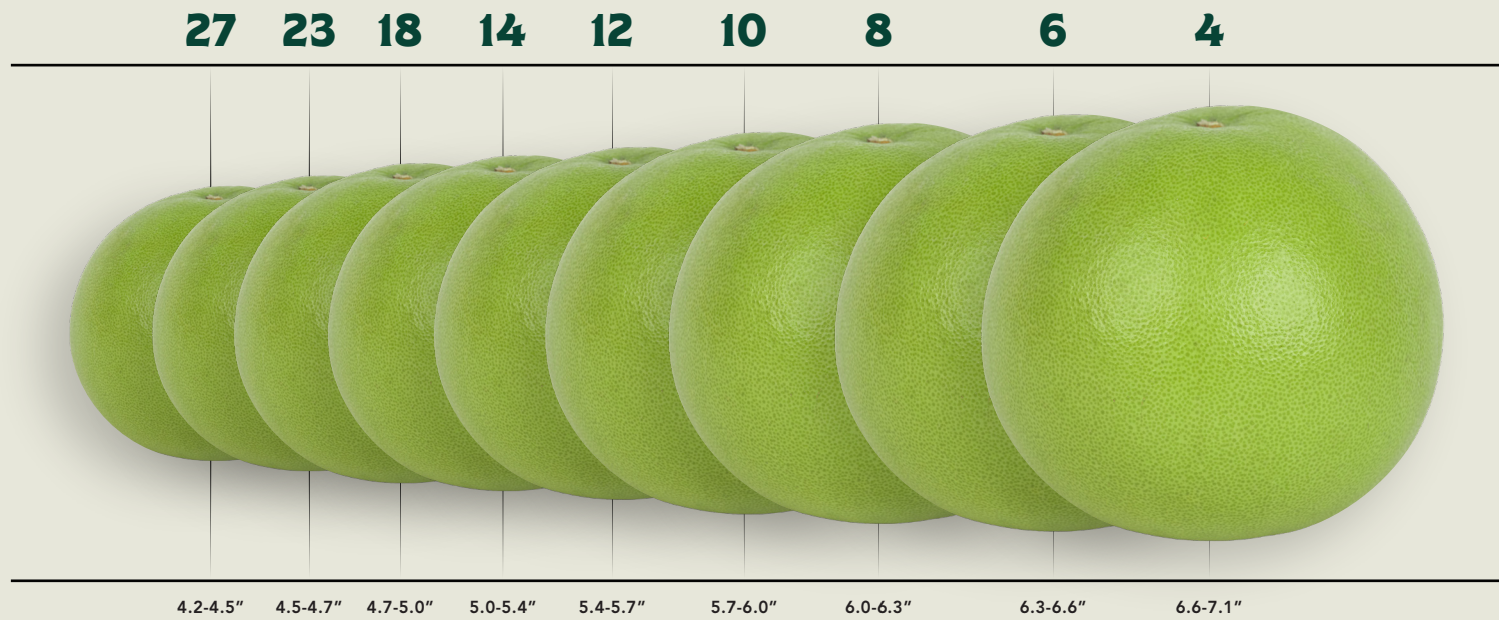
\$10.6

MILLION SOLD*

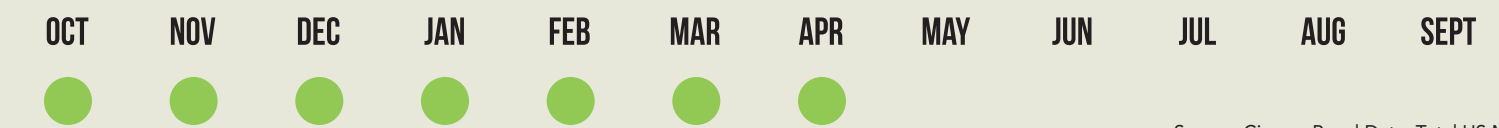
0.16%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026



CHARACTERISTICS

Always sweet, seedless, and easy to peel, Poppies Mandarins are a family favorite. Slightly flattened and about two inches in diameter, they offer a mild, low-acid flavor and are packed with Vitamin C, making them a perfect snack for all ages.

CONSUMER INSIGHTS

54.9%

HOUSEHOLDS BUYING*

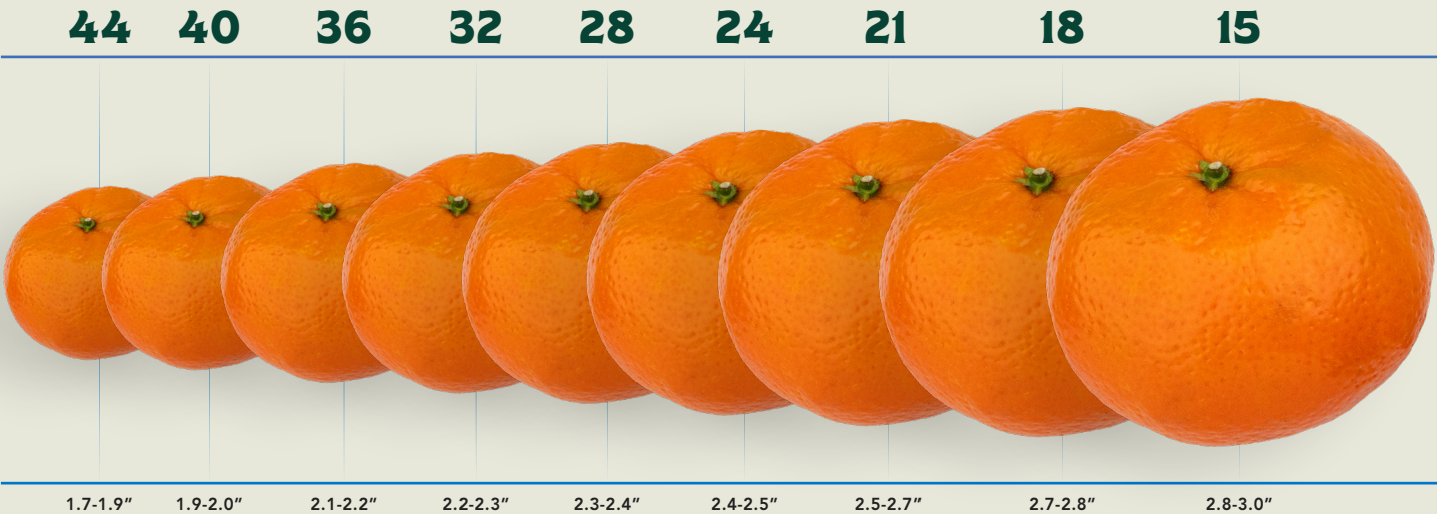
\$2.508

BILLION SOLD*

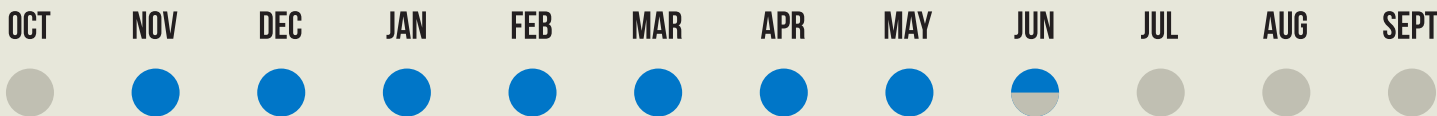
37.7%

OF CITRUS CATEGORY*

FRUIT SIZING



AVAILABILITY



Source: Circana Panel Data, Total US Mulo, Fresh Citrus Fruit, 52 Weeks Ending 3/22/2026

