

# ORGANIC MARKET NEWS



## PA & NY ORGANIC VEG OUTLOOK

### NEW YORK:

Things are shaping up nicely for organic produce from the Finger Lakes Region. In mid-July, we should begin to see **Organic Red Cabbage, Green Cabbage, Bi-Color Corn, Zucchini, and Gold Bar Zucchini** out of Pedersen Farms in Seneca Castle, New York. **Organic Cauliflower** will begin in the last two weeks of July.



### PENNSYLVANIA:

Lady Moon Farms is having a solid season so far at their original farm locations in the Chambersburg, PA area. **Organic Greens** should begin to tail off in early July. At that time **Organic Grape Tomatoes, Parsleys, Cucumbers, Eggplant, Zucchini, and Yellow Squash** will come into peak season.



**Organic Broccoli** and **Green Squash** is in good supply already from growers in Lancaster County, PA.



### OG BROCCOLI

**Organic Broccoli** continues in abundant supplies out of California. Multiple shippers are finding themselves with more Organic Broccoli than the market can handle, hence the low prices this week. Quality continues to be very good.

**Organic Broccoli Crowns** are in better supply as well.

**Pennsylvania Organic Broccoli** starts this week in limited supply.

### OG CA STONEFRUIT

**Organic Yellow Peaches** are in excellent supply with promotional opportunities available. California **Organic White Peaches** are very limited until new varieties come on.

**Organic White Nectarines** are in excellent supply. Smaller sizing prevails with promotional opportunities available. **Organic Yellow Nectarines** are back but supplies remain sporadic with firm pricing.

**Organic Apricots** from Washington and California are in peak season. Promote them now while the quality is good since it's a short season.

**Organic Red and Black Plums** are in much better supply this week and supplies are expected to improve. **Organic Pluots** are back in limited supply with the Crimson variety and some Dapples should begin by the beginning of July.

### OG BLUEBERRIES

**New Jersey Organic Blueberries** are in very good supply as of 6/25. There were storms in New Jersey earlier this week, and rain is expected this weekend and may hamper production closer to the 4th.

The Pacific Northwest has started producing **Organic Blueberries** at a rapid rate. The fruit has arrived with large sizing and good flavor. Concern is emerging among some growers about high temperatures (100 F+) expected throughout the end of June. Short term things are good. The long term outlook for the organic outlook in OR and WA is up in the air.

6 oz. packs and pints (11 oz.) are both in promotable supply and pricing at the moment. Be sure to increase you display size heading into the 4th of July.



## OG CAULIFLOWER

Steady supplies of **Organic Cauliflower** is available out of California now. Expect prices to move up again in the beginning of July. **Organic Orange, Purple, and Green Cauliflower** in limited supplies out of California.



## OG KIWIFRUIT

New Zealand **Organic Green Kiwifruit** is in good supply. The first **Organic SunGold Kiwifruit** has arrived. SunGold have a sweet flavor and tropical taste when allowed to soften at room temperature.



## OG PINEAPPLES

**Organic Pineapples** will be in good supply next week. Extended Organic Pineapple forecasts show that supplies may once again be limited within the next few months.



## OG RED PEPPERS

**ALERT!** **Organic Red Peppers** will continue to be in very short supply out of the Netherlands and Mexico. The next Mexican deal will begin in 2-3 weeks.

The Netherlands shippers continue to prorate and are not able to keep up with demand at this time. Quality has been good to very good on the Netherlands product.



## OG CUCUMBERS

**Organic Cucumbers** are in tighter supplies this week than previous weeks. Mexican arrivals are very limited. California shippers are reporting limited volumes at this time and Georgia is done.

Maryland and Pennsylvania growers will begin production at the beginning of July. New Jersey growers are reporting limited supplies right now.



## OG BERRIES

**Organic Strawberry** continue to be promotable! The fruit is moving well through the supply chain. Flavor is good and quality is decent.

Florida **Organic Blackberry** supply has wrapped up for the season. California fruit is sporadic at best with strong prices.

California **Organic Raspberry** supply is tighter this week. Prices are high.



## OG GREENS

**Organic Green Kale** continues to ship out of Lady Moon Farms in Pennsylvania.

California, Wisconsin, and North Carolina growers are reporting good supplies of **Organic Green Kale** and **Red Bore Kale**.

**Organic Lacinato Kale** is limited out of Pennsylvania, but more abundant out of California.



## OG CABBAGE

**Organic Cabbage** has begun to ship out of Maryland in 16-18 ct. Quality has been very good. This deal will continue in July.

**Organic Red, Savoy, and Napa Cabbage** is available out of California.



## OG GRAPES

Mexican and California **Organic Red and Green Grapes** are in excellent supply with promotable pricing. Mexico growers are winding down their harvests here in June so we will transition fully into California grown product by July 4th.



## OG CHERRIES

**ALERT!** Washington **Organic Red** and **Rainier Cherries** have been arriving to the East Coast in average to fair condition. Excessive heat near the time of harvest has caused pitting, softness, and discoloration to show up in most lots. **Organic Rainier Cherries** seem to be slightly firmer and better tasting so far.

We recommend pricing the fruit to sell quickly leading up to the holiday. As growers get closer to picking their next varieties, we are anxious to hear what the quality update will be on that new fruit. Pricing will be jumping back up.



## OG POTATOES

**Organic Red** and **Yellow Potatoes** are currently in good supply and very nice quality. We should see some supply issues on reds and yellows pop up in the next couple weeks.

**Organic Russet Potatoes** out of Colorado should last for a few more weeks, at which time we will make the transition to new crop **Organic Russets** out of California. Price will be much higher than what we have seen out of Colorado.

**Organic Fingerling Potatoes** from Capay are finished for the season.

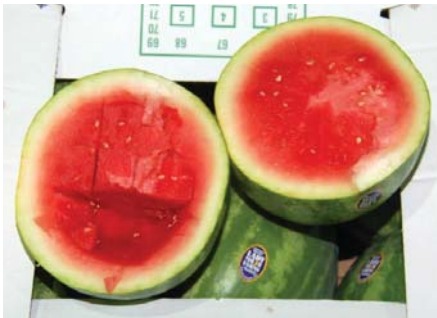


## OG APPLES

Import **Organic Granny Smith Apple** supplies are extremely tight. Prices are high.

Once current inventories are depleted on Washington **Organic Fuji Apples**, prices will jump since there are very few retail grade imports this season.

Washington **Organic Red Delicious Apples** are starting to wind down for the season and we will transition into imported fruit.



## OG WATERMELONS

**Organic Mini Seedless Watermelons** are available in abundant supply out of Mexico and Georgia. California has just started with some as well.

Georgia shippers are reporting good supplies or **Organic Bin Seedless Watermelons**, with others are expected to begin harvesting this weekend.

**Organic Seeded Sugarbaby Watermelons** are available in limited supplies out of Georgia.



## OG ZUCCHINI

**Organic Zucchini** is in season from Pennsylvania. Lady Moon Farms will be into large production at their PA farm the week after the 4th of July.

Georgia continues to have the nicest **Organic Squash** right now.

New Jersey growers are in limited supplies. California and Mexico shippers have adequate supplies of **Organic Zucchini** this week



## OG TROPICALS

Peruvian **Organic Hass Avocados** have become a great option as Mexican and California fruit increase in price as volume dwindles. The quality of the Peruvian fruit this year has been great so far.

For the best quality we have fully transitioned into **Organic Kent Mangos** from Mexico. Kent Mangos have more green on the skin, but a very creamy flesh. Tommy Atkins are now done for the season.

# IN OTHER NEWS...

- **Organic Young Thai Coconuts** have been gapping for the past few weeks. Unfortunately supplies will remain non-existent for at least another 3 weeks. **Conventional Young Thai Coconuts** will be in good supply.

- **Stokes Organic Purple Potatoes** out of California are just about finished

and will gap until the fall.

- **Organic Lettuce** will be switching over from Pennsylvania product to California **Organic Lettuce** this week. Supplies in California are good and prices are steady.

-The **Organic Asparagus** season will

wind down by the beginning of July. Quality has been very consistent through the season. Prices are up this week as supplies dwindle down.

- **Organic Lemon** prices continue to rise and supplies remain very tight. We expect this trend to continue right into the summer and don't expect an improvement until the fall. Some of this is due to water rationing. We expect to see gaps which will grow

bigger in the summer.

- California **Organic Black Mission Fig** early crop has virtually finished. We do expect late crop to begin in a few weeks. **Organic Brown Turkey Figs** are now in good supply. This early crop is expected to last until the end of June, then we expect a small gap there as well.

LOCAL PRODUCE



# GROWER LIST

JUNE 25 - JULY 2, 2015

## ORGANIC



### MARYLAND

#### HOMESTEAD FARMS

Poolesville, MD

40386 - OG Cabbage Green MD 45 lb.

### NEW JERSEY

#### BLUE MOON ACRES

Pennington, NJ

41889 - OG Spinach Baby NJ 3 lb.

41205 - OG Spring Mix NJ 3 lb.

#### LITTLE BUCK

Glassboro, NJ

43712 - OG Blueberries NJ 12/6 oz.

43706 - OG Blueberries NJ 12/1 pt

### PENNSYLVANIA

#### CHRIST KING

Ephrata, PA

40577 - OG Broccoli PA 14 ct

41008 - OG Squash Zucchini PA 18-20 lb.

#### LADY MOON FARMS

Chambersburg, PA

40532 - OG Beets Red Bunch PA 24 ct

40666 - OG Chard Green Premium PA 24 ct

40686 - OG Chard Red PA 24 ct

41007 - OG Greens Collards PA 24 ct

40869 - OG Greens Kale PA 24 ct

40356 - OG Greens Kale Loose Juice PA 17 lb.

40472 - OG Greens Kale Lacinato PA 24 ct

40995 - OG Kohlrabi Green PA 12 ct

41172 - OG Lettuce Green Leaf PA 24 ct

41139 - OG Lettuce Red Leaf PA 24 ct

### TOIGO ORGANIC FARMS

Carlisle, PA

41360 - OG Tomatoes Hothouse PA 10 lb.

### VIRGINIA

#### RED SUN FARMS

Dublin, PA

41355 - OG Tomatoes Hothouse PA 11 lb.

## CONVENTIONAL

### PENNSYLVANIA

#### BENEDICT FARMS

Chambersburg, PA

02256 - CV Squash Green Fancy PA 20 lb.

02258 - CV Squash Green Medium PA 20 lb.

02337 - CV Zucchini Gold Bar PA 20 lb.

#### CRAMERS FARM

Lancaster County, PA

23156 - CV Tomato Heirloom PA 15 lb.

#### FRANK SENSENIG

Lancaster County, PA

00631 - CV Broccoli Bin with Stem PA 110 ct

#### HESS FARMS

Waynesboro, PA

02256 - CV Squash Green Fancy PA 20 lb.

02258 - CV Squash Green Medium PA 20 lb.

#### HOOVER FARMS

Port Trevort, PA

02256 - CV Squash Green Fancy PA 20 lb.

02258 - CV Squash Green Medium PA 20 lb.

#### IVAN ZIMMERMAN

Stevens, PA

02320 - CV Squash Medium PA 20 lb.

#### JOSH WEAVER

Denver, PA

00751 - CV Cabbage Green PA 50 lb.

02258 - CV Squash Green Medium PA 20 lb.

#### SUNNY HARVEST

Cochranville, PA

00631 - CV Broccoli Bin with Stem PA 110 ct

02165 - CV Rhubarb 20 lb.

#### BUTTER VALLEY HARVEST

Bally, PA

03000 - CV Lettuce Boston Hydro PA 12 ct

### DELAWARE

#### VINCENT FARMS

Delmar, DE

01084 - CV Corn White Bin DE 50 dz

01086 - CV Corn Bi-Color Bin DE 50 dz

11059 - CV Cantaloupes Bin DE 110 ct

### NEW JERSEY

#### JERSEY FRUIT

Glassboro, NJ

10105 - CV Blueberries NJ 12/1 pt

#### EASTERN FRESH GROWERS

Cedarville, NJ

02910 - CV Lettuce Naked NJ 24 ct

02255 - CV Squash Green Medium NJ 20 lb.

#### FLAIM FARMS

Vineland, NJ

00205 - CV Arugula NJ 24 ct

00455 - CV Basil NJ 15 ct

00560 - CV Beets Gold Bunch NJ 12 ct

00551 - CV Beets Red Bunch NJ 12 ct

00591 - CV Bok Choy NJ 30 lb.

00592 - CV Bok Choy (Shanghai) NJ 30 lb.

00790 - CV Cabbage Chinese NJ 30 lb.

01675 - CV Cabbage Napa NJ 30 lb.

01362 - CV Swiss Chard Green NJ 12 ct

01355 - CV Chard Rainbow Swiss NJ 12 ct

01368 - CV Chard Red Swiss NJ 12 ct

01020 - CV Chives Bunch NJ 12 ct

01040 - CV Cilantro NJ 30 ct

01170 - CV Dandelion Bunch NJ 12 ct

01200 - CV Dill NJ 24 ct

02885 - CV Endive/Chickory NJ 24 ct

02905 - CV Escarole NJ 24 ct

01308 - CV Greens Collard 18 ct NJ 18 lb.

01315 - CV Greens Kale 18 ct NJ 18 lb.

01346 - CV Greens Mustard NJ 18 lb.

01350 - CV Greens Turnip NJ 18 lb.

01462 - CV Kohlrabi Green 12 ct

01478 - CV Leeks Bunched NJ 12 ct

03042 - CV Lettuce Boston NJ 24 ct

03028 - CV Lettuce Boston Red NJ 12 ct

03050 - CV Lettuce Green Leaf 20 lb. NJ 24 ct

03065 - CV Lettuce Red Leaf 20 lb. NJ 24 ct

03097 - CV Lettuce Romaine 35 lb. NJ 24 ct

01516 - CV Mint Box NJ 12 ct

01706 - CV Parsley Curly NJ 30 ct

01712 - CV Parsley Italian NJ 30 ct

01720 - CV Parsley Root NJ 12 ct

03127 - CV Radish Red Bunch NJ 24 ct

02200 - CV Spinach Bunched NJ 24 ct

02238 - CV Squash Green Fancy NJ 20 lb.

### VIRGINIA

#### PARKER FARMS

Oaks Grove, VA

00615 - CV Broccoli Crowns VA 20 lb.

**PHILABUNDANCE**  
(PHILADELPHIA, PA REGION)

**CENTRAL PENNSYLVANIA FOOD BANK**  
(HARRISBURG/LANCASTER/YORK, PA REGIONS)

Local  
**FOOD BANK  
DONATION**



**GREATER BERKS FOOD BANK**  
(READING, PA REGION)

**CAPITAL AREA FOOD BANK**  
(WASHINGTON, DC REGION)

# 10¢ FOR EVERY CASE DELIVERED

## June 28 - July 4!



### HOW CAN YOU GET INVOLVED?

- A) Support these food banks by purchasing product from Four Seasons Produce 6/28-7/4
- B) Consider offering a portion your profits to a local food bank that same week
- C) Craft an in-store campaign to raise awareness about food insecurity in your community

### THE NEED IS REAL

Did you know that 1 in 6 people struggle to get enough to eat? 1 in 5 kids, according to FeedingAmerica.org? We have the opportunity to help our neighbors in need. As part of the food supply chain, we can do more than just donate overage or distressed product to food banks. Let's donate cash. That's why from June 28 through July 4, 2015, Four Seasons Family of Companies is donating 10¢ from every case sold to be split among the Central Pennsylvania Food Bank, Greater Berks Food Bank, Capital Area Food Bank, and Philabundance.

### WHY DURING JULY 4TH?

Summer is when school breakfast and lunch programs end and children who are in need no longer have access to them. Donations to food banks decrease during the summer, while the demand increases, making the need for children most acute. Also, this is our busiest sales week of the year, so the more sales we make, the more we can donate to the cause. It's a great time to support!



For more information or to discuss ideas on how to support local food banks, contact your sales rep or Jon Steffy



# INDEPENDENCE DAY MERCHANDISING TIPS

## Crushing it on 4th of July produce sales will take planning.

Have you put your scheduling, ordering and merchandising plans together for the Independence Day holiday sales period? This year 7/4 falls on Saturday so you'll have the benefit of the full week of selling plus all of the extra business that will come on Sunday. Here are some of our suggestions:

### Deliveries and Planning

Four Seasons Produce will make deliveries every day to most regions on Monday 6/29 through Saturday 7/4. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a truck.

**1. Monday 6/29** – Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department when the busy time hits.

**2. Monday 6/29 – Tuesday 6/30** - Order so your hard fruits and vegetables arrive. Have your evening associates pack out your semi-perishables and non-perishables and hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

**3. Wednesday 7/1 – Thursday 7/2** - Get your tonnage items in early. Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Friday 7/3 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day.

**4. Friday 7/3 – Saturday 7/4** – Bring in Refill of ad items, highly perishables and product to cover your Sunday sales.

**MASS displays are going to sell product, so don't be bashful. Be aggressive and keep your displays full. We'll have all of your Organic and Conventional product needs.**

**Summer Fruit Merchandising** – Promote conventional and organic summer fruits in a big way.

The eating quality and value of peaches, plums, nectarines, and pluots are outstanding on all varieties. Cherries from the Northwest are in season. Your fruit counters should reflect the availability of full variety now:

- California & Southern Peaches
- Saturn (Donut) Peaches
- Nectarines
- White flesh Peaches
- White flesh Nectarines

- Black and Red Plums
- Apricots
- Pluots/Plumcots
- Green, Red, Black Seedless Grapes
- Dark Sweet Cherries
- Rainier Cherries



### Berry Merchandising

Now's the time to keep your berry patch full with all sizes and varieties since there is plenty of variety available and you make great margin at fantastic retails.

**Strawberries\***

**Blackberries\***

**Blueberries\***

**Raspberries\***

### Melon Merchandising

The heat of the holiday makes your customers crave refreshing of fresh melons. Keep your melon displays chuck full with variety. Your cut display space should be heaviest on halves giving you the higher rings. Organic and Conventional Melon variety is outstanding right now. Build a melon patch display!

**Whole Watermelon\***

**Watermelon Halves, Quarters, Hearts**

**Mini seedless Watermelon\***

**Tuscan cantaloupe**

**Western Cantaloupe\***

**Honeydew\***



### Fresh Cut Fruit and Vegetables

Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole and salsa. Prepare your in-house fresh cut team for more volume or pre-book organic and conventional fresh cut packs from Four Seasons Produce.

### Vegetable grill display

Vidalia onions, colored sweet bell peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes & Grill Pack Russet potatoes, Brussels sprouts and green & yellow squash. Try traying up a combination of these items and weigh it at \$5.99 lb. Garlic Expressions marinade and dressing is a great item for this display.

### Sweet Corn

To satisfy demand you will need to build a secondary display of corn using a bin dummied up to control your display quantities. Position a clean trash can at the display for your customers to shuck their corn. To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.



### Have fun selling produce!

This will be a great week and should run really smoothly. Get all of the sales that are there for the taking.

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## 2015 JULY 4th HOLIDAY SCHEDULE

**Monday 06/29** – Standard delivery and office schedule.

**Tuesday 6/30** – Standard delivery and office schedule.

**Wednesday 07/01** – Extra deliveries made in most regions to support holiday volume. Normal office hours.

**Thursday 07/02** – Standard delivery and office schedule. Normal office hours.

**Friday 07/03** – Standard delivery and office schedule. Normal office hours.

**Saturday 07/04 Independence Day** – Standard delivery schedule. Normal Saturday office hours (8:30am – 12:00pm)

Based on what you, our customers, are telling us, we expect a very busy holiday week with strong case volumes, particularly on Friday 7/3 deliveries. Please plan to bring in much of your holiday sales items and hard goods ahead of time to help level the volume spike on that day. Thank you!

# NEW ITEMS!

## ORGANIC

- 43642 - OG Kiwifruit SunGold (30 sz) 49 ct NZL 13 lb.
- 48668 - OG Kiwifruit Green Pouch Bag NZL 20/1 lb.
- 43521 - OG Cherries Dark Sweet Clamshell 10/1 lb.
- 43522 - OG Cherries Rainier Clamshell 10/1 lb.
- 43792 - OG Watermelon Sugarbaby 6 ct 60+ lb.
- 40763 - OG Peas English 25 lb.
- 40951 - OG Jicama 20 lb.
- 41337 - OG Tomatillos 10 lb.



## CONVENTIONAL

- 05877 - CV Apples Envy 70 ct 40 lb.
- 14143 - CV Tangerine Pixie 16/1 lb. **\*\*arriving 6/28**
- 10715 - CV Grapes Red Pretty Lady Summer Bags 18 lb. **\*\*arriving 6/29**
- 15184 - CV Verry Cherry Plums Clamshell 20/1 lb.
- 15433 - CV Nectarines Pouch Bag 10/2 lb.
- 15642 - CV Peaches Pouch Bag 10/2 lb.
- 17551 - CV Kiwifruit SunGold XL 40-44 ct 13.2 lb.
- 17552 - CV Kiwifruit SunGold Pouch Bag 10/1 lb.
- 13742 - CV Oranges Cara Cara S. Africa 56/64 ct
- 13889 - CV Oranges Cara Cara S. Africa Bag 9/3 lb.
- 13886 - CV Oranges Navel S. Africa 56ct/33 lb.
- 13894 - CV Oranges Navel S. Africa 72ct/33 lb.
- 13899 - CV Oranges Navel S. Africa Bag 9/3 lb.





# CONVENTIONAL MARKET NEWS

## LOCAL SWEET CORN STARTING

Delaware grown **White** and **Bi-Color Sweet Corn 50 dz Bins (600 ct)** are now in season! We are taking pre-books for the 4th of July holiday on this local product. Pennsylvania product is expected in good volume by the second week of July.

**Crate Sweet Corn** supplies are a bit tighter due to the Georgia deal only being a week or so away from being finished. Also, 4th of July ads are kicking in. We will have supply, but pricing will firm.



### CV WATERMELONS

We are watching the weather in Georgia. Very high temps are causing some **Watermelon** fields to burn up before they can be picked. This could put some strain on the supplies with the Holiday demand underway. South Carolina seems to be in good shape with excellent quality so far this season.

Watch for prices to get off the floor this week both due to the 4th of July pulls and possible Georgia shortages.



### CV CHERRIES

**ALERT!** We started to finally see more **Cherries** become available at the beginning of the week. The spot market dropped and even showed some flexibility, especially on the smaller sizes which, unexpectedly was quite a bit more than they had planned. This extra volume could be short lived as Washington is expecting high temps again that could top 110 degrees.

Already struggling with quality from heat stress, this next heat wave will certainly deal another blow to the growers in the Northwest. Going into next week, there could be a lot of question marks how this will play out on quality, price and supply going into the 4th of July ad period. Growers are picking very hard, trying to get everything harvested as they can in anticipation of the high temps in order to cover the heaviest pulls of the season for the 4th.



### CV GRAPES

They are picking and packing in the Bakersfield/Delano area of California on both **Red** and **White Seedless Grapes**. Fresno will soon follow. Remember, as we make the transition into this fruit most boxes will be the 19 lb. pack except on some of the premier labels which will remain 18 lb.

The deals will be on Mexican fruit! There is plenty of inventory remaining in Nogales and growers are very aggressively seeking business and putting the price at much lower levels than California and the quality is good. If you are looking to run that cheap **Grape** ad going into the 4th of July, this fruit will fit the bill.



## CV CUCUMBERS

There will be good supply of New Jersey and Pennsylvania **Cucumbers** this week with lower pricing.

**Cello Wrapped Cucumbers** remain abundant with promotable supplies, as well as 12/6 ct Mini Seedless Cucumbers.



## CV BLUEBERRIES

**New Jersey Blueberry** volume will peak this week. Demand will be high for the 4th of July. Prices are promotable and will hold steady through this week. Look for a market decrease following the Holiday.



## CV LEMONS

**Lemons** continue to be a hot commodity, with California dealing with a short crop and heavy demand with some fruit coming in from Mexico and Spain at similar pricing. Good news, Chilean fruit will begin to arrive this week, not enough to affect pricing, but should help down the road.



## CV BROCCOLI

There is excellent and promotable supplies of outstanding California 14 ct **Broccoli** and **Broccoli Crowns** Eastern product is limited, but the Western pricing will be lower this week and a great item to promote going into the 4th of July.

We will continue to have 110 ct **PA grown Broccoli Bins** this week.



## CV TOMATOES

We will start Pennsylvania grown **Heirloom Tomatoes** in a limited way. Canadian heirlooms are steady.

**Grape Tomatoes** are limited as Georgia and the Carolina deals wind down. Pricing will be up this week. Local harvests will be ready soon.



## CV SQUASH

There is good supply Pennsylvania and New Jersey **Green** and **Yellow Squash**. Quality is very nice.

We will also have good supply of **Gold Bar Zucchini**.



## CV LEAF LETTUCE

**Romaine Lettuce** supplies tightened from New Jersey and Canada. New Jersey is winding down, and pricing from both regions is higher this week. California **Romaine Lettuce** is steady.

There is ample and promotable supply of **Green** and **Red Leaf Lettuce** from California, New Jersey, and Canada. New Jersey will be finished in about a week.



## CV BERRIES

A slight decrease in volume of **Raspberries** this week will cause a price increase and tighter supplies. This is due to the transition from spring crop to the fall crop. Fall crop is expected to start within the next few weeks.

**Strawberry** supplies out of the Watsonville/Salinas region will remain steady. Demand is expected to stay strong through the Holiday pull. This will keep prices steady, and no supply gaps are expected.



## CV CABBAGE

There is very good supply of New Jersey and Pennsylvania **Green Cabbage** with lower pricing this week.



## CV PEACHES

There's a little gap in **Peach** varieties this week in South Carolina with little 2 3/4" fruit available and a handful of 2 1/2". Georgia is in light supplies too. Speculation is the next variety will come on early next week in time for ads next weekend. California has abundant supplies of premium **Peaches**.



## CV PEPPERS

**Green Peppers** are limited from North and South Carolina, with steady to higher pricing this week. New Jersey and Pennsylvania product is still a few weeks away.

**15 lb. Red Peppers** are limited with higher pricing this week. **11 lb. Red, Yellow, and Orange Peppers** are steady.



## CV MELONS

South Carolina and Georgia are in very good **Bin Cantaloupe** volumes. Prices will be down slightly this week. Delaware is just starting to scratch fields and should make the 4th of July.



## CV IMPORT CITRUS

Other import citrus include Satsuma Mandarins, which are winding down, Clementines available now, and Minneola Tangelos coming on the middle of May.



## CV POTATOES

New crop Green Giant **Red, Yellow, and White Bagged Potatoes** continue to be in limited supply this week. Demand remains strong for the top notch quality that we are seeing out of Arizona and shippers are having a tough time staying ahead of the demand.

Supply out of Idaho on **Russet Potatoes** is very good right now and quality this week is nicer than we have seen in months on the tired storage crop. Expect the **Russet Potato** market to soften as we head through the month of July with good supplies to be expected as shippers attempt to move through the remainder of their storage crop.



## CV ONIONS

New Mexico and California **Onion** shipping regions are in full swing. Markets seem to remain steady. In the coming weeks I anticipate that supplies, and markets (specifically for **Jumbo Yellows**) are going to experience some ebbs and flows. We will have weeks where there is ample volume and then in turn weeks when the volume will be lighter as some gaps between varieties will be inevitable.

**Red Onion** supplies are expected to be somewhat short throughout this summer shipping period, expect the market on **Red Onions** to remain STRONG!!

## IN OTHER NEWS:

### CV ICEBERG LETTUCE

California **Iceberg Lettuce** has good quality with steady to lower pricing. Canadian **Iceberg Lettuce** quality is outstanding, with lower pricing this week.

### CV CELERY

There is good supply of Salinas, CA grown 24 ct, 30 ct, and 36 ct **Celery** with steady to lower pricing and promotable volumes.

**Celery Hearts** are limited with steady to higher pricing.

### CV VIDALIA ONIONS

We have seen the **Vidalia Onions** market increase another dollar this week in price as this should be the trend for the remainder of the Vidalia season. New crop PA Simply Sweet Onions will get started around the second week of July.

### CV ORANGES

We will slowly wind down the season for **Navel Oranges** from California and transition into the import **Navel Oranges** along with **Valencia Oranges** from California. The best import **Navel Oranges** will be the South African, with fruit coming from Chile, Peru, and Uruguay.

### CV CAULIFLOWER

Like broccoli, there are nice supplies of **California Cauliflower** with steady to lower pricing this week.

### CV ROMAINE HEARTS

**Romaine Hearts** supply remains on the tight side. Pricing is steady from California and Canada.