

A History of 4 Seasons Fund Raising

In 1970 2 men, Lyle Roberts and Joe Comito, struck up a friendship through a mutual friend. Lyle was a former Iowa high school business teacher and Joe, like his father before him, a successful and established produce grower and shipper. Because of their background, both men were aware of citrus being shipped into the upper Midwest as a school fundraiser. Most often it was an FFA taking orders in their communities for pre-Christmas delivery. Both men saw the opportunity and seized it. Hence the birth of 4 Seasons Fund Raising, originally named FLO-TEX Gift Fruit located in Des Moines, IA. In 1980 we moved to Norwalk IA to our own 18,000 ft. warehouse, which was added on to six times in 30 years as refrigeration/packing needs increased.

In 1985 a high note for our history occurred when Roger Overman joined the Four Seasons team. For 30 some years Roger has contributed in many ways to the company's growth. Now in partial retirement, he continues to work with many of the FFA advisors and board directors that by now, he refers to as "friends".

In 1994 Lyle pioneered clementine's as a fundraiser item, which then brought clementine's to grocery stores in Iowa. This was very well received by parents. Clementine's were originally imported from Spain Portugal and Israel but since 2000 we have supplied from California.

In 2012 relocated to a newly constructed 80,000 square-foot state of the art warehouse still in Norwalk, IA. This enables us to now offer the advantage of inspecting every single piece of fruit we packed for you after it has made the ride from California, Florida or Texas but before it is delivered to you. Come see us, schedule a visit, you will be happy to see your efforts are in such good hands.

Each time we moved, so did another company in need of office space. That company is Des Moines Truck Brokers aka DMTB with 36 dispatchers they coordinate the loading and logistic delivery of perishables nationwide. While sharing office space with 4 Seasons is purely coincidental, DMTB is a big reason that 4 Seasons can be making a scheduled delivery to 30 to 35 schools in Iowa, Nebraska, Minnesota, Illinois, Missouri, Kansas, and Wisconsin all in a day's work. Thank you DMTB!

Currently and for the last 12 years management at 4 Seasons Fund Raising is in the capable hands of Derek Wharton.

There is no 50-year history of 4 Seasons Fund Raising without you, our faithful, year after year, customers who have travel expenses to national conventions and performance invitations in competition, or a worthwhile charitable or community project. Our growth we owe to you. We have listened to your request for diversity of products and brochures depicting new food items. As a result, all knock on the doors equal another order! We pledge quality of product for your customers, the best that nature provides. We pledge competitive cost so that you can profit. Most of all, we pledge incomparable service and on time schedule deliveries with consideration of your job as a teacher, advisor or director because we know you have a schedule too, as do your students.

Thank you to each of you and be tuned to the real celebration in 2020.