

# ORGANIC MARKET NEWS

MAY 14 - MAY 21, 2021

## MAY LOCAL ORGANIC VEG UPDATE



Local season has begun! PA and NJ **Organic Leaf Lettuce** harvests are under way and are expected to be available now through June. Lady Moon Farms will wind down in Georgia during May.

Lancaster Farm Fresh Co-Op has begun their Local PA 12/3ct **Organic Romaine Hearts** and **Bunched Spinach** program! NJ **Organic Iceberg Lettuce** is set to begin harvest in late May. Meanwhile, **Organic Romaine Hearts** and **Iceberg Lettuce** continue with steady pricing and availability from California.



Local **Organic Greens** and **Kales** from PA and NJ have begun harvests and will supplement the premium Lady Moon supplies out of Georgia.

Local **Organic Baby Bok Choy** is approaching as both Flaim Farms in NJ and Lancaster Farm Fresh Co-Op have begun harvesting.

Eastern Fresh Produce from New Jersey, and Pedersen Farms from New York, will be in season with 11lb and 28lb local **Organic Asparagus** cases respectively. **Organic Asparagus** will continue to be promotable from US and Mexico harvests. Quality is excellent.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** remains in strong supplies with promotable pricing from out West! In addition, East Coast growers are beginning to ramp up in volumes. Look for product of Georgia and North Carolina throughout May. Quality from both growing regions has been outstanding.

**Organic Broccoli Rabe** and **Organic Sweet Baby Broccoli** are in excellent supply with promotable pricing.

**Organic Cauliflower** in mid-May has vastly improved in both supplies and quality. Although pricing is not quite promotable, it will be drastically improved from early May!



### OG STONE FRUIT

The California **Organic Stone Fruit** season is starting to ramp up for 2021!

Light volumes of **Organic Apricots**, **Cherries**, and **Yellow Peaches** are now available, with **Organic Donut Peaches**, **White Peaches**, and **Yellow Nectarines** expected to arrive to the East Coast during the 3rd week of May. Full production with promotional opportunities is expected to hit by early June.

South Carolina **Organic Yellow Peaches** have also begun in a limited supply.

Get ready to cut back those apple and pear displays to make room for in-season **Organic Stone Fruit!**



### OG BERRIES

**Organic Berries** are finally ramping up into steadier supplies! Four Seasons has partnered with Driscoll's Berries to bring a Display Contest to our retailers during 5/17-6/14.

**Organic Strawberries** have ramped up in a significant way and should remain in excellent supply for the next couple of months.

**Organic Blackberries** and **Raspberries** should remain in good supply for the rest of spring and early summer.

**Organic Blueberries** are improving. Through late May, they are still expected to be somewhat limited, but moving into June, we should see abundant volumes from multiple growing regions, especially once New Jersey gets started in mid to late-June.



### OG MELONS

**Organic Seedless Watermelons** remain available from Mexico. Quality has been nice so far with good color and sugar. Expect good supplies through the end of May. **Organic Mini Seedless Watermelons** will be promotable from Mexico.

**Organic Cantaloupes** and **Honeydews** from Mexico are still in somewhat sporadic early season supply.



### OG SQUASH

**Organic Zucchini** from Lady Moon Farms (FL) will conclude in the third week of May. The transition is expected to be seamless as Lady Moon (GA) has already begun their harvest in early May! Quality is excellent.

**Organic Yellow Squash** has begun East Coast harvests in South Carolina. Expect consistent supplies at an elevated price in late May.



### OG CUCUMBERS

**Organic Cucumber** quality, pricing, and availability are all promotable out of Mexico.

**NOTE: Organic Mini Cucumbers** remain very high in price with tight availability. Quality has been nice.

**Organic Euro Seedless Cucumber** prices remain steady with production coming from Mexico and Canada. Quality has been excellent.



### OG PACKAGED ASPARAGUS

We will be offering a new UPC bagged **Organic Asparagus** line from Alpine Fresh, replacing the Spring Leaf tray pack.

The new pack will be available starting 5/18 for stores that need an easy way to make sure that the product gets rung up organically at the register.

FSP code: 228139 PK/SZ: 14/12oz  
UPC: 8-15887-01145-8



### OG MANGOS

Mexican **Organic Tommy Atkins Mangos** are coming into great supply as we head in the middle and end of May. Fruit prices are reaching optimal levels for promoting through early summer.

**NOTE:** Haitian **Fair Trade Organic Mangos** continue in peak season, however availability will gap during the week of 5/17 due to customs and port delays. These delicious mangos should be much more promotable at the end of the month.



### OG POTATOES

New crop California **Organic Red and Gold Potatoes** are now in season! Pricing is seasonally high, and quality is very nice.

We are seeing just a slight bit of "silver scurf" on the new crop Reds, but that should improve as we get deeper into the season and work from the desert grown CA product to Bakersfield growing region.



### OG HARD SQUASH

We are into a new growing region of **Organic Hard Squash** in Mexico, and quality is very nice. Price is also attractive and stale due to pretty good supply being harvested at the moment.

We are back in stock on both **Organic Delicata** and **Kabocha Squash** to complement the staples (**Acorn/Butternut/Spaghetti**).



### OG GRAPES

New crop Mexican **Organic Grapes** are set to come in season during mid-May.

We should see the first arrivals of **Organic Red and Green Grapes** around 5/20, with lots more varieties and volume in June.



### OG CARROTS

**ALERT!** **Organic Carrot** prorates have started due to jumping ahead in field harvest timing. This is mainly impacting the whole carrots sold in cello bags.

Limited supplies will be available through early summer. With high freight rates and increased FOB pricing, we are seeing significant price jumps. We'll be sourcing multiple brands to stay in stock.



## OG CELERY

Good news! **Organic Celery** has improved harvest volumes in mid-May. Pricing isn't exactly cheap, but as suppliers return to normal supply volumes, pricing will improve. Expand displays and expect consistent supplies and quality for the rest of May.



## OG SWEET CORN

**Organic Bi-Color Sweet Corn** from Cal-O is now in stock. Although a brief season, quality will be strong and provides a nice early season Sweet Corn option before East Coast production begins to improve.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** remain promotable for mid-May. Supplies continue to outproduce demand, causing low pricing. Although supplies have been plentiful for months, supplies are expected to tighten in June.



## OG PEPPERS

**Organic Mini Peppers** remain plentiful from Mexico. Promotional volumes and aggressive pricing are expected to remain throughout May!

**Organic Red, Yellow, and Orange Bell Peppers** from Holland and Canada will remain elevated in price, but supplies will remain stable with strong quality!

**Organic Green Peppers** are limited in supplies in late May. Look for supplies from Coachella, CA in mid to late May. Georgia harvests are expected to begin in late May and will provide some relief to high prices.



## OG TOMATOES

**Organic Cluster** and **Beefsteak Tomatoes** are still promotable out of Canada. Quality has been excellent, and supplies are strong.

**NOTE:** **Organic Cherry** and **Rainbow Cherry Tomatoes** from Lady Moon Farms will be finishing their Florida season. Georgia production is only a few weeks away, and we should have light availability started by the end of May.

**Organic Grape Tomatoes** from Lady Moon Farms are available from Florida, but this will be last of the Florida season. We will have a slight gap as Georgia is not quite ready to harvest. We will have other suppliers from Canada and Mexico filling the gap as Lady Moon transitions.

**Organic Roma Tomatoes** will be available in with steady supplies from Canada and Florida. Quality has been nice.



## OG AVOCADOS

We'll have a new bagged **Organic Avocado** program available starting May 14 from Calavo on 1.5/4ct UPC'd bags. This will replace the Spring Leaf avocado packs. FSP Code: 224026

Rain in Mexico has caused lighter supplies on **Organic Hass Avocados**, and prices have inched up as a result. The California season has begun, but volumes in Mexico will be lighter headed towards June. We're waiting to hear more about the Peru crop.

Equal Exchange brand **Fair Trade Organic Hass Avocados** from Mexico will wind down by the end of May and transition to Peru if there's interest from customers.

## OTHER STORIES

• **ALERT!** **Organic Shallots** from the Netherlands will finish their season in the middle of May. We will not have any more **Organic Shallots** until the end of July or early August.

• **Organic Eggplant** from Lady Moon Farms in Florida will draw to a close in the third week of May. As the season closes, pricing will continue to rise but no quality issues are expected. As supplies finish from Lady Moon, other East Coast suppliers will bridge the gap.

• **Organic Artichokes** continue in steady availability and excellent quality. It's a good time to promote.

• **Organic Baby Bok Choy** from Lady Moon Farms is currently gapping in supply. California product is available with excellent quality and at a good price point.

• Rain in Costa Rica has affected **Organic Pineapple** supplies for the middle of May. Expect the beginning of June to be promotable despite the current shorter supply.

• **Organic Snap Peas** from California continue to see improvements in quality and availability in May! Coke Farms compostable trays are available in promotional volumes and pricing.

• **ALERT!** As we transition growing areas on **Organic Grapefruit** and **Lemons**, supplies remain extremely tight. Expect prices to soar headed into early June.

• **Organic Navel Oranges** are expected to finish by mid-June at the latest and transition to a small crop of **Organic Valencia Oranges**. Expect prices to remain strong.

• **Organic Apples** will begin the transition process to new crop product starting the last week of May. The first varieties to transition will be New Zealand **Organic Braeburn, Diva, Gala, and Granny Smith Apples**, along with some **Organic Granny Smith** and **Red Delicious Apples** from Argentina and Chile.

• The first arrival of New Zealand Zespri **Organic SunGold Kiwifruit** will arrive here in mid-May, with **Organic Green Kiwifruit** the beginning of June. **Organic Green Kiwifruit** prices are up again as product becomes scarcer from Italy.



# Driscoll's Berry Bonanza Display Contest

May 17 - June 14, 2021

Want to show off some creativity and drive some serious volume at the same time? And while we are at it, let's throw a little fun, some bragging rights, with a little incentive behind it! If this sounds great to you, then join in on the fun with our second annual Driscoll's Berry Display Contest!

Four Seasons Produce and Driscoll's have teamed up to bring you a display contest with massive sales potential! Berries are one of the biggest category sales drivers in your department, and with warmer weather ahead, your customers are sure to hit these displays hard. As we head toward the Memorial Day holiday and beyond, now is the perfect time to promote this entire category, so let's build a Berry Patch your customers are sure to "pick" through!

## CONTEST CRITERIA:

- Build a "berry" memorable display of Driscoll's berries that will wow our judges!
- All fruit must be purchased through Four Seasons Produce.
- You must have at least three (3) varieties of berries in your displays. Varieties that will be available are Strawberries, Blackberries, Raspberries, and Blueberries in both organic and conventional. We will have different pack sizes available.
- The Driscoll's brand must be highlighted in your displays with either the graphic boxes or point of sale signs hung on your displays (or both!) For Point of Sale signs, contact your Four Seasons rep.
- Email all photos to Steph Mayer (stephf@fsproduce.com) by June 17, 2021.



\*\*The use of social media is not required but strongly suggested.

## PRIZES:

<b>BEST OVERALL DISPLAY</b> (BERRY BALLER)	<b>LARGEST DISPLAY</b> (BERRY BOOMER)	<b>BEST DESIGN</b> (BERRY VISIONARY)	<b>BEST ORGANIC</b> (BERRY BEES)
<p><b>GRAND PRIZE WINNER</b></p> <p><b>\$1,250</b></p> <p>(Display will be judged on overall eye appeal, use of the Driscoll's brand within the display, use of berry related tie ins, use of social media, and berry promotions in the store.)</p>	<p><b>1ST - \$400</b></p> <p><b>2ND - \$300</b></p> <p><b>3RD - \$200</b></p>	<p><b>1ST - \$400</b></p> <p><b>2ND - \$300</b></p> <p><b>3RD - \$200</b></p>	<p><b>1ST - \$400</b></p> <p><b>2ND - \$300</b></p> <p><b>3RD - \$200</b></p>

## BERRY MERCHANDISING TIPS



- When receiving berries, make sure they are put in the cooler immediately. Warm dock areas and backrooms are not a berries best friend!
  - Rotate berries at each pack out for maximum freshness
  - Cull, remove and replace any bad berries within your packs. Be mindful of pack weights when replacing berries in packs. Be sure to offer all varieties of berries for the best sales potential.
  - Carrying multiple size packs is also great for sales. Bigger options, such as a 2lb strawberry, 11oz blueberry or 12oz blackberry mean more choices for your customers. Bigger packs mean bigger rings at the registers!
  - BIG, BEAUTIFUL displays of berries mean big movement for your department. Keep displays neat, clean and tidy for your customers to enjoy!
  - Cross Merchandise! Tie in some of these into your displays to add dessert ideas for your customers and build up your basket size! Yogurt, Whip Cream, Granola, Pound cakes, Dessert shells, Chocolate dips, Crepe wraps, Cereals
- Ask your Four Seasons Sales Rep or Merchandiser for display tips and ideas.

## FOUR SEASONS DRISCOLL'S BERRY CODES

### CONVENTIONAL:

- 10155 - CV Blackberries 12/6 oz
- 10157 - CV Blackberries 12/12 oz
- 222142 - CV Blueberries Limited Edition 8/11 oz
- 10213 - CV Strawberries 4/2 lb
- 10220 - CV Strawberries 8/1 lb
- 224566 - CV Strawberries "Berry Big" 8/18 oz
- 10185 - CV Raspberries 12/6 oz
- 10101 - CV Blueberries 12/1 pt

### ORGANIC:

- 43652 - OG Blackberries 12/6 oz
- 44323 - OG Blueberries 12/6 oz
- 44451 - OG Blueberries 12/1 pt
- 43673 - OG Raspberries 12/6 oz
- 43684 - OG Strawberries 8/1 lb



# LOCAL LIST

## ORGANIC

### FLAIM FARMS - VINELAND, NJ

- 40488 - OG Beets Red Bunched 12 ct
- 40513 - OG Bok Choy Baby PREM 20 lb
- 40647 - OG Herb Cilantro 15 ct
- 40650 - OG Dandelion 12 ct
- 40671 - OG Greens Collard 12 ct
- 40672 - OG Greens Kale 12 ct
- 40889 - OG Greens Kale Lacinato 12 ct
- 40210 - OG Herb Dill 24 ct
- 219525 - OG Herb Mint 12 ct
- 40314 - OG Lettuce Green Leaf 12 ct
- 40313 - OG Lettuce Red Leaf 12 ct
- 41181 - OG Lettuce Romaine 12 ct
- 40726 - OG Parsley Curly 15 ct
- 40729 - OG Parsley Flat Leaf (Italian) 15 ct
- 40900 - OG Spinach Bunched 24 ct

### LANCASTER FARM FRESH COOP - LANCASTER, PA

- 40513 - OG Bok Choy Baby PREM 20 lb
- 40675 - OG Greens Kale 24 ct
- 40677 - OG Greens Mustard 24 ct
- 41150 - OG Lettuce Butter Green 24 ct
- 41160 - OG Lettuce Green Leaf 24 ct
- 41165 - OG Lettuce Red Leaf 24 ct
- 41180 - OG Lettuce Romaine 24 ct
- 41185 - OG Lettuce Romaine Hearts 12/3 ct
- 40864 - OG Radishes Red Bunched PREM 24 ct
- 40900 - OG Spinach Bunched 24 ct
- 40617 - OG Turnips White Bunched 12 ct

### EASTERN FRESH - CEDARVILLE, NJ

- 40325 - OG Asparagus 11 lb

### PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 - OG Asparagus 28 lb



## CONVENTIONAL

### FLAIM FARMS - VINELAND, NJ

- 205 - CV Arugula 24 ct
- 1362 - CV Chard Green 12 ct
- 1355 - CV Chard Rainbow 12 ct
- 1368 - CV Chard Red 12 ct
- 1170 - CV Dandelion Bunch 12 ct
- 2876 - CV Endive (Chicory) 24 ct
- 2900 - CV Escarole 24 ct
- 1315 - CV Greens Kale NJ 18 lb
- 1308 - CV Greens Collard NJ 18 lb
- 1510 - CV Herb Mint 12 ct Box
- 1462 - CV Kohlrabi Green 12 ct
- 3050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
- 3065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
- 3097 - CV Lettuce Romaine NJ 35 lb 24 ct
- 3130 - CV Radishes Red Bunched 24 ct
- 2205 - CV Spinach Bunched 24 ct

### EASTERN FRESH - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb

### FIFER ORCHARDS - DOVER, DE

- 358 - CV Asparagus Std 28 lb



### NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb
- 550 - CV Beets Red Bunched 12 ct
- 591 - CV Bok Choy 30 lb
- 592 - CV Bok Choy Baby Shanghai 30 lb
- 1362 - CV Chard Green 12 ct
- 1368 - CV Chard Red 12 ct
- 1475 - CV Leeks Bunched 12 ct
- 3130 - CV Radishes Red Bunched 24 ct

# NEW!

# MAKOTO®

Makoto dressings and sauces are made using the best, fresh ingredients combined with a special seasoning blend. The result is their library of unique and exotic flavors.



VARIETY IS THE SPICE OF LIFE!



CODE	DESCRIPTION	PK/SZ	UPC
227933	CV Dressing Ginger Makoto	6/9 oz	0-77172-66717-1
227934	CV Dressing Honey Ginger Makoto	6/9 oz	0-77172-66718-8
227935	CV Dressing Wasabi Ginger Makoto	6/9 oz	0-77172-66722-5
227936	CV Dressing Balsamic Ginger Makoto	6/9 oz	0-77172-66720-1
227937	CV Dressing Orange Ginger Makoto	6/9 oz	0-77172-66770-6
227938	CV Dressing Creamy Ginger Makoto	6/9 oz	0-77172-66774-4
227939	CV Dressing Ginger Makoto	6/16 oz	0-77172-66705-8
227940	CV Sauce Yum Yum Makoto	6/9 oz	0-77172-66709-6
227941	CV Sauce Teriyaki Makoto	6/9 oz	0-77172-66730-0



## VIDALIA ONION DISPLAY CONTEST

May 1 - May 31, 2021



# Memorial Day Schedule

### Saturday 5/29:

Normal office and delivery schedule.

### Sunday 5/30:

Normal office and delivery schedule.

### Monday 5/31:

Normal delivery schedule, office open 8:30am - 12:30pm, taking orders for Tuesday 6/1 delivery.

Please contact your sales representative with any questions.

*Have a happy and safe Memorial Day!*

# CONVENTIONAL MARKET NEWS

MAY 14 - MAY 21, 2021

## BLUEBERRY SEASON RAMPS UP



**Blueberries** are now very promotable for the remainder of the month of May following a difficult April.

Florida and Georgia farms are in peak production, and the quality has been excellent. Most of the promotional activity will be on pints with less volume on 6oz. Volume prebooks are available on 18oz.

North Carolina is also right around the corner from harvesting, and New Jersey is set to begin mid-June.

The transition to each growing region will be fast and furious. Local **Blueberries** will be here before we know it!

Driscoll's best tasting **Blueberries**, with big size, can be found in their "**Limited Edition Season's Finest**" pack (8/11oz), which are now in good availability.



### CV BERRIES

**Strawberries** will be in excellent supply starting the week of 5/17 as volumes from Santa Maria, CA have really increased. We're seeing some of the best quality we have in a while, and the fruit continues to be very large.

As Salinas and Watsonville, CA kick into high gear, this should provide a solid 4-6 week period to promote **Strawberries**. We will have options with 4/2lb clamshells and Driscoll's 8/18oz "**Berry Big**" **Strawberries** in compostable packs.

**Driscoll's Rose** and "**Sweetest Batch**" **Strawberries** will start the first week of June!

**Raspberries** and **Blackberries** will be in excellent supply from Mexico for mid-May. At this point, California production will really ramp up the first week of June. Get ready for excellent promotable opportunities on all pack sizes. Quality has been very nice.



### CV STONE FRUIT

The **Cherry** season going out in California. Reports are that it is a good crop, but with labor challenges and high demand, we're seeing a little unsteadiness here at the beginning of the harvest.

**Apricots** are now in season from California and off to a nice start with quality.

The first South Carolina **Yellow Peaches** are now in season. Sizing is 2-1/2" to start. With California FOB's high, and freight high as well, this makes the 25lb Southern **Peaches** a good value.

For big **Peaches**, California is starting to size up and we will have 48/54/56sz 2-layer cases in stock the week of 5/17.

**Nectarines** have started in a small way, but it will be mid-May loading before we see better volume.

**Plums** are still looking at a start at the end of the month.



### LABOR/COSTS/TRUCKS

**ALERT!** Three factors are coming together headed into the peak season for USA fresh produce that everyone in the supply chain will be feeling: a tight labor market, rising input costs, and limited truck driver availability.

**LABOR:** Growers, processors, and distributors are having difficulty getting enough harvesters and workers to pick, pack, and ship their harvests and finished goods.

**RISING COSTS:** The costs of inputs, like fuel, pallets, and materials have risen sharply due to high demand and so much supply chain disruption.

**TRUCKS:** There continues to be way more freight to move than drivers to move it throughout the supply chain. This tight capacity is creating delays and adding 20-40% more to freight costs in some cases.

These are issues being faced by grower shippers, processors, wholesalers, distributors, food service, and retailers across the country at this stage of the pandemic and it's disruption.





### CV GRAPES

**NOTE:** Chilean **Grapes** are almost finished. **Green Grapes** will gap for almost a week until new crop Mexican product reaches maturity and sugar levels suitable for import into the US during late May. Chilean **Red Grapes** are selling out fast and quality is on the decline.

The transition into new crop Mexico and California fruit is not going to be smooth. Mexico has been pushing off their harvest start until the week of 5/17 on **Green Grapes**, and **Red Grapes** around 5/24. Prices will be high until early to mid-June when Mexico hits with volume.

One variety that will be in stock the week of 5/17 is new crop **Cotton Candy Grapes** from Mexico.



### CV ASPARAGUS

**Asparagus** prices continue to be promotable from domestic and import growers.

Local NJ and DE harvests continue to come on strong as weather improves. Michigan is expected to start harvesting, and Peruvian importers have a lot of product available as well. Quality has been excellent from all regions.



### CV SWEET CORN

**Sweet Corn** continues in peak season from Florida. Due to freight rates that are thousands higher than last year, the price points will be different for this Memorial Day. Quality has been excellent.

There are light harvests starting in Georgia as well, but significant volumes aren't expected until after Memorial Day.



### CV CUCUMBERS

**Euro Seedless Cucumber** prices are easing off as more production comes from Canada. Quality has been nice.

**Mini Seedless Cucumber** prices will stay steady as harvests continue to be light. Quality has been nice, but sizing is on smaller side.

**Super Select Cucumber** prices will ease off as late Mexico production is in full swing. Quality has been excellent. Georgia has also begun new harvests, leading to plenty of availability with great quality.



### CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** are readily available. Quality has been great out of all locations. GA has been the best quality by far.

**Cauliflower** is readily available. Pricing is lower, but high freight is preventing cheap price points. Quality has been great - cool weather was what these fields needed!



### CV GREEN BEANS

**Green Bean** prices fell off to very promotable levels as new fields in GA and Northern FL begin production. Quality looks excellent from the new fields.



### CV PINEAPPLES

**Pineapple** volumes remain strong with promotable pricing. We continue to offer various sizing, including a 7ct **HoneyGold Pineapple** from Del Monte which offers exceptionally sweet flavor!

The Del Monte **PinkGlow Pineapple** will be available through Four Seasons for retailers to test out. It is a pricey piece of fruit, yet its novelty and social media buzz has already created some fans. **"Pink" Pineapple** contains lycopene, which gives it its red internal color. Lycopene is known to be high in antioxidants. \*This pineapple variety is Genetically Modified.

Limited volumes of **PinkGlow Pineapples** will be available in mid-May, and shipped crown-less in 6ct cartons. Some retailers sell it primarily fresh-cut cubed in store by the lb or oz.



### CV LETTUCE

Local New Jersey growers will start with some **Red Leaf, Green Leaf, and Romaine Lettuces**. They're available now through early July!

**Iceberg, Red and Green Leaf, Romaine, and Romaine Hearts** are readily available out west. Most vendors are starting to push.



### CV SPECIALTY FRUIT

Exotic Tropicals, such as **Quenebas and Rambutan**, will be available the middle to end of May!

**Pomegranates** are in good supply from Chile and Argentina through the end of May.



## CV POTATOES

**NOTE:** Larger **Count Russet Potatoes** continue to be more limited in supply out of Idaho, and paired with an extremely competitive truck market, you have a perfect storm for high prices. 50ct Idaho **Russet Potatoes**, in particular, are extremely hard to find.

10/5lb “value” **Russet** and **White Potatoes** are starting to wind down. Supplies out of Prince Edward Island may go until late May, and then we will see a gap on 10/5lb **White Potatoes** in non-Green Giant label until new crop North Carolina **Potatoes** start in mid-June.

We have made the transition over to new crop California **Red, Gold,** and **White Potatoes** in all 50lb bulk sizes. Quality is outstanding and completely worth the higher price than what we were seeing out of Florida due to the hit or miss quality there.



## CV MANGOS

**Tommy Atkins Mango** volumes from Mexico are approaching highly promotable levels and will stay that way through June! Continue to focus on driving sales in all the different varieties we currently have!

**Ataulfo Honey Mangos** from Mexico will be steady, and Haitian Mangos will be available in good supplies for mid-May.



## CV CANTALOUPE & WATERMELONS

**Bin Athena-Style Cantaloupes** are still coming out of Central Florida, but the fruit is mostly 150ct and smaller. We will not see 110 and 120ct jumbos until they move up into Georgia in late May. The week of 5/17 we will have some 150ct.

The offshore **Cantaloupe** season will run through late May or early June depending on demand. California is starting but price is high, and with freight so high, we will stick with the offshore until the end if quality holds and they have been nice.

**Watermelon** prices continue to stay higher than normal for this time of year due to freight rates that are several thousand dollars more than usual per load. Florida harvests continue with great quality and excellent arrivals. Texas is supposed to start harvests with light availability here in mid-May.



## CV TOMATOES

**Beefsteak** and **Cluster Tomatoes** will remain promotable from Canada and the USA. Quality has been excellent during these peak season harvests.

**Grape Tomatoes** will remain steady out of Florida and hothouses. Quality from both areas has looked excellent.

**Roma Tomato** prices came off a little bit as Florida growers get into new fields. Mexico is still harvesting as well. Quality has been nice from both regions.

**Campari Cocktail Tomato** prices are rising as supplies slow down and growers are having labor challenges getting the product packed.



## CV PEPPERS

**Green Bell Pepper** prices will stay steady as Florida finishes up and Georgia hasn't yet begun production. California continues with good harvests and excellent quality. Georgia growers are expected to start harvesting the week of 5/17.

**11lb Red, Orange,** and **Yellow Bell Pepper** prices increased significantly. Limited production, due to cloudy weather and aggressive ads in place, jumped prices very quickly. Supplies should be steady, but pricing has increased.

15lb **Red Pepper** prices will continue to stay high this as California production has not yet begun. Harvests are expected to start lightly and be promotable in early June.



## CV KIWIFRUIT

**SunGold Kiwifruit** from Zespri are finally available! This seasonal favorite will start with volume filled box supplies, and then as 8/1lb clamshells.

**Green Kiwifruit** from New Zealand will be available by the end of May.



## CV HASS AVOCADOS

Rain in Mexico has affected **Hass Avocado** supplies, but the supply chain has been strong enough that pricing was not greatly affected.