

# ORGANIC MARKET NEWS

MAY 21 - MAY 28, 2021

## NEW CROP ORGANIC GRAPE SEASON



Time to add **Organic Seedless Grapes** back into your fruit sets!

Mexican growers are now harvesting their new crop Spring 2021 **Organic Grapes**. The Reds will be Flame variety and the Greens will be Perlettes and Prime varieties as the first arrivals hit the East Coast in the week leading up to Memorial Day.

Quality on the first arrivals has been outstanding, and growers expect that to continue through June.

We should see some **Organic Black Grapes** at the beginning of June, followed by **Organic Cotton Candy Grapes** in early to mid-June.



### OG STONE FRUIT

California **Organic Cherries** are now in season. Growers are struggling to get continuity at the beginning of harvest and packing schedules, but the light is around the corner with decent supplies ramping up for Memorial Day weekend. California supplies will improve in June and then be followed by the Washington crop at the end of June.

California **Organic Apricot** volumes are improving daily, and by June, they should be in steady supply.

**Organic White** and **Yellow Peaches** are in steady supply now out of California with limited volumes expected to continue out of South Carolina.

**Organic White** and **Yellow Nectarines** are in steady supplies now out of California.

The first California **Organic Donut Peaches** have arrived with great quality. Expect late May and early June to be a nice time to add these in to your fruit sets.



### OG BERRIES

Time to promote all **Organic Berries**!

**Organic Blackberries** are now in excellent supply, with the majority of fruit coming out of Mexico, more fruit from California will be available as spring transitions to summer.

**Organic Blueberries** are in much improved supply out of California and quality is excellent. We will most likely stick with California as the quality is better than Georgia and Mexico, until we start with New Jersey fruit towards the middle of June, and then followed by the Pacific Northwest.

**Organic Raspberries** are now in excellent supply from Driscoll's. We should see some other brands back in when prices align.

**Organic Strawberries** are in promotable volume and should be through June. We should see an improvement in quality by the week of 5/24 as we transition from Baja, Mexico into fresh crop Santa Maria, CA fruit.



### OG LETTUCES

Local **Organic Lettuce** season has begun! PA and NJ are under way and are expected to be available for the next 4 to 6 weeks.

Lady Moon Farms is expected to begin harvesting their PA crop in early June! **Organic Leaf Lettuces** from Lady Moon Farms in GA are drawing to a close in late May.

Lancaster Farm Fresh Co-Op has begun their Local **Organic Romaine Hearts** program, and NJ **Organic Iceberg Lettuce** is set to begin harvest in late May.

**Organic Romaine Hearts** and **Iceberg Lettuce** continue with steady pricing and availability from California. Look for promotional opportunities on **Organic Romaine Hearts** in late May.



### OG SWEET CORN

**Organic Bi-Color Sweet Corn** from Cal-O is in stock just in time for Memorial Day! Expect to have steady supplies through the end of the month, before seeing a small gap in supplies as Cal-O transitions growing regions.

Quality is expected to be strong and provides a nice **Organic Sweet Corn** option before East Coast production begins and becomes steadier in mid-June.



### OG SQUASH

**Organic Zucchini** from Lady Moon Farms in Florida has officially drawn to a close, however the transition has been seamless as Lady Moon Georgia is in peak harvest during late May and early June! Look for continued consistent supplies and excellent quality.

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



### OG APPLES

Fresh crop **Organic Apples** from New Zealand (where it is fall) will start to arrive the week of 5/23 on select varieties.

**Organic Braeburn, Diva, Gala, and Granny Smith Apples** will be the first new crop fruit in stock.

Then, in late June, New Zealand **Organic Fuji, Honeycrisp, and Pink Lady Apples** will arrive.

Washington growers still do have some storage fruit available, so there will be very few gaps.



### OG ONIONS

**Organic Onions** continue to be in good supply despite challenges we have been hearing about from some of the El Centro, CA shippers. Lack of labor and extremely strong demand for new crop **Organic Onions** are causing some issues for some shippers being unable to keep up with demand.

We will be using new crop El Centro and new crop Mexican product in order to not see any supply gaps. Quality and the labor situation are expected to improve once we move up to Firebaugh (central), CA in early June.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** will continue to be in excellent supply and quality for the rest of May. Peak East Coast production from North Carolina and Georgia, as well as strong California production, has created plentiful supplies and promotable pricing.

**Organic Cauliflower** from California has seen a vast improvement in pricing and availability in late May. With normalized pricing and availability in late May, expect these conditions to continue into June. Quality is expected to remain strong throughout May.



### OG WATERMELONS

**Organic Seedless Watermelons** will be available in late May from Mexico. Quality looks exceptional heading into Memorial Day weekend.

**Organic Mini Seedless Watermelons** will also be promotable in late May. Quality out of Mexico is excellent and supplies are strong - a great item to promote to start the summer!



### OG KIWIFRUIT

Zespri **Organic SunGold Kiwifruit** are now in season and available from New Zealand. We should be in good supply for the summer and beyond in bulk, and starting around Memorial Day, 8/1lb clamshells.



### OG MELONS

**Organic Cantaloupes** from Mexico are in decent supply with sizing mostly on 12ct for late May.

**Organic Honeydew** have been in sporadic volume and will be mostly 5ct headed into Memorial Day.



### OG ASPARAGUS

**Organic Asparagus** continues to be available from New York and New Jersey, and quality has been excellent. California continues to harvest nice quality and Michigan will begin their season as well in late May. Quality has been nice from all regions.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico continue producing peak volumes. Although plentiful availability and promotable pricing have become the normal market conditions the past few months, June is expected to see price increases and more limited availability.



## OG PEPPERS

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

We'll be starting with a new UPC'd packaged **Organic Pepper** program for retailers that need to ensure the right ring at the register the week of 5/23. These will be 12/2 packs for Green, Red, and Red/Yellow.

**Organic Mini Sweet Peppers** from Mexico continue to harvest strong yield in late May. Promotional volumes and pricing are expected into June while providing an excellent promotional opportunity!

**Organic Green Peppers** are fairly limited in supplies for late May. Look for supplies for Coachella, CA and Georgia harvest has begun and will provide some relief to high prices.

- **ALERT!** We are seeing the effects of the transition from Mexican **Organic Grapefruit** to CA with very tight supplies and high prices. Expect some sporadic outs.

- **ALERT!** **Organic Lemons** are also transitioning, and sporadic outs should be the normal over the next few months until new crop kicks in at the end of August. Mexico had poor weather and just got



## OG BANANAS

**ALERT!** Equal Exchange **Organic Fair Trade Bananas** will be in limited supply for late May due to supply chain disruptions that have occurred in the Panama Canal for fruit coming out of Ecuador and Peru.

EE label **Organic Bananas** will be in limited supply starting Saturday 5/22 through Monday 5/31. We will surely see a complete EE gap from 5/28-5/29, and be filling in with other brands where possible.



## OG TOMATOES

**Organic Roma Tomatoes** will be available in late May from Mexico and Canada. Quality has been nice. Talk to your sales rep about our new bagged option grown in Canadian Hothouses. Quality has been excellent.

**Organic Beefsteak and Cluster Tomatoes** continue to be promotable. Quality has been excellent.

**Organic Cherry Tomatoes** will be available with light volume from Lady Moon Farms as the Georgia season is just beginning. Expect volume to increase as June approaches.

**Organic Grape Tomatoes** continue to be available with good supplies in late May from Canadian hothouses and Lady Moon Farms. Lady Moon is transitioning into the Georgia season from Florida. Supplies should be steady, but volume is much lighter as Georgia has just begun. Quality has been excellent.

**Organic Heirloom Tomatoes** will be available in late May from Mexico. Quality has looked very nice, and supplies are steady.

## OTHER STORIES

more rain. With their **Organic Lemon** crop significantly off, and California is in the tight season, expect prices to be high and climbing with seasonal quality.

- **Organic Pineapple** supplies from Costa Rica are rebounding and should be steadier for the end of May. Rain at the beginning of the month affected supplies slightly, but volumes are rebounding.



## OG ARTICHOKES

**Organic Artichokes** will continue to be in steady availability through the end of May.

As May concludes, the Wholesum Organics Mexican **Organic Artichoke** deal will draw to a close, but product from California is expected to remain available. Quality is excellent and pricing promotable, but it will rise slightly in June.



## OG AVOCADOS & MANGOS

**Organic Fair Trade Haitian Mangos** are promotable through the end of May. This will be one of the best times of the year to make big displays of this beautiful fruit as we head towards June!

**Organic Tommy Atkins Mangos** are in the middle of a transition as we begin to head North for the season. Smaller sizes will be more prevalent over big sized fruit and will finish up May.

**Organic Hass Avocados** will be in steady supply as we finish the month of May. California and Mexico are both shipping, and demand continues to be very strong for fruit.

There will be good supplies of 15/4ct **Organic Hass Avocados** in net bags for retailers that need a UPC'd ring at the register.

**Fair Trade Organic Hass Avocados** from Mexico will wind down by the end of May. We may transition into some Fair Trade fruit from Peru around the beginning of June if there is customer support.

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

- **Organic Eggplant** from Lady Moon Farms in Florida has finished for the season. Lady Moon's Georgia crop to begin harvests in early June. Expect supplies to be sourced from other East Coast vendors in the interim.

# MEMORIAL DAY MERCHANDISING TIPS

## MEMORIAL DAY IS MONDAY, MAY 31

### MERCHANDISING ACTIONS

- Timing! Your **fruit counters** should be reset with fresh crop stone fruit, soft fruit, grapes, and melons by Thursday, May 27. Cut back on Apples, Pears, and Citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.
- Expand your **berry sections**. Full variety is available on organic and conventional berries during the spring peak!
- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. Key items to expand: *Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.*
- Drive sales and margin through **melon displays**. Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



### POPULAR DISPLAY THEMES



#### VEGGIE GRILLING:

Try a display that includes: *Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.* You might even want to try a combination of these items at a common price per pound. Tie in "Garlic Expressions" and other marinades, and minced garlic.

#### CORN CRAZY:

Build a large, secondary display of *Sweet Corn*, using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of Sweet Corn and get premium retail for the added value and convenience.

#### TOMATO PATCH:

Create mass displays using *Grape, Vine Ripe, Beefsteak, Cocktail, Brown, Heirlooms, Mixed Cherry, and Cluster Tomatoes.* Be sure to add basil to these displays.

## DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 25 or Wednesday, May 26. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: *Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.* Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by Thursday, May 27. These lines and items include: *Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.*



- There is no need to be overly cautious with bin **Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by Thursday, May 27, and Friday, May 28, and keep it watered or iced down. 42 cases per pallet.



## 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!*



PHONE: 1.800.422.8384

www.fsproduce.com





# 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:

### BEST OVERALL DISPLAY (BERRY BALLER)

**GRAND PRIZE WINNER**  
**\$1,250**

(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.)

### LARGEST DISPLAY (BERRY BOOMER)

**1ST - \$400**  
**2ND - \$300**  
**3RD - \$200**

### BEST DESIGN (BERRY VISIONARY)

**1ST - \$400**  
**2ND - \$300**  
**3RD - \$200**

### BEST ORGANIC (BERRY BEES)

**1ST - \$400**  
**2ND - \$300**  
**3RD - \$200**



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# VIDALIA ONION DISPLAY CONTEST

## May 1 - May 31, 2021

### NEW PACKAGED ORGANIC OFFERINGS!

OLD 46806 OG Peppers Red 6/2ct Spring Leaf  
 NEW 228068 OG Peppers Red 12/2pk Divemex  
 UPC: 0-66022-00400-6

OLD 46807 OG Peppers Red/Yellow 5/2ct Spring Leaf  
 NEW 228069 OG Peppers Red 12/2pk Divemex  
 UPC: 0-66022-00664-2

OLD 46805 OG Peppers Green 6/2ct Spring Leaf  
 NEW 228067 OG Peppers Green 12/2pk Divemex  
 UPC: 0-66022-00663-5

OLD 49661 OG Tomatoes Roma 6/12 oz Spring Leaf  
 NEW 228156 OG Tomatoes Roma 12/16 oz Bagged Topline  
 UPC: 6-28792-00601-9

OLD 46801 OG Avocados Hass 15/4ct Spring Leaf Bagged  
 NEW 224026 OG Avocados Hass 15/4ct Calavo  
 UPC: 0-33383-40161-4

OLD 49663 OG Asparagus 6/12 oz Spring Leaf  
 NEW 228139 OG Asparagus 14/12 oz Bagged Alpine  
 UPC: 8-15887-01145-8



# LOCAL LIST

## ORGANIC

### FLAIM FARMS - VINELAND, NJ

- 40309 - OG Arugula 12 ct
- 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
- 40180 - OG Radishes Red 12 ct Bunch
- 40864 - OG Radishes Red Bunched PREM 24 ct
- 40897 - OG Spinach Bunched 12 ct
- 40900 - OG Spinach Bunched 24 ct

### LANCASTER FARM FRESH COOP - LANCASTER, PA

- 40309 - OG Arugula 12 ct
- 40513 - OG Bok Choy Baby PREM 20 lb
- 40650 - OG Dandelion 12 ct
- 40675 - OG Greens Kale 24 ct
- 40676 - OG Greens Kale Lacinato 24 ct
- 40677 - OG Greens Mustard 24 ct
- 40640 - OG Herb Cilantro 30 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
- 41163 - OG Lettuce Iceberg Cello 12ct

### 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





# CONVENTIONAL MARKET NEWS

MAY 21 - MAY 28, 2021

## PEAK SEASON CALIFORNIA STRAWBERRIES



**Strawberries** are now in excellent supply from Santa Maria, Salinas, and Watsonville, CA growing areas. Overall volumes had spiked quickly the week of 5/16 and now are leveling off for steadier promotion the week of 5/23.

Now is a great time to promote all **Strawberry** packs from 8/1lb to 4/2lb. Quality has been excellent across the board.

We'll also be offering Driscoll's "**Berry Big**" **Strawberries**. These **Jumbo Strawberries** row-packed in a single layer in an 8/18oz cardboard packaging.



### CV BERRIES

**Blueberries** continue to be in excellent supply from Florida and Georgia, and pricing continues to be promotable. Volumes are expected to remain steady as we head into the Memorial Day holiday. Quality has been nice on all Georgia **Blueberries**.

For the biggest size and best flavor, consider adding in Driscoll's 8/1 oz "**Limited Edition Sweetest Batch**" **Blueberries** - so delicious!

**Raspberries** and **Blackberries** are in steady supply from Mexico, and supplies from California will increase as we head into June. Pricing remains promotable, and should remain this way over the next couple weeks. Quality has been excellent.



### CV SWEET CORN

**Sweet Corn** prices will drop slightly in late May ahead of Memorial Day, and supplies should be in good shape. Florida is still going with exceptional quality and Georgia has just begun their season as well, picking good volume and quality. We will have plenty of **Bi-Color Sweet Corn** to promote, along with **White Sweet Corn**.

We will also offer tray packed UPC-stickered **Sweet Corn**, and a simple clear wrapped tray pack of **Sweet Corn** for customers who would like to save on labor and just put their store sticker on it themselves.



### CV MELONS

**Watermelon** prices will be high in late May ahead of Memorial Day due to very expensive freight rates. The good news is that quality has been exceptional! New areas in Northern Florida are beginning, and fruit will be on the larger size.

Volume is picking up and quality looked very good on our first shot of **Bin Athena-style Cantaloupes**. Prices will stay elevated with the higher freight rates for the rest of May.

There is still a handful of offshore **Cantaloupes** available as growers try and finish for the season. We should be good with these until Mexican and California fruit hit before Memorial Day. Prices continue to hold at present levels.



### CV CHERRIES

California **Cherry** growers are still behind in their packing. Demand is strong, but there is much less fruit being picked than expected. Gaps between varieties and labor are contributing factors.

Contract business with national chains is sucking up most of the 10.5 row supply, so look for volumes on 10-9.5 row XL and 11.5-11 row MD. Growers are expecting to be in better shape headed towards early June.



### CV PEACHES & NECTARINES

California **Peaches** are in good supply with sizes improving. Growers are barely scratching the surface on **Nectarines**, but will pick up in late May. Prices are a little softer on **Peaches**.

It's been a slow start on Southern **Peaches** out of SC and GA, with mostly 2 1/4". It will be early June before we see decent volume on the bigger sizes.



### CV GRAPES

Chilean **Grapes** are finished. Mexico is going in a small way on **Green Grapes**, and the Southern California Coachella growing region is now shipping new crop **Red Seedless Grapes**.

Supplies will be limited until just before Memorial Day when fruit hits from California and Mexico. Prices will be higher.

Mexico is now in season with the ever-popular **Cotton Candy Grape**. This variety is not a true green, and some amber color is to be expected.



### CV BROCCOLI

**Broccoli Crowns** are readily available. East Coast product will be promotable until early June, but will then be a little lighter with a gap heading into VA.

CA continues to push and struggle with freight prices to compete with East Coast.



### CV KIWIFRUIT

Zespri **SunGold Kiwifruit** from New Zealand are finally here! This seasonal favorite will start with volume filled box supplies as well as 8/1lb clamshells.

**Green Kiwifruit** from New Zealand will be available by the first week of June.



### CV ONIONS

Georgia **Vidalia Sweet Onions** continue in peak season with nice quality and reasonable pricing!

We will see the first arrival of New Mexico grown **Red, Yellow, and White Onions** arrive the week of 5/24. Quality is reported to be outstanding, and pricing should come down just a little bit due to the cheaper freight out of this region compared to CA.



### CV SQUASH

**Green and Yellow Squash** remain promotable in late May coming out of Georgia. Quality has been excellent. Prices look to remain promotable heading into June as well.



### CV CAULIFLOWER

**Cauliflower** is readily available, and quality has been great!

Supplies are also improving on **Purple, Orange, and Green Cauliflower** out of California.



### CV LETTUCES

Time to promote local **Lettuces!**

Local New Jersey-grown **Boston, Red Leaf, Green Leaf, and Romaine Lettuces** are now in peak season through July! Flaim Farms Panther brand will be our main supplier.



## CV MANGOS & AVOCADOS

**Mangos** will be steady straight through the summer months out of Mexico. Depending on the region, fruit may be Tommy Atkins, Kent, or even Haden varieties!

**Ataulfo Honey Mangos** from Mexico will be steady for late May.

**Hass Avocados** remain in good supply. Prices are down slightly.



## CV PINEAPPLES

**Pineapples** are very promotable as for the next few weeks. Look to promote 7ct and 8ct fruit as pricing will be shaping up to be advantageous!

We will also continue to offer various sizing including a 7ct **HoneyGold Pineapple** which offers exceptionally sweet flavor!



## CV SPECIALTY FRUIT

**Black Mission Figs** remain in very short supply out of Mexico and Chile.

**Dragonfruit** will be in tight supply as Guatemala and Ecuador seasons are finishing. We should start to see some domestic fruit in the month of June. This fruit will have red skin, with a beautiful magenta red flesh.

**Red Cactus Pears** are currently in season out of Mexico in a 20lb bulk case!



## CV TOMATOES

**Roma Tomato** prices remain steady in late May. Florida continues to have good production but will finish in early June and transition to Georgia and the Carolinas. Quality has been nice.

**Beefsteak** and **Cluster Tomatoes** are promotable ahead of Memorial Day. Quality from US greenhouses continue to be excellent. Prices heading into June look to continue to be promotable as well with great quality.

**Grape Tomato** prices will rise in late May as Florida production is in a gap. Current fields are finished up early and new areas are not yet ready to begin harvests. We'll be switching to hothouse grown product to get us through the Florida transition.

**Cocktail Tomatoes** will be available in late May from Canada. Quality has been very nice.



## CV CUCUMBERS

**Super Select Cucumber** prices continue to be promotable in late May from Mexico and Georgia fields. Quality has been excellent from both regions. Supplies will be plentiful going into Memorial Day.

**Euro Seedless Cucumber** prices remain higher than average for this time of year. Cloudy weather and increased demand continue to leave this market elevated out of Canada. Quality has been very nice.

**Mini Seedless Cucumbers** remain steady in late May. Prices should be promotable in early June as harvests are expected to pick up when greenhouses start production on new crops.



## CV PEPPERS

15lb **Red Sweet Peppers** grown in California will be available for the week of 5/24. California is just beginning their season and sizing should be excellent from the crown picks. Expect promotable pricing in mid-June.

**Green Bell Pepper** prices will be higher in late May as growers complete the transition from Florida to Georgia. Georgia will begin crown picks with big-sized and great quality peppers. California continues with production and good quality as well.

**Mini Sweet Pepper** prices remain steady in late May. Quality has been excellent. Markets will be promotable heading into June and quality has been exceptional.

11lb **Red, Yellow, and Orange Pepper** prices all continue to rise in late May ahead of the holiday. Demand has been strong, and a span of cloudy weather has slowed production. Quality has been excellent from Canada.