

ORGANIC MARKET NEWS

JUNE 4 - JUNE 11, 2021

PEAK SEASON ORGANIC STONE FRUIT



Organic Stone Fruit peak season is almost here! As mid-June approaches, harvest volumes are ramping up and consumers are ready for summer fruit. Time to cut back the organic apple and citrus displays to expand on the following items.

Organic Apricots are expected to be in excellent supply the rest of June out of California, followed by Washington in July.

Organic Dark Sweet Cherries are seeing decent volumes and quality out of California during early to mid-June. Washington growers anticipate a strong season starting in mid-June, so there should be a smooth transition. California growers have struggled with their **Organic Rainier Cherry** crop, with the first fruit arriving east around 6/9 at elevated pricing.

California **Organic Yellow & White Nectarines** and **Peaches** are now in excellent supply with sizing starting to increase. Look for promotional pricing and volumes to really kick in the week of 6/14. We'll have an exciting Homegrown Organics Display Contest starting then!

Organic Donut Peaches are in a gap between varieties until mid-June.

Organic Red Plums and **Flavorosa Pluots** have started in a very light way. Volumes will become steadier by mid-June, and then **Organic Black Plums** will join the mix too.

Back east, South Carolina grown **Organic White & Yellow Peaches** are in season, with some **Organic Nectarines** and 8/1lb **Sugar Plums** also available.



OG BERRIES

Organic Blueberries are in excellent supply out of California for early June. New Jersey growers will begin in mid to late-June, and a record crop is expected out of the Pacific Northwest headed into July, when we'll see big promotions.

Organic Blackberries and **Raspberries** are in promotable volume this week with good quality.

Organic Strawberries are predominantly from Watsonville, CA, and are experiencing cool weather for this time of year, dipping to 40°F at times. Product is still in peak season, but volumes are not as big as expected due to the weather issues. Fruit sizing has been big, and arrivals have been coming in nice.



OG PEPPERS

Organic Jalapeño Peppers from Lady Moon Farms in Georgia have begun harvests in June. Expect to see stable supplies.

Organic Green Peppers continue to yield stable supplies in June from Georgia. Expect consistent availability and pricing in early to mid-June.

Organic Mini Sweet Peppers from Mexico continue to yield steady supplies, but pricing is expected to rise in mid to late June.

Organic Red, Orange, and Yellow Bell Peppers continue to yield steady supply and excellent quality. Expect promotable volume and pricing from Canada in mid-June.



OG MELONS

Organic Cantaloupes from Southern California are now in season, and the quality is outstanding - nice straw color, thick webbing, and heavy weights.

Organic Honeydew are still primarily from Mexico, with the California season starting soon.

Organic Mini Seedless Watermelons continue to be very promotable from Mexico. Harvests continue to flush, and quality is excellent!

NOTE: Organic Seedless Watermelons will be short in supply for early June. Production is slowing down out of Mexico as the end of the season approaches. California production should start in the middle of June.



OG BROCCOLI

Organic Broccoli availability remains stable for mid-June. Although East Coast supplies have decreased in June, the market has not yet reflected the change in availability as many California shippers remain plentiful. Promote **Organic Broccoli** in mid-June with strong quality and aggressive pricing.

Organic Sweet Baby Broccoli has seen supplies tighten in early June. Expect pricing to rise in mid-June.



OG CABBAGE

Organic Green Cabbage from Lancaster County, PA is beginning with limited supplies in early June. Volumes are expected to improve in the coming weeks, as well as **Organic Red Cabbage** beginning.

West Coast supplies of **Organic Napa** and **Savoy Cabbage** remain limited, but North Carolina supplies of **Organic Napa Cabbage** have improved.



OG KIWIFRUIT

Organic SunGold Kiwifruit are in full swing to start June in bulk and high-graphic clamshells. Set aside a nice spot on your retail shelves and watch this customer favorite generate repeat register rings all summer long!

Organic Green Kiwifruit from New Zealand will be available towards the middle of the month of June. This is a little later than anticipated due to container delays.



OG CUCUMBERS & EGGPLANT

Organic Cucumbers and **Eggplant** from Lady Moon Georgia are beginning to yield strong volumes.

Expect good availability and excellent quality throughout June with promotional opportunities.



OG CELERY

Organic Celery supplies remain stable in June at an elevated price. Although supplies are stable, some shippers are without volumes as they change growing regions.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts continue with strong volumes in early June. June was expected to bring less volume and higher pricing, but supply volumes remain unchanged. Expect strong quality.



OG SWEET CORN

Organic Bi-Color Sweet Corn remains available post Memorial Day from California. As the summer months continue, expect supplies to be sourced from the east as production moves up the coast.



OG CAULIFLOWER

Organic Cauliflower production remains strong as California suppliers remain plentiful and East Coast production is experiencing strong yields. Expect strong quality and improved pricing in mid-June.



OG ASPARAGUS

Organic Asparagus prices will be higher as local production slows down for the season. Michigan has some production still going but there will be a transition to new crop Mexico. Quality has been excellent from all regions.



OG SQUASH

Organic Zucchini from Lady Moon Farms in Georgia continues to yield peak supply volumes. Expect outstanding quality and promotable opportunities in June.

Organic Yellow Squash continues to yield fair supplies, but demand has surged in the summer months, creating the overall market to become snug.



OG ONIONS

Organic Onions are in full swing out of both California and Mexico. We will see new growing regions in Central California get started this week which will bring more product to the marketplace. We will likely stay in domestic onions exclusively at this time.

Organic Vidalia Sweet Onions have a few more weeks of good promotability out of Georgia on jumbos and 16/3lb bags.



OG GRAPES

Organic Green, Red, and Black Seedless Grapes out of Mexico are now in peak season supply. Quality so far has been nice, with good crispness.

Organic Cotton Candy Grapes are anticipated to start in a new growing region of Mexico in late June.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms will be available with good numbers out their Georgia farm. Harvests are strong. Overall markets remain snug from other growers as transitions to new areas start. Florida has finished production, but Carolina and Georgia farms' production is not fully started yet.

Organic Cluster Tomatoes will be promotable out of Canada. SavouraBio harvests continue to flush, and quality is excellent. **Organic Beefsteak Tomatoes** remain steady from Canada. Quality has been exceptional, and supplies are steady.

Organic Heirloom Tomatoes continue to come in from Mexico with good harvests. Quality has been very nice.



OG TROPICALS

Organic Hass Avocados supplies are steady for the beginning of June. California and Mexico are both shipping and demand continues to be very strong for fruit. Look for fruit to tighten as the month progresses.

Equal Exchange **Fair Trade Organic Hass Avocados** from Peru will be available through the month of June. We'll carry this line if there is customer support.

Organic Pineapples are in good supply for the beginning of June. Look to promote smaller 8ct fruit for the beginning of the month.

Organic Lychee from Florida will have limited availability during the month of June! This season is projected to be a shorter one.



OG MANGOS

Organic Fair Trade Haitian Mangos from Haiti are available in good supplies for the beginning of June. This program has done extremely well this year, with tremendous support, and opportunities remain to continue to promote here.

Organic Mangos from Mexico saw increased supplies as growers in the Nayarit region began harvesting in greater numbers. Expect to see good availability of smaller sized fruit. Headed into mid-June, we will see more volume of 10ct, instead of 9ct, and lots of 12ct.

Organic Ataulfo Honey Mangos are also sizing smaller out of Mexico, so there will be more 16-18ct, and less 12-14ct.

OTHER STORIES

- **ALERT!** **Organic Grapefruit** and **Lemons** remain extremely limited and expensive.

- **Organic Limes** are finally increasing in volume, and prices will begin to ease headed into the summer.

- **Organic Mandarins, Cara Cara, and Navel Oranges** are in their final weeks of production and are expected to be finished for the season by the first week of July.

- **Organic Artichokes** from California continue to yield steady supplies in June. Look for strong quality and promotable volumes in early to mid-June.

LOCAL LIST

ORGANIC

FLAIM FARMS - VINELAND, NJ

- 40488 - OG Beets Red Bunched 12 ct
- 40510 - OG Bok Choy PREM 35 lb
- 40513 - OG Bok Choy Baby PREM 20 lb
- 40684 - OG Chard Green 12 ct
- 40682 - OG Chard Rainbow 12 ct
- 40685 - OG Chard Red 12 ct
- 40671 - OG Greens Collard 12 ct
- 40672 - OG Greens Kale 12 ct
- 40889 - OG Greens Kale Lacinato 12 ct
- 40647 - OG Herb Cilantro 15 ct
- 40209 - OG Herb Dill 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
- 40723 - OG Parsley Curly PREM 30 ct
- 40729 - OG Parsley Flat Leaf (Italian) 15 ct
- 40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
- 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

LADY MOON FARMS - CHAMBERSBURG, PA

- 40680 - OG Chard Rainbow PREM 24 ct
- 41007 - OG Greens Collard PREM 24 ct
- 40472 - OG Greens Kale Lacinato PREM 24 ct
- 43566 - OG Greens Kale Red 24 ct
- 41150 - OG Lettuce Butter Green 24 ct
- 41155 - OG Lettuce Butter Red 24 ct
- 41159 - OG Lettuce Green Leaf PREM 24 ct
- 41158 - OG Lettuce Red Leaf PREM 24 ct
- 41182 - OG Lettuce Romaine PREM 24 ct
- 41159 - OG Lettuce Green Leaf PREM 24 ct
- 41180 - OG Lettuce Romaine 24 ct

LANCASTER FARM FRESH COOP - LANCASTER, PA

- 40309 - OG Arugula 12 ct
- 40513 - OG Bok Choy Baby PREM 20 lb
- 40510 - OG Bok Choy PREM 35 lb
- 40548 - OG Cabbage Green PREM 45 lb
- 40666 - OG Chard Green PREM 24 ct
- 40680 - OG Chard Rainbow PREM 24 ct
- 40667 - OG Chard Red PREM 24 ct
- 40650 - OG Dandelion 12 ct
- 41112 - OG Escarole 24 ct
- 40670 - OG Greens Collard 24 ct
- 40675 - OG Greens Kale 24 ct
- 40811 - OG Greens Kale PREM 24 ct
- 40676 - OG Greens Kale Lacinato 24 ct
- 40677 - OG Greens Mustard 24 ct
- 40640 - OG Herb Cilantro 30 ct
- 41155 - OG Lettuce Butter Red 24 ct
- 41160 - OG Lettuce Green Leaf 24 ct
- 41165 - OG Lettuce Red Leaf 24 ct
- 41185 - OG Lettuce Romaine Hearts 12/3 ct
- 41175 - OG Lettuce Romaine Red 24 ct
- 40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
- 40900 - OG Spinach Bunched 24 ct
- 40617 - OG Turnips White Bunched 12 ct

EASTERN FRESH - CEDARVILLE, NJ

- 40325 - OG Asparagus 11 lb
- 41160 - OG Lettuce Green Leaf 24 ct
- 41165 - OG Lettuce Red Leaf 24 ct
- 41163 - OG Lettuce Iceberg Cello 12ct
- 41101 - OG Squash Gold Bar 20 lb

HEPWORTH FARMS - MILTON, NY

- 40640 - OG Herb Cilantro 30 ct
- 40210 - OG Herb Dill 24 ct
- 40864 - OG Radishes Red Bunched PREM 24 ct
- 40900 - OG Spinach Bunched 24 ct



CONVENTIONAL

FLAIM FARMS - VINELAND, NJ

- 205 - CV Arugula 24 ct
- 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
- 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
- 455 - CV Herb Basil 15 ct
- 1200 - CV Herb Dill 24 ct
- 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
- 3127 - CV Radishes Red Bunched NJ 24 ct
- 2205 - CV Spinach Bunched 24 ct
- 2240 - CV Squash Green MED 20 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
- 1670 - CV Cabbage Napa 30 lb
- 795 - CV Cabbage Savoy 30 lb
- 1362 - CV Chard Green 12 ct
- 1368 - CV Chard Red 12 ct
- 1308 - CV Greens Collard NJ 18 lb
- 1315 - CV Greens Kale NJ 18 lb
- 1345 - CV Greens Mustard 12 ct
- 1200 - CV Herb Dill 24 ct
- 1475 - CV Leeks Bunched 12 ct
- 3127 - CV Radishes Red Bunched NJ 24 ct
- 2205 - CV Spinach Bunched 24 ct

EASTERN FRESH - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb



ORGANIC STONE FRUIT DISPLAY CONTEST

June 14 - July 19, 2021

Four Seasons Produce has teamed up with Homegrown Organic Farms to bring you a super exciting display contest sure to drive volume and add some serious fun to your stone fruit season! We are in full swing with the tastes of summer, and sugars in the fruit are ramping up by the minute! Now is the perfect time to promote!

CRITERIA

- Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The commodities include:

OG Yellow Peaches (Code: 220428)

OG White Peaches (Code: 43832)

OG Yellow Nectarine (Code: 220426)

OG White Nectarine (Code: 220427)

OG Red Plum (Code: 220429)

OG Black Plum (Code: 220430)



- Must have a minimum of 4 varieties of fruit in your displays

- Displays must remain up for at least one week

- Send all pictures in to Steph Mayer (stephf@fsproduce.com) by Thursday July 22nd

STONE FRUIT HANDLING & MERCHANDISING TIPS

- Stone fruit is best stored and merchandised outside of your refrigerated cases. It allows the fruit to ripen properly and avoids it from being in the flavor kill zone!

- Place small brown paper bags on your displays to suggest ripening at home.

- Variety offerings are key in successful stone fruit sales. Be sure to carry a full array of fruit to offer to your customers. It might also expose them to varieties that they might have tried before.

- Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

- Stone fruit bruises very easily, so handle with care, both in the backroom and on your display.

For more stone fruit handling and merchandising tips, contact your Four Seasons Produce sales rep or merchandiser!



GRAND PRIZE! (Homegrown Home Run)

\$1000 gift card!

Display **MUST** contain **ALL** varieties of stone fruit from Homegrown Organic Farms stone fruit listed above and will be judged on creativity and eye appeal.

Use of social media is strongly encouraged, but not mandatory.



LARGEST DISPLAY (Homegrown High Powered)

1ST - \$350 gift card

2ND - \$250 gift card

3RD - \$150 gift card

MOST CREATIVE DISPLAY (Homegrown Happening)

1ST - \$350 gift card

2ND - \$250 gift card

3RD - \$150 gift card

BEST SMALL STORE DISPLAY *3 registers or less* (Homegrown Hut)

1ST - \$350 gift card

2ND - \$250 gift card

3RD - \$150 gift card

ALL ENTRIES WILL RECEIVE:



1 tumbler

1 knife



GRILLING PRODUCE

FRUIT

AVOCADOS

Just brush with oil and/or lime juice and throw on the grill. Grilling gives avocados a smoky flavor, and they just look awesome!

MANGOS

Slice lengthwise a little off-center, avoiding the seed. For a fun twist, try drizzling with lime juice, and add a little bit of salt, chile powder, and lime zest!

PINEAPPLES

They have a great flavor, especially when drizzled with honey or hot sauce!

PEACHES & NECTARINES

A perfect dessert that taste incredible with brown sugar or cinnamon! To prevent sticking, brush with butter or oil.

PEARS

Pair with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.

BANANAS

Cut ripe, but firm bananas in half lengthwise and leave the peel on!



VEGETABLES

EGGPLANT

Grill sliced eggplant and top with a bit of balsamic vinegar, some feta cheese, or a spoonful of pesto. The eggplant will be tender, but the edges will be crispy and charred.

ONIONS

Try rubbing BBQ sauce, honey mustard, balsamic vinegar, or another dressing instead of butter or oil for a flavorful twist.

PEPPERS

Grill whole peppers, or cut peppers lengthwise in half, and remove the seeds and stem.

SWEET CORN

Sweet Corn can be grilled a couple of ways. Try grilling in the husk by placing it directly on top of the grill. The outside will be completely black, but the inside will be delicious and flavorful!

ASPARAGUS

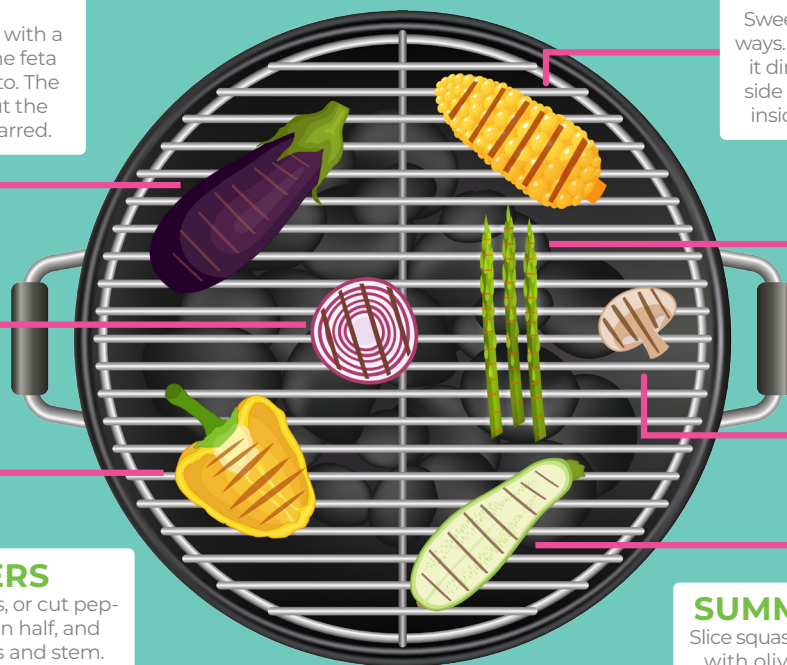
To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

MUSHROOMS

To make grilling asparagus a little easier, skewer the asparagus to avoid spears falling through the grates.

SUMMER SQUASH

Slice squash lengthwise and brush with olive oil and fresh herbs!



GRILLING TIPS:

- Clean grill grate, preheat the grate, and rub with olive oil so the fruit doesn't stick when grilled!
- For grill marks that are instagram-worthy, don't turn fruit more than once on the grill.
- Use firm, almost ripe fruit on medium-low heat.
- Skewers are perfect for grilling smaller fruits, like berries.



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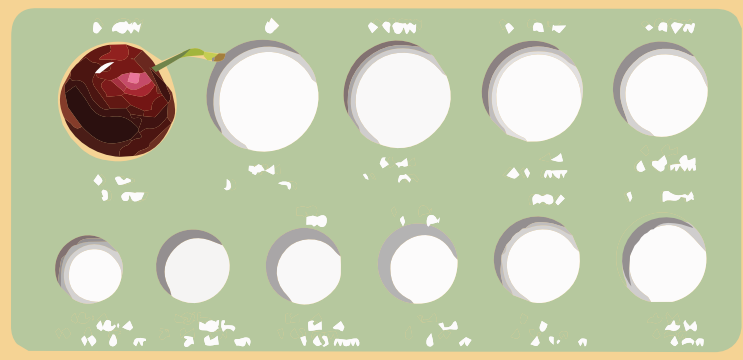
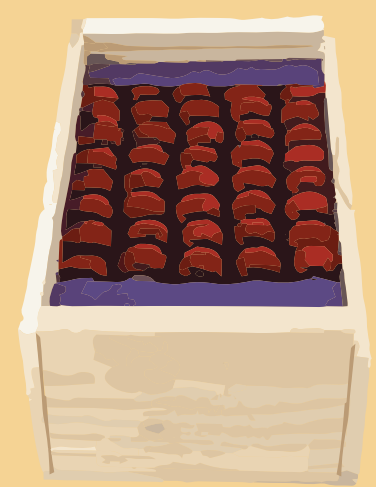



CHERRY SIZING

WHAT DOES THE "ROW" COUNT MEAN IN CHERRY DESCRIPTIONS?

Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top became the sizing scale.

Even when the industry began shipping in 15lb, 18lb and 20lb wood lug crates and later cardboard box – the industry stuck with the "row" sizing scale instead of a millimeter diameter.



 This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried or frozen.



CONVENTIONAL MARKET NEWS

JUNE 4- JUNE 11, 2021

FRESH CROP GRAPE SEASON



The spring and early summer season of fresh crop **Grapes** is up and running! The main supply of **Green, Red, and Black Seedless Grapes** is from Mexico and Coachella in Southern California.

Red Grapes are mostly the "Flame" variety. This variety is round, crunchy, and tangy-sweet, however sizing is mostly medium/large and large. Bigger sized varieties, like "**Sweet Celebration**" will come online later in the month and trade at a premium.

On the **Green Grapes**, the better variety, "**Sweet Globes**," are getting a premium price over "**Sugarones**" and "**Primes**" by the same amount of money.

On **Cotton Candy Grapes**, we are still in a gap between growing regions in Mexico, but they should be back into peak early summer season by mid-June.

The peak summer **Grape** season will start in the Delano area of California's Central Valley in July.



CV STRAWBERRIES

Strawberries remain in steady supply for the week of 6/6, with pricing remaining a bit higher. All main growing areas in Santa Maria, Salinas, and Watsonville, CA are in full production.

We will have good opportunities on larger 2lb clamshells throughout the entire month as we're in peak season. Quality on all **Strawberries** has been very nice.

Driscoll's has started the "**Sweetest Batch**" and "**Rose**" **Strawberries** - so get ready for these great tasting specialty berries!

Available by pre-order for the week of 6/6: Local Chambersburg, PA grown **Strawberries** in 8/1lb clamshells.



CV BERRIES

Blueberries are in good supply from Georgia and North Carolina, and it looks like it'll be a smooth transition as we move into New Jersey around 6/15. Quality has been very nice on all domestic fruit. We're planning on carrying mostly pints, but we do have options of carrying 18 oz packages if retailers are interested.

Driscoll's "**Limited Edition Sweetest Batch**" **Blueberries** continue in peak season with great size and taste.

Blackberries and **Raspberries** are in tighter supply as we transition from Mexico to California. Expect pricing to be slightly higher than usual until we're all in California production. In regard to **Blackberries**, we will have an east coast option from Georgia for the month of June.



CV MELONS

Bin Athena-style Cantaloupes are available, but demand has exceeded supply so far coming out of Georgia. Size is better with 120ct bins, but more on the 150ct. Volumes should improve by mid-June.

Seedless Watermelon prices remain steady on big 45ct fruit. Demand remains good and quality is excellent.

However, smaller 60ct size **Seedless Watermelons** should be promotable as multiple regions continue to harvest fruit out of Florida. Georgia production will begin lightly and then South Carolina should start in the middle of June.



CV CHERRIES

California is still shipping **Dark Sweet Cherries** with good volume, and prices have been steady. There should not be a gap between California and Washington. California should go until the last week of June, with Washington scheduled to get started in mid-June.

NOTE: **Rainier Cherries** have been a struggle with the heat in California, which is causing quality issues. As soon as good fruit is available, we'll bring it into stock.



CV EASTERN PEACHES

South Carolina **Peaches** are in better volume, and size is better (mostly 2 1/2" and larger). Color has been very nice.

Prices have been coming down and growers are looking to move more product.



CV CALIFORNIA STONE FRUIT

Yellow & White Peaches and **Nectarines** have good sizes (48/50s and 2-layer tray packs). We should see the Prima and Family Tree Farms labels respectively on both arriving the week of 6/7.

Supplies on 28lb volume-filled **Red** and **Black Plums** are better with bigger sizes coming in. **Pluots** will ramp up in mid-June.

Apricots are in peak season from California. Family Tree Farms **Red Raspberry Apricots** are available in 16/1lb clamshells.



CV PEPPERS

11lb **Red, Orange,** and **Yellow Pepper** prices remain steady out of Canada. **Red** remains much more promotable as production is much higher than **Yellow** and **Orange**. Quality has been very nice.

Green Pepper prices will ease off as Georgia production continues to flush with good volume and quality.



CV CUCUMBERS

Super Select Cucumbers will be promotable out of Georgia. North Carolina production will start lightly, and harvest are looking good.

Mini Seedless Cucumber prices will be promotable out of Canada. New production has started, and harvests are flushing with excellent quality and good volume.



CV ASPARAGUS

Asparagus prices remain promotable as multiple regions continue harvests.

New Jersey fields are expected to continue and then start finishing up as the temperatures heat up.

Michigan, Mexico, and Peru all continue to harvest, and quality has been very nice.



CV SWEET CORN

Sweet Corn markets will be promotable out of Georgia. Supplies look plentiful this late spring season and quality has been excellent!



CV BRUSSELS SPROUTS

Brussels Sprouts pricing continues to increase. It looks to be a tight market for the month of June.



CV GREEN BEANS

Green Bean prices remain promotable. Virginia harvest have begun, and North Carolina will begin early this month as well. New Jersey is expected to begin in the middle of June. Quality has been excellent.



CV CAULIFLOWER

The **Cauliflower** market is very inconsistent, so keep on eye out for spot deals as the pop up from West Coast growers.

Orange, Purple, and Green Cauliflower continue to be available.



CV SQUASH

Green and Yellow Squash prices will be promotable out of Georgia. Quality has been very nice. North Carolina and New Jersey harvests will start lightly, and then volumes will continue to improve as the month goes on.



CV POTATOES

NOTE: 10/5lb bagged Eastern **White Potatoes** (non-Green Giant label) will wind down and gap until mid-June until Virginia **Potatoes** get started, followed by New Jersey.

Green Giant bagged **White Potatoes** out of California, with very clean quality, will be available during this transition time, but pricing will be higher due to freight.

NOTE: As foodservice starts to reopen across the country, large **Count Russet Potatoes** continue to be in extremely limited supply for early June.

Bagged **Russet Potatoes**, on the other hand, are plentiful and promotable.



CV BROCCOLI

California **Broccoli Crowns** are trading with some spot buy deals, which is perfect since East Coast growers are gapping until mid-June when VA gets up and running.



CV KIWIFRUIT

SunGold Kiwifruit are available with strong supplies in both bulk and clamshell options.

Green Kiwifruit from New Zealand will be available for the week of 6/7.



CV TOMATOES

Cluster Tomatoes are very promotable from the US and Canada. Quality continues to be excellent with excellent supplies.

Beefsteak Tomato prices remain steady. Demand has been strong, and production is stable. Quality out of US and Canadian greenhouses has been excellent.

ALERT! Grape Tomato prices will be very high and extremely short. Both Mexico and Florida are in transition and new areas are not yet ready to harvest. Demand is very strong as there is very little product available.

ALERT! Campari Cocktail Tomato prices are strong as availability is light. Prices will be higher as growers battle labor issues and low harvest yields.

NOTE: Roma Tomato prices will be high as Florida begins to transition. Expect very short availability and higher markets.



CV LOCAL LETTUCE

Promote local **Lettuces!** New Jersey **Red Leaf, Green Leaf, and Romaine Lettuces** are all in peak season through mid-July!

Quebec, Canada growers will start their crop in mid-July, including **Romaine Hearts** and **Iceberg**.



CV EASTERN APPLES

NOTE: The season on storage crop **Eastern Apples** is winding down. **Bagged Honeycrisp Apples** are done with only a few tray packs left. **Gold Delicious, Ruby Frost, McIntosh, and Red Delicious Apples** have finished.



CV TROPICALS

Mango supplies are steady with harvests ramping up in the Nayarit region. Volumes are excellent. Look for 12ct to be plentiful in June.

Ataulfo Honey Mangos from Mexico will be steady for early June. We will have a smaller 18ct size available at a promotable price, along with a premium large fruit option in the Champagne label in good supplies as well.

Hass Avocado supplies were down as growers stopped picking after Memorial Day. Expect to see pricing increase in June.

Pineapple will be promotable during the month of June. 7 and 8ct fruit should be in promotable volume all month. 7ct **HoneyGold Pineapples** will be available for the beginning of June.