



# ORGANIC MARKET NEWS



## LOCAL ORGANIC SWEET CORN

**Organic Bi-color Sweet Corn** is in good supply out of Pedersen Farms in NY and out of Reed Family Farms in PA.

Product looks good in the field and our first arrival from NY got an excellent inspection! The window to promote local **Certified Organic Sweet Corn** is now through mid-August.



### OG GREEN BEANS

**Organic Green Beans** are in good supply out of Pennsylvania and California. Product quality looks good. **Organic Green Beans** should be in adequate volume and steady until the middle of August out of Pennsylvania.

**Organic Yellow and Purple Beans** are in decent supply out of California.



### OG BERRIES

**ALERT!** **Organic Berries** have been in high demand and selling well during the Spring and Summer, but we are approaching a time when quality will wane and supplies will become shorter.

California **Organic Blackberries** supplies are steady, but quality is seasonal and prices are rising.

Pacific Northwest **Organic Blueberries** are very limited with prices on the rise. 12/6 oz. will be the primary pack moving forward. Supplies are very limited out of Georgia. New Jersey **Organic Blueberries** are done for the season.

California **Organic Raspberry** supply is tighter this week, though we don't expect shortages. Prices are up slightly.

**Organic Strawberries** are becoming much more limited. Prices have jumped sharply, especially on Driscoll's brand. All shippers are showing bruising on the fruit upon arrival.



### OG TOMATOES

**Organic Grape and Cherry Tomatoes** are in good supply out of Lady Moon Farms in Pennsylvania. **Organic Orange and Rainbow Cherry Tomatoes** are in limited supply.

**Organic Round Tomatoes** are expected to begin out of Pennsylvania on 8/1.

Pennsylvania **Organic Roma Tomatoes** are just starting as some supply is still hitting out of Mexico.

**Organic Heirloom Tomatoes** are in decent supply out of Pennsylvania.

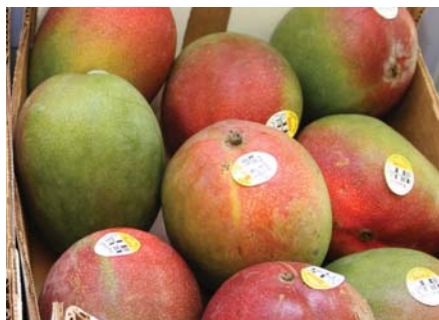
**Organic Hothouse Tomatoes** are still in good supply out of Pennsylvania as well from Toigo Farms.

**Organic Cluster Tomatoes** out of Virginia are limited and prices are up this week. We will have some product from Mexico too.



## OG FIGS

California **Organic Calamyrna (Green)** and **Black Mission Figs** are arriving this week to complement the **Organic Brown Turkey Figs** that are already here. The month of August will be prime time for the second **Organic Fig** season. Promote away!



## OG TROPICALS

**Organic Mangos** are in abundant supply and eating great. The Kent variety has been the nicest this week. Keitts will be ready for August too.

**Organic Hass Avocados** are plentiful out of Mexico.



## OG SPINACH

**Organic Spinach** should be in better supply this week with product out of Nevada and California. Prices are still high.



## OG MELONS

California **Organic Cantaloupe** supply is extremely limited. Supplies are expected to be sporadic at best for the remainder of the season.

California **Organic Honeydews** are steady with strong markets.

**Organic Mini** and **Regular Seedless Watermelons** will be available from California this week. PA **Organic Watermelons** are expected in mid-August.



## OG ZUCCHINI

**Organic Zucchini** is in adequate supply out of Pennsylvania, Wisconsin, and California. New York product, which is usually available at this time of year, suffered due to rain. Markets are fairly tight.



## OG LEMONS

**ALERT!** \$100+ per case **Organic Lemons** are anticipated for August as supplies are winding down to a trickle. Quality is shaky as well.

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 over the summer.

## OG GRAPE HARVESTS



California **Organic Black, Red, and Green Seedless Grapes** were in steady supply, but now some shippers are gapping due to the recent rainy weather and excessive heat. Arrivals have been coming in very nice with good appearance and flavor, but we'll have to keep an eye out for new arrivals during early August, especially Greens.

Mid-August through early September looks to be the best time to promote **Organic Grapes**.

California **Organic Champagne Grapes** are steady. California **Organic Thomcord Grapes** are expected to arrive in good supply the first week of August.

(PICTURED LEFT): Shippers have been in the fields looking at the grapes, specifically **Organic Pristine Grapes**. Since they are 20-25 days away from harvesting, they are not as susceptible to rain damage. At this point they are cautiously optimistic about the **Organic Jumbo Pristine Grapes**. Get ready to promote these beauties in early September!



## OG APPLES

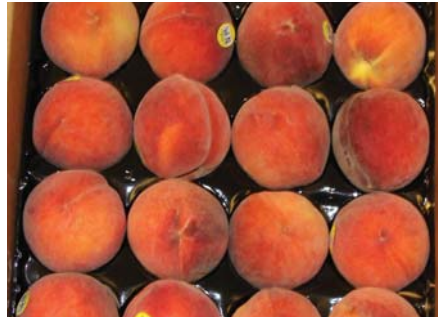
New crop Washington **Organic Ginger Gold Apples** are expected to arrive out of Washington in about 1 week.

California and Washington **Organic Gala Apples** are starting as imports are winding down. Our first California **Organic Gala Apples** are already here and looking sharp!

**Organic Fuji** and **Granny Smith Apples** out of Argentina, Chile, and New Zealand are extremely limited with very strong and rising prices. Imports are expected to stay extremely limited for the season.

Chilean and Argentinean **Organic Pink Apple** supply is excellent with falling prices.

**Organic Fuji** and **Granny Smith Juice Apples** continue in steady supply.



## OG STONE FRUIT

Washington **Organic Apricots, Rainier Cherries,** and **Red Cherries** are done for the season.

California **Organic Yellow Peach** supply is excellent. Promotional opportunities are available. Washington has also begun we will transition over the next couple of weeks.

California **Organic White Peaches** and **White Nectarines** are very limited. California **Organic Yellow Nectarines** are in tight supply but Washington has also begun in limited supply.

California **Organic Red** and **Black Plums** are very limited with small gaps between varieties.

**Organic Dapple Dandy** and **Flavor Gem Pluots** are expected to be in steady supply this week.



## OG PEARS

New crop California **Organic Bartlett Pears** are here in limited supplies Washington is expected to begin towards the end of August.

Argentinean **Organic Abate, Anjou, Bartlett, Bosc, Forelle,** and **Packham Pears** are starting to wind down. Promotional opportunities do exist on the remaining fruit but are expected to finish up over the next couple of weeks.



## OG BROCCOLI

**ALERT!** **Organic Broccoli** continues to be very tight out of California. **Organic Broccoli Crowns** are even scarcer.

Canadian shippers are reporting limited supplies of **Organic Broccoli** as well. Some quality issues have been reported. Expect prices to remain high in the beginning of August, and then begin to drop.



## OG SQUASH

The first **Organic Hard Squash** of the season arrives this week locally out of Pennsylvania. The varieties in house include **Organic Acorn, Butternut,** and **Kabocha. Organic Spaghetti Squash** should arrive the first week of August. The **Organic Buttercup Squash** is coming in from California.



## OG KALE

Pennsylvania **Organic Kale** is ending, so we will be relying more on California product for now. Markets are fairly soft, with lots of growers looking for movement on the three popular varieties of **Organic Kale – green, lacinato,** and **red bore.** Quality is said to be very good.

LOCAL PRODUCE



# GROWER LIST

## JULY 30 - AUGUST 6, 2015

### ORGANIC



#### MARYLAND

##### HOMESTEAD FARMS

Poolesville, MD

- 40376 - OG Beans Green MD 28 lb.
- 40386 - OG Cabbage Green MD 45 lb.

#### VIRGINIA

##### RED SUN FARMS

Dublin, VA

- 41355 - OG Tomato Cluster VA 11 lb.

#### PENNSYLVANIA

##### LADY MOON FARMS

Chambersburg, PA

- 41088 - OG Cucumbers Premium PA 20 lb.
- 40639 - OG Eggplant Premium PA 24 lb.
- 40796 - OG Peppers Green LG/XLG PA 25 lb.
- 41026 - OG Squash Yellow PA 20 lb.
- 41020 - OG Squash Zucchini Prem PA 20 lb.
- 41346 - OG Tomato Cherry Clam PA 12/1 pt
- 44467 - OG Tomato Cherry Orange PA 12/1 pt
- 41385 - OG Tomato Cherry Rainbow PA 12/1 pt
- 41336 - OG Tomato Grape PA 12/1 pt
- 40139 - OG Tomato Grape PA 18/1 lb.

- 41389 - OG Tomato Heirloom PA 10 lb.
- 41351 - OG Tomato Roma PA 20 lb.

##### MOUNTAIN VIEW ORGANICS

Newport, PA

- 41138 - OG Cabbage Red PA 35 lb.

##### CLARION RIVER FARMS

Sligo, PA

- 40386 - OG Cabbage Green PA 45 lb.
- 41138 - OG Cabbage Red PA 35 lb.
- 41036 - OG Squash Acorn Green PA 30 lb.
- 41031 - OG Squash Butternut PA 35 lb.
- 41044 - OG Squash Kabocha PA 35 lb.

##### CHRIST KING

Ephrata, PA

- 41535 - OG Onion Sweet Jumbo PA 40 lb
- 41536 - OG Onion Sweet Med PA 40 lb.
- 41531 - OG Onion Red Jumbo PA 40 lb.
- 41525 - OG Onion Red Medium PA 40 lb.
- 40767 - OG Peppers Green Med PA 22 lb.
- 41044 - OG Squash Kabocha PA 35 lb.
- 41351 - OG Tomato Roma PA 20 lb.

##### REED FAMILY FARMS

Elizabethtown, PA

- 40376 - OG Beans Green PA 25 lb.

##### TOIGO ORGANIC FARMS

Carlisle, PA

- 41360 - OG Tomatoes Hothouse PA 10 lb.

#### NEW YORK

##### PEDERSEN FARMS

Seneca Castle, NY

- 40550 - OG Cabbage Green NY 45 lb.
- 40462 - OG Corn Bi-Color NY 48 ct



LADY MOON FARMS

**HESS FARM**

Waynesboro, PA

Founded in 1986 by the Hess family, the tradition is being carried on by the second generation

Over 140 acres of fresh vegetables

Large diversity of products

Ask your sales representative or merchandiser for local grower POS signage for your store!

# CONVENTIONAL

## PENNSYLVANIA

### BENEDICT FARMS

#### Chambersburg, PA

01062 - CV Corn Bi-Color PA 48 ct  
01062 - CV Corn White PA 60 ct  
02812 - CV Cucumber Select PA 72 ct  
02803 - CV Cucumber Super Select PA 72 ct.  
01838 - CV Peppers Green XLG PA 22 lb.  
01842 - CV Peppers Green Display Pack PA 48 ct  
02256 - CV Squash Green Fancy PA 20 lb.  
02258 - CV Squash Green Medium PA 20 lb.  
02328 - CV Squash Yellow Medium PA 20 lb.  
02337 - CV Zucchini Gold Bar PA 20 lb.

### CEDAR MEADOWS FARM

#### Holtwood, PA

23156 - CV Tomato Heirloom PA 15 lb.  
23147 - CV Tomato Heirloom PA 8/1 quart  
23206 - CV Tomato Rainbow Cherry PA 12/1 pt

### CHRIST L. ESH

#### Holtwood, PA

01075 - CV Corn Bi-color Bin PA 50 dz  
01065 - CV Corn White Bin PA 50 dz

### COPENHAVER

#### Lebanon, PA

00482 - CV Beans Green PA 25 lb.

### COUNTRY GARDENS (LABAN GARBER)

#### Waynesboro, PA

01820 - CV Peppers Green Bag M/L PA 18/2 lb.  
02350 - CV Squash Acorn PA 35 lb.  
02372 - CV Squash Butternut PA 35 lb.  
02390 - CV Squash Spaghetti PA 35 lb.

### CRAMERS FARM

#### Lancaster County, PA

23156 - CV Tomato Heirloom PA 15 lb.  
23163 - CV Tomato Heirloom Slicer PA 8/3 ct

### EPHRAIM ZOOK

#### Lancaster County, PA

23004 - CV Tomato VR 4x4 PA 20 lb.  
23005 - CV Tomato VR 4x5 PA 20 lb.  
23070 - CV Tomato VR Jumbo PA 25 lb.

### HESS FARMS

#### Waynesboro, PA

02845 - CV Cucumber Kirby 40 lb.  
02803 - CV Cucumber Super Select PA 72 ct  
01261 - CV Eggplant PA 24 lb.  
01842 - CV Peppers Green Display Pack PA 48 ct  
01964 - CV Peppers Jalapeño PA 10 lb.  
01970 - CV Peppers Jalapeño PA 35 lb.  
01981 - CV Peppers Serranos PA 8 lb.  
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

00758 - CV Cabbage Green Bin PA 60 ct  
02320 - CV Squash Medium PA 20 lb.

### JOSH WEAVER

#### Denver, PA

00751 - CV Cabbage Green PA 50 lb.  
00780 - CV Cabbage Red PA 50 lb.  
01065 - CV Corn White Bin PA 50 dz  
02258 - CV Squash Green Medium PA 20 lb.

### LESTER WEAVER

#### Lancaster County, PA

01065 - CV Corn White Bin PA 50 dz

### SAM ZOOK

#### Ephrata, PA

23305 - CV Tomato Grape PA 12/1 pt

### STAUFFER HULING FARMS

#### Enola, PA

00482 - CV Beans Green PA 25 lb  
01062 - CV Corn Bi-Color PA 48 ct.  
02803 - CV Cucumber Super Select PA 72 ct  
04106 - CV Onion Sweet Jumbo 40 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

### Cantaloupe Bins from Lancaster County, PA -

Contact your sales rep for specific grower bin counts.

Harnish Farms - Pequea, PA

Joseph Weaver - Ephrata, PA

Lester Weaver, Ephrata, PA

### Watermelon Bins from Lancaster County, PA -

Contact your sales rep for specific grower bin counts.

Harnish Farms - Pequea, PA

Frank Sensenig - Ephrata, PA

## DELAWARE

### VINCENT FARMS

#### Delmar, DE

11059 - CV Cantaloupes Bin DE 110 ct  
01084 - CV Corn White Bin DE 50 dz  
01086 - CV Corn Bi-Color Bin DE 50 dz

## NEW JERSEY

### EASTERN FRESH GROWERS

#### Cedarville, NJ

02806 - CV Cucumber Super Select NJ 72 ct  
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.

00770 - CV Cabbage Green Bin NJ 55/65 ct

00790 - CV Cabbage Chinese NJ 30 lb.

01675 - CV Cabbage Napa NJ 30 lb.

01362 - CV Chard Green Swiss 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

01201 - CV Dill NJ 12 ct

01261 - CV Eggplant Premium NJ 24 lb.

01273 - CV Eggplant Sicilian NJ 20 lb.

01274 - CV Eggplant White NJ 15 lb.

01275 - CV Eggplant Graffiti NJ 12 lb.

01285 - CV Eggplant Italian NJ 10 lb.

02905 - CV Escarole NJ 24 ct

02885 - CV Endive/Chickory 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

03065 - CV Lettuce Red Leaf NJ 24ct

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

01960 - CV Peppers Anaheim NJ 10 lb.

01975 - CV Peppers Cubanelle NJ 18 lb.

01977 - CV Peppers Cubanelle NJ 9 lb.

01834 - CV Pepper Green XLG NJ 22 lb.

01967 - CV Peppers Jalapeño NJ 35 lb.

01965 - CV Peppers Jalapeño NJ 10 lb.

01980 - CV Peppers Long Hot NJ 16 lb.

01980 - CV Peppers Long Hot NJ 8 lb.

01802 - CV Peppers Suntan NJ 22 lb.

03127 - CV Radish Red Bunch NJ 24 ct

03205 - CV Scallions NJ 48 ct

02200 - CV Spinach Bunched NJ 24 ct

02238 - CV Squash Green Fancy NJ 20 lb.

23121 - CV Tomato VR JBO NJ 25 lb.

### JERSEY FRESH

#### Glassboro, NJ

04404 - CV Potatoes White NJ 10/5 lb.

### JERSEY FRUIT

#### Glassboro, NJ

15475 - CV Nectarines 2 1/2" NJ 25 lb.

15679 - CV Peaches 2 3/4" 25 lb.

15498 - CV Peaches Yellow Clam NJ 10/2 lb.

## VIRGINIA

### Crown Orchard

#### Batesville, VA

15733 - CV Peaches Donut 2-1/2" VA 16/20 oz.

# NEW ITEMS!

## NEW VILLAGE FARMS TOMATOES

23028	TOMATO TRUE REBEL	8/1 LB
23283	TOMATO CHERRY No.9 OTV	16/6 OZ
23336	TOMATO CABERNET OTV	16/8 OZ



## LOCAL HEIRLOOM TOMATOES

23156	CV TOMATO HEIRLOOM PA	15 LB
23163	CV TOMATO HEIRLOOM SLICER	8/3 CT
23147	CV TOMATO HEIRLOOM	8/1 QT
23206	CV TOMATO RAINBOW CHERRY	12/1 PT



## COTTON CANDY GRAPES ARE COMING!

10570 CV GRAPES COTTON CANDY 16 LB  
 – arriving 8/10, supplies limited, pre-books encouraged



## CONVENTIONAL NEW ITEMS



10586	CV GRAPES FLAVOR PROMISE BLACK	19 LB
10916	CV GRAPES CHAMPAGNE CLAM	16/1 LB
10921	CV GRAPES THOMCORD CLAMSHELL	20/1 LB – arriving 7/31
16279	CV PLUOT FLAVOR POP MD/LG VOL FILL	28 LB – arriving 8/4
16310	CV PLUOT FLAVOR POP LG/XL TRAY PACK	16 LB – arriving 8/4
16498	CV PLUMS PRUNE ITALIAN WA.ST	28 LB
15227	CV NECTARINE NJ. CLAM	10/2 LB
15498	CV PEACHES YELLOW NJ. CLAM	10/2 LB
15497	CV PEACHES WHITE NJ. CLAM	10/2 LB – arriving 8/4

## ORGANIC NEW ITEMS

44252	OG FIGS BLK MISSION ORG	12/8 OZ
44687	OG FIGS GREEN CLAM ORG	12/8 OZ
43573	OG GRAPES THOMCORD CLAM USA OR	20/1 LB – arriving 8/5
43725	OG GRAPES CHAMPAGNE CLAM ORG	16/1 LB
40090	OG PEPPER SHISHITO ORG	10 LB
46798	OG S.L. PEPPERS SHISHITO ORG	8/8 OZ
40125	OG PEPPERS SHISHITO CAPAY ORG	8/8 OZ
40389	OG PEPPERS PADRON CLAM ORG	12/1 PT
46344	OG MAMEY FL ORG	10 LB
43536	OG DRAGON FRUIT CA ORG	7-9 CT
40369	OG BEANS YELLOW ORG	10 LB
40382	OG BEANS PURPLE ORG	10 LB



## NEW CASE PACK FOR THE STEAMABLES SIDE DELIGHTS LINE EFFECTIVE 8/5:

04351 CV STEAMABLES RED POTATO 12/1.5 LB  
 04353 CV STEAMABLES GOLDEN POTATO 12/1.5 LB  
 04354 CV STEAMABLES RUSSET POTATO 12/1.5 LB  
 04356 CV STEAMABLES FINGERLING POT 12/1.5 LB  
 04358 CV STEAMABLES PURPLE POTATO 12/1.5 LB



## LITTLE POTATO COMPANY (LPC) MEAL SOLUTION POTATOES!



02911 CV LPC GARLIC PARSLEY MICRO 8/1 LB  
 02912 CV LPC ZESTY ITALIAN MICRO 8/1 LB  
 02913 CV LPC SAVORY HERB MICRO 8/1 LB  
 02914 CV LPC ONION MEDLEY OVEN/GRILL 8/1 LB  
 02915 CV LPC GARLIC OVEN/GRILL 8/1 LB  
 02916 CV LPC BBQ BLEND OVEN/GRILL 8/1 LB  
 02917 CV LPC MICRO SHIP(2-HERB,GAR,I 32/1 LB

### Oven | BBQ Ready

Behold a revolutionary new side dish, packed with the same great taste and quality you know and love from The Little Potato Company.

Roasting | BBQ Ready Kits combine our famous pre-washed, no peeling required, farm fresh little potatoes in an easy-to-use roasting tray and savoury seasoning pack. Just open the package, add the seasoning and splash of oil, and roast for around 30 minutes. Tasty, healthful meals couldn't be easier!

#### Choose from three delicious flavours:

- **Onion Medley:** yellow potatoes roasted with a bold medley of sweet and tangy onions, chives and aromatic spices.
- **Garlic Herb:** the perfect blend of sweet roasted garlic, onions and fragrant rustic herbs roasted on mixed red and yellow potatoes.
- **Barbecue Blend:** red potatoes roasted with a hickory smoked, BBQ flavour combining onions, garlic and a rich medley of herbs.



### Oven | Grill Ready

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### Microwave Ready

Our Microwave Ready potatoes are givers, not takers. Providing freshly steamed, perfectly seasoned potatoes in just minutes, these kits are all about making wholesome and delicious that much easier.

Simply microwave in the conveniently included steam tray, toss with the precisely pre-mixed seasoning and voila – full-on flavour the whole family will love. The only hard part will be deciding which flavour to try first!

#### Choose from three delicious flavours:

- **Garlic Parsley:** an exciting blend of leafed parsley, sweet garlic and hand-picked herbs with red potatoes.
- **Savory Herb:** mixed red and yellow potatoes with a tantalizing blend of savory herbs and spices, with a hint of bacon.
- **Zesty Italian:** a classic flavour combining sweet garlic, fragrant basil and bold oregano with yellow potatoes.



# CONVENTIONAL MARKET NEWS

## EASTERN STONE FRUIT



August is all about **Peaches!**

Despite the current heat wave that has stalled the harvest of **Peaches** in South Carolina and Georgia, New Jersey's volume has been ample enough to cover demand. **White Peaches** are available as well. Pennsylvania growers have started their **Peach** production too.

**Saturn Peaches** from Virginia and Pennsylvania are now in peak season. Many retailers are doing very well with the 16/20 oz. packs.

**Nectarines** from New Jersey have been slow to ramp up and demand far exceeds supply. There is a possible gap on **NJ Nectarines**, with growers saying it may be next week until they harvest again.



### CV GRAPES

**Grape** markets have been pretty calm despite the rain two weeks ago. Prices on good solid **Flame Grapes** remained the same or a little higher on the best fruit, but that season is winding down. The next **Red Grapes** from Dulcich Pretty Lady will be the **Scarlet Royal** which should ship by August 10th along with the **Red Emerald**.

On **White Grapes**, the **Esteem** variety are on the way to go along with the **Princess** and **Sugarones**. The **Esteems** will be higher, but well worth the few extra dollars. We will then switch to the **Green Emerald** from Dulcich Pretty Lady in the premium line, which will ship around August 10th with the **Red Emerald**.



### CV WATERMELONS

Lancaster County, PA **Watermelons** will be available this week, but Delaware supplies will remain limited. They are not getting the anticipated volume. Other growing areas are also struggling with supplies due to rain over the past few weeks. Prices may ease down slightly as the higher pricing is starting to affect demand.



### CV BLUEBERRIES

The party's coming to an end.

**Blueberry** supplies out of the Pacific Northwest are past their peak. Michigan fruit is steady, but pricing is on it's way up. We will see packaging transition back to 6 oz. in the next few weeks.

There is still a very real possibility that we will see a significant gap in supply around mid-August. We will watch the supply situation out of both areas, and also continue to evaluate quality. Prices will be higher this week and are expected to continue upward.





## CV CUCUMBERS

**Cucumber** supplies from NJ and PA are more plentiful with nice quality. Pricing will be lower this week.



## CV SWEET CORN

**Sweet Corn** supplies are steady from Pennsylvania growers. Flavor is excellent. We will continue to have 48 ct and 50 dz bins as options on White and Bi-Color, but just 48 ct on **Yellow Sweet Corn**.



## CV BLACKBERRIES

Tight supplies of **Blackberries** are expected this week out of California. The weather is making the situation worse. East Coast supplies are all but finished. Prices will be higher and prorates are expected.



## CV EGGPLANT

Even though this is the peak time for local **Eggplant**, supplies remain limited due to strong demand and only average harvests. Quality is nice.

**Sicilian, Graffiti, Italian, and White Eggplant** is in season from New Jersey.



## CV BROCCOLI

**Broccoli Crowns** are limited from California and Canada. Pricing will be steady to higher and quality is still good.



## CV CAULIFLOWER

**Cauliflower** is a good item to promote! Pricing will be steady to lower this week on both 9 ct Canadian Bikini Cut and 12 ct California Cello Wrapped.

Local Pennsylvania 60 ct **Cauliflower Bins** are anticipated to start late August - early September.



## CV ICEBERG LETTUCE

There are very good supplies of Western **Iceberg** and Canadian **Iceberg Lettuce**. Both are good to promote. There is a price advantage on Canadian, mainly due to freight savings. Quality on both is excellent and steady to lower pricing this week.



## CV LETTUCE

**Romaine** and **Green Leaf Lettuce** from both California and Canada are steady with good quality. **Red Leaf Lettuce** from California is steady, but **Red Leaf Lettuce** from Canada is limited with higher pricing this week.

There is good supply of **Romaine Hearts** from both California and Canada. We will have both this week with a price advantage of Canadian product, mainly due to freight. Both are promotable with nice quality.



## CV CA STONE FRUIT

**Nectarines** out West are very tight. Most growers are in a skip between varieties and say it will be next week before they get back into any real volume. Prices on Nectarines definitely reacted going up by \$2-4.

**Peaches** are plentiful along with **Plums** (both red and black), with the better eating **Pluot/Plumcotts**.



## CV LOCAL LOPES

Pennsylvania grown **Athena-style Bin Cantaloupes** are in peak production now through mid-August. Flavor is excellent. Supplies are steady but pricing has remained firmer this summer.



## CV SQUASH

**Green and Yellow Squash** remain limited with supply due to the high heat in local growing areas.

**Hard Squash** is steady, with some local PA product available.



## CV PEPPERS

We will continue to have **Green Peppers** from both New Jersey and Pennsylvania, with steady to lower pricing.

15 lb. **Red Peppers** are limited from California. Heat related issues have reduced yields and pricing will be higher this week.

25 lb. **Red, Yellow, and Orange Peppers** are steady.

**Mini Mixed Sweet Peppers** are in good supply with nice quality from Canadian hothouses.



## CV STRAWBERRIES

**ALERT!** Extremely limited supplies of **Strawberries** will continue this week. Heat and humidity are affecting quality very severely. Prices will be higher this week.



## CV CHERRIES

**ALERT!** The **Cherry** season is coming down to the final days. There is only a handful of fruit still being packed in Washington, with harvests being day to day with some supplies from Canada.



## CV TOMATOES

There is excellent supply of New Jersey and Pennsylvania **Vine Ripe Tomatoes!** We will have 25 lb. NJ **Vine Ripes** (XLG is limited this week) and PA 25 lb., 4x4, and 4x5 two-layer **Vine Ripe Tomatoes**. Supply should be good with promotable volumes and lower pricing.

**Grape Tomatoes** are plentiful. We will continue to pack Chubby Cheeks and the Native Grown, PA labels.

**Cherry Tomatoes** are very limited with increased pricing this week from Virginia.

Canadian **Beef** and **Cluster Tomatoes** are in good supply with lower pricing this week.

## IN OTHER NEWS:

### CV MELONS

Steady supplies of **Cantaloupes** and **Honeydews** out of California will continue this week. Prices will be down slightly.

### CV CELERY

Supplies of California **Celery** are more limited, but quality is good. Pricing is starting to move up.

30 ct sleeved Canadian **Celery** is steady in quality and pricing.

### CV GREEN BEANS

**Green Bean** supply is nice and steady with good quality from PA.

### CV CABBAGE

**Cabbage** supplies are steady from NJ and PA.

### CV CILANTRO

**Cilantro** is limited from California, the East Coast, and Canada. Pricing will increase this week.

### CV GREEN ONIONS

**Green Onion** supply is good with nice quality. We will continue to use nice, fresh Canadian product (Western available upon request).

**ProduceGeek**

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in season, check out  
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