

# ORGANIC MARKET NEWS

JUNE 11 - JUNE 18, 2021

## LADY MOON FARMS PA LOCAL VEG



CHAMBERSBURG, PA



June marked the start of Lady Moon Farms' local season of **Organic Lettuces** and **Greens** at their original farm in Chambersburg, PA.

Did you know by having farms in PA, FL, and GA, Lady Moon Farms can keep their work force employed year-round to keep your produce department full of East Coast **Organic Vegetables**. This family operation appreciates customers that support all their growing regions, especially the PA local!

Expect outstanding quality and volumes on PA **Organic Rainbow Chard, Collards, and Green, Red & Lacinato Kales**.

**PA Organic Leaf, Butter, and Romaine Lettuces** are producing excellent yields, however the summer heat will end the season before we know it, so make sure to promote and highlight local during the rest of June.

**PA Organic Green and Red Dandelion** volumes are strengthening. **Organic Curly and Italian Parsley** are being added to the line up in mid-June, with **Organic Fennel** harvests not far behind.



### OG BERRIES

**Organic Strawberries** are big and beautiful with steady supplies expected for mid-June. This is a great time to promote nice quality California **Organic Strawberries!**

**Organic Blackberries** and **Raspberries** are readily available as we transition from Mexico to fresh crop CA summer production. Brands other than Driscoll's are expected to be limited.

**Organic Blueberries** have tightened up as Mexico, California, and Southern East Coast production begins to wind down some.

But by late June, **Organic Blueberries** will become much more readily available with harvests beginning in New Jersey and the Pacific Northwest. Once the Oregon and Washington season really ramps up, expect some spot buy and big pack promo opportunities during July.



### OG STONE FRUIT

**Organic Apricots, Yellow & White Peaches, and Yellow & White Nectarines** are now in peak season from California. The fruit is beginning to trend toward larger sizes and the rest of June and July will be a good time to expand displays and promote.

Homegrown Organics and Four Seasons are partnering for a display contest for our independent retail, natural food store, and coop customers. *Be sure to check out page 4 for more information.*

**Organic Red & Black Plums** and **Organic Pluots** are available in light volumes for mid-June. Peak volumes and more promotability will arrive closer to the 4th of July.

We will be transitioning from California to Washington on both **Organic Dark Sweet** and **Rainier Cherries** in mid-June. Expect prices to come down with plenty of fruit to be available to promote headed towards July.



### OG MANGOS

**Organic Mangos** came on strong as new fruit from northern growing regions in Mexico hit the marketplace in a big way. The majority of this fruit is sized smaller, so there will definitely be hot price points on 12ct fruit.

**Organic Ataulfo Honey Mangos** are also at the point in the season where their size profile is a little smaller. We'll be offering promotions on 16-18ct fruit for the rest of June.

Crespo Organics and Four Seasons are partnering for a display contest for our independent retail, natural food store, and coop customers. *Be sure to check out page 5 for more information.*

**Organic Fair Trade Francique Mangos** from Haiti are still available through mid-June, but the fruit numbers are starting to drop off pretty quickly.





## OG WATERMELONS

**Organic Watermelons** will have a small gap during mid-June between the Mexico growing season and the new crop out of California. Prices will be higher as the domestic season is just beginning and product is limited.

**Organic Black Seedless "Yumi" Watermelons** will be available for late June via pre-book.

**Organic Mini Seedless Watermelons** will be available, and markets will be steady. Transition is beginning from Mexico to California grown product so there may be a small gap. Quality has been very nice.



## OG APPLES

**Organic Apples** are transitioning well from storage crop domestic Washington fruit to new crop import fruit out of Argentina, Chile, and New Zealand. Expect this trend to continue headed into July until all varieties have transitioned.

We should be in good supply with excellent quality fruit until the end of August or beginning of September when new crop Washington will begin.



## OG KIWIFRUIT

**Organic Green Kiwifruit** from New Zealand will be available during the week of 6/14 or 6/21. We will carry both volume-filled and 12/1lb clamshell packs. **Organic SunGold Kiwifruit** continues in peak season with great quality!



## OG CITRUS

**ALERT! Organic Lemons** are in a supply gap until late June due to a drought. Mexico and Chile should get started with a little fruit towards the end of June with much better supplies expected in July.

**NOTE: Organic Grapefruit** supplies are tight with high prices.

**Organic Lime** supplies continue to improve with prices coming down.

**Organic Cara Cara and Navel Oranges** will wind down for the season in late June. There will be some light volumes of **Organic Valencia Oranges** out of California this summer.



## OG POTATOES

**Organic Russet Potatoes** are about to start with new crop California supply. Large size **Count Russets** are very limited and expensive from CA, so we'll continue with storage crop from Colorado through at least mid to late June if the quality holds from that region.



## OG ASPARAGUS

**Organic Asparagus** prices will be high as local production is now finished for the season. The recent heatwave finished local crops in a hurry. Product should be steady from California and Mexico with nice quality.



## OG ONIONS

We will make the transition from desert grown **Organic Onions** in CA to Firebaugh, CA in the Central Valley.

Quality and price will be virtually the same out of both regions, with the major advantage coming with loading efficiency and a more skilled workforce in the new region.

**Organic Vidalia Sweet Onions** continue in peak season during June.



## OG HASS AVOCADOS

**Organic Hass Avocado** supplies are steady as we approach the middle of June. Things are expected to tighten up out of Mexico and California headed into July.

Four Seasons will offer, by request, **Fair Trade Organic Hass Avocados** from Peru in the Equal Exchange Fair Trade label through the month of June.



## OG GRAPES

Mexican **Organic Black, Green, and Red Seedless Grapes** are in excellent supply, with promo opportunities out of Mexico for mid-June.

**Organic Cotton Candy Grapes** and **Gummy Berry Grapes** that are super sweet with high flavor are also now in season.





### OG SQUASH

**Organic Zucchini Squash** from Lady Moon Georgia continues outstanding quality and yields in June. Georgia production is expected to remain strong through June & promotional opportunities will be available.

**Organic Yellow Squash** from South Carolina is yielding strong supplies in mid-June. Expect pricing to improve during the month.



### OG SWEET CORN

**Organic Bi-Color Sweet Corn** remains available from California, but as late June approaches, supplies will dwindle.

In mid to late June, product from Georgia will be available, followed by South Carolina in early July.



### OG CUCUMBERS & EGGPLANT

**Organic Cucumbers** and **Eggplant** from Lady Moon Farms in Georgia continue to have stable production in June. Expect excellent quality and steady supplies as the month continues

**Eggplant** is producing better in mid-June, and potential promotional opportunities will be available in late June.



### OG TOMATOES

**Organic Grape** and **Cherry Tomatoes** from Lady Moon Farms will be available with promotable supplies. Harvests out of the Georgia farm are flushing, and quality and availability are excellent.

**Organic Beefsteak Tomatoes** remain steady, and quality has been excellent from Canada.

**Organic Cluster Tomatoes** remain promotable out of Canada. Quality has been excellent.

**Organic Roma Tomatoes** are available from Canadian hothouses with excellent quality.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** availability remains promotable in June as California has good supplies, but the East Coast volumes have dwindled. With strong quality and aggressive pricing, mid-June is the perfect time to expand displays and promote.

**Organic Cauliflower** production is plentiful in mid-June. After a few weeks of limited and high-priced supplies from California, production has ramped up. Expect strong availability and price drops in mid-June for an opportunity to promote alongside Broccoli!



### OG PEPPERS

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

**Organic Jalapeño Peppers** from Lady Moon Farms in Georgia have begun growing in volume. Expect consistent supplies and excellent quality.

**Organic Green Peppers** remain in strong supply for June from Georgia. **Green Peppers** are expected steady availability and pricing, with strong quality for the remainder of the month.

**Organic Mini Sweet Peppers** from Mexico remain in consistent supplies, but pricing is on rise during mid to late June.

### OTHER STORIES

- **Organic Celery** supplies have increased in June. Quality, availability, and pricing all will see improvements as June continues. Freight costs still remain an obstacle for promotable pricing, however with much improved conditions, look to expand displays to generate additional sales.

- **Organic Brussels Sprouts** have begun to rise in price in mid-June. Although supplies remain stable

for mid-June, as the month continues supplies are expected to tighten. Quality will remain strong.

- **Organic Pineapples** are in good supply for the beginning of June. Look to promote smaller 8ct fruit through the middle of June.

- **Organic Black Mission Figs** will have a short season coming up towards the end of June. Then

growers will gap as they wait for crops up north to begin. That longer season starts at the end of summer and lasts through the fall.

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

# 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](mailto: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)

- 1<sup>ST</sup> - \$350 gift card
- 2<sup>ND</sup> - \$250 gift card
- 3<sup>RD</sup> - \$150 gift card

## MOST CREATIVE DISPLAY (Homegrown Happening)

- 1<sup>ST</sup> - \$350 gift card
- 2<sup>ND</sup> - \$250 gift card
- 3<sup>RD</sup> - \$150 gift card

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

- 1<sup>ST</sup> - \$350 gift card
- 2<sup>ND</sup> - \$250 gift card
- 3<sup>RD</sup> - \$150 gift card

## ALL ENTRIES WILL RECEIVE:



1 tumbler

1 knife







# CRESPO ORGANIC MANGO DISPLAY CONTEST

## JUNE 14 - AUGUST 1, 2021

Are you ready to build a Mango Masterpiece? Well, if you answered "YES" then let's get our mango on and enter our Organic Mango Display Contest! Four Seasons Produce has once again partnered with Crespo to bring you a super exciting chance to build a sweet display, get some cool Crespo swag and have the opportunity to win some cool prizes!

June is National Mango Month and fruit is in full swing from Mexico. Product quality is excellent and pricing is promotable! Great math for successful sales! And remember, mangos are no longer just a "back of the aisle" fruit. Mango popularity continues to grow and is at an all time high! Perfect time to build BIG displays and get BIG results!

### CONTEST CRITERIA

- Build a super awesome mango display! Fruit must be purchased from Four Seasons Produce and must be the Crespo label.

- 44190 - OG Mangos MEX 10 ct
- 44193 - OG Mangos MEX 12 ct
- 44185 - OG Mangos Ataulfo MEX 16/18 ct

- Display must contain both round mangos and ataulfo honey mangos
- Must purchase a minimum of 25 cases of mangos over the duration of the contest period.
- Use of Crespo Point of Sale signage is NOT required, however highly encouraged. Your Four Seasons sales rep and merchandiser will have super high graphic posters, signs and recipe cards. These will brighten up your displays and offer great information for your customers.
- Although POS signage is not mandatory, you must have something with the Crespo name on it. The graphic boxes work well for this with waterfalls and case stacks.
- Send your display pics into Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by August 5, 2021.
- Use of social media is not required but highly recommended.



### CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

#### 1<sup>ST</sup> PLACE

Four Seasons Jacket + Hat + \$50 Gift Card



#### 2<sup>ND</sup> PLACE

Four Seasons Hoodie + Hat + \$25 Gift Card



#### 3<sup>RD</sup> PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card



### EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!





# LOCAL LIST

## ORGANIC

### FLAIRM 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)
- 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
- 40811 - OG Greens Kale 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

### 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
- 40667 - OG Chard Red PREM 24 ct
- 40650 - OG Dandelion 12 ct
- 41112 - OG Escarole 24 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
- 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

- 41163 - OG Lettuce Iceberg Cello 12 ct
- 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

### FLAIRM 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
- 480 - CV Beans Green 25 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
- 2255 - CV Squash Green MED NJ 20 lb

### JOSH WEAVER - LANCASTER COUNTY, PA

- 750 - CV Cabbage Green 50 lb





# ≡ Sweetest Batch™ ≡

14 oz. Sweetest Batch™ Strawberries



- Driscoll's Sweetest Batch™ berries are a small-scale specialty segment focusing on extra sweet flavor!
- Only Driscoll's grows Sweetest Batch™ berries from one proprietary berry variety selected for its sweet flavor profile.
- Available for a limited time only!



# ≡ Rosé Berries™ ≡

14 oz. Rosé Strawberries



- Driscoll's Rose Berries™ are a small-scale specialty segment focusing on extra sweet flavor!
- Rose Berries™ flavor profile is a smooth, silky, creamy texture: Rose Berries have sweet peachy flavor notes and a soft floral finish
- Only Driscoll's grows Rose Berries™ from one proprietary berry variety selected for its sweet flavor profile.
- Available for a limited time only!



# LIMITED EDITION

11 oz. Sweetest Batch Blueberries



- Driscoll's Sweetest Batch™ Blueberries are a specialty fruit grown on a small-scale and packed with big flavor.
- Their extra-sweet taste makes your blueberry moments even more memorable and give "having the blues" a whole new meaning.





# CONVENTIONAL MARKET NEWS

JUNE 11 - JUNE 18, 2021

## SWEET CORN SEASON OUTLOOK



**Sweet Corn** remains very promotable out of farms in Georgia on 48ct crates. Quality has been excellent with most of the volume on **Bi-Color**.

For stores tight on labor, we're offering 4ct Green Giant tray packs that are fully husked, plus clear wrap 4ct trays of semi-trimmed and semi-husked **Sweet Corn** that stores can price and put a label on.

### OUTLOOK:

Local **Sweet Corn** is just around the corner. Delaware growers are set to begin their season with 50dz bins at the end of June, right in time to promote for the July 4th holiday weekend! Nice quality is expected. Lancaster County, PA growers will ramp up during July.



### CV BERRIES

**Blueberries** will be steady heading into mid-June. The most exciting news is that New Jersey has started! We will receive our first pints of the season on 6/15. Get ready to promote local **Blueberries**!

We will also have excellent supplies of the "Limited Edition Sweetest Batch" **Blueberries** from Driscoll's. All of these **Blueberries** are grown in California.

**Raspberries** and **Blackberries** will be in good supply from California the week of 6/14. In regard to **Blackberries**, we're able to source locally from North Carolina. All east coast fruit has been excellent quality.



### CV STRAWBERRIES

**Strawberries** are in good supply heading into the week of 6/14!

Overall volumes in Santa Maria, CA are dropping, but Salinas and Watsonville are increasing in volume. At this point, it looks like pricing will be promotable as we head into the July 4th.

We will continue to have some available supplies on all **Specialty Strawberries**, such as the **Sweetest Batch**, **Rosé**, and **Berry Bigs**. Quality has been excellent on all berries.



### CV STONE FRUIT

We will finish with California **Cherries** and move into new crop Washington during the week of 6/14. **Cherries** are peaking on 10.5 row and larger, but there is plenty of smaller fruit available. Color is good and firm.

Supplies are good on **Yellow & White Peaches** and **Nectarines**. 56s and larger are all being put into tray packs, and 60's and smaller are only in 25 lb volume-filled.

**Black Plums** are peaking on 60's and smaller, and the **Red Plums** are running bigger.

On **Pluots**, only "Amigo Black" are available for mid-June, but more varieties will become available for the week of 6/21.





### CV GRAPES

There are decent supplies of Mexican **Red Seedless Grapes**, mostly “**Flames**” at cheaper prices, and plenty of “**Sweet Celebration**” that are drawing a premium price.

“**Sweet Globes**” are the best Green Grapes and getting a premium price over “**Sugarones**” but well worth it.

**Black Seedless Grapes** are limited and pricey.

We will be loading **Cotton Candy Grapes** the week of 6/14.



### CV ASPARAGUS

**Asparagus** prices are set to rise as the recent heat wave is finishing local NJ crops. Final harvests will be the week of 6/14, but anymore bad weather could shut it down before.

Michigan is also starting to finish up as they also experienced high temperatures, finishing crops off. We will transition back to 11lb cases from Peru, and Mexico is underway. Quality has looked excellent from all regions.



### CV GREEN BEANS

**Green Beans** remain very promotable as Virginia, North Carolina, and Georgia all still harvesting excellent quality. Virginia and North Carolina are all new crop. Local New Jersey crops are expected to start in mid-end of June.



### CV CANTALOUPE

Georgia **Bin Athena-style Cantaloupes** are starting to pick up. The fruit is arriving with good color and good brix (sugar levels). 120ct and larger are limited and getting a premium price. There are plenty of 150 ct and smaller at cheaper pricing, but we will not bring these in unless they are pre-ordered.

**Cantaloupes** are shipping both from Arizona and Southern California with good supplies. Prices are steady, but freight is high, keeping the delivered prices expensive. **Tuscan-style Cantaloupes** are now in season!



### CV KIWIFRUIT

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

**Green Kiwifruit** from New Zealand is now available in a volume-filled bulk option. We will also be transitioning over to a 12/11lb clamshell. This will be instead of the 16/11lb pack option that we have been getting from Italy and Chile.



### CV LETTUCE

NJ **Red Leaf, Green Leaf, and Romaine Lettuces** might wrap up a little early if warmer weather holds. Quebec, Canada expects to start harvesting in July, or now possibly end of June. CA still has plenty of supplies.



### CV WATERMELONS

**Watermelon** prices are easing off as new areas in Northern Florida and Georgia begin harvests. South Carolina is slated to begin by mid-June as well leading to multiple areas harvesting at once.

Quality has been exceptional as it's mostly all new crop being harvested.



### CV BROCCOLI & CAULIFLOWER

VA started harvesting **Broccoli Crowns** and CA product is readily available. Availability and pricing look to stay consistent dependent on weather.

The **Cauliflower** market is very inconsistent. There is a wide range of pricing and availability that seems to change daily. Watch for one-off deals.



### CV EASTERN APPLES

**NOTE:** The **Eastern Apple** storage crop season is nearly finished. **Golds, Reds, Honeycrisp, Romes,** and **Ruby Frost** are done. There are a few **McIntosh** and **Gala Apples** left, but depending on demand, they will be done by the end of the month.





## CV SQUASH

**Green Squash** will be very promotable as multiple regions harvest product. Georgia, North Carolina, and New Jersey are all harvesting good supplies right now. We will look to fully support our local farms by end of June and have all locally grown product available.

**Yellow Squash** remains promotable out of Georgia and North Carolina. New Jersey harvests are very light but are expected to be ready by end of June.



## CV ONIONS & POTATOES

**Vidalia Sweet Onions** continue to be in promotable supply. By late June, we will be getting into the storage portion of the Vidalia season, which will bring some slightly elevated pricing.

**PA Simply Sweet Onions** are on the horizon and will get started in just over a month. We do not expect any gap on Sweet Onions for the foreseeable future.

Large count **Russet Potatoes** continue to be in extremely limited supply. 50-70ct Idaho **Russets** are virtually non-existent and multiple shippers are currently not even willing to quote these items into mid-June.



## CV CUCUMBERS

**Super Select Cucumber** prices will be promotable out of Georgia and North Carolina. Quality has been excellent. Local harvests from New Jersey will start at the end of June or early July.

**Euro Seedless Cucumber** volumes remain very small and tight out of Canada. Markets will be high as availability remains very snug.

**Mini Seedless Cucumbers** will be promotable out of Canadian hothouses. Quality has been excellent.



## CV PEPPERS

11lb **Color Peppers** will be promotable, especially on the **Red** and **Yellow** varieties. **Orange** continues to hold its value as harvests are small with limited acreage. Quality out of Canada has been excellent.

**Green Peppers** will be very promotable out of Georgia. Quality has been excellent. North Carolina is also getting ready to start harvests.

**Mini Sweet Pepper** prices will be promotable out of Mexico. Quality has been excellent.

15lb **Red Sweet Peppers** out of California are in a small transition period. Prices remain promotable, but as product still comes in from Mexico, quality and sizing will be excellent.



## CV TROPICALS

**Mango** supplies are excellent right now as we are approaching a very promotable time on 10 and 12ct sized fruit.

**Hass Avocado** supplies rebounded nicely after a decrease in volume from a harvesting gap in Mexico. Peru, Mexico, California, and Columbia are all in the marketplace right now. Four Seasons plans to stick with the high oil content Mexican fruit for as long as the season allows.

**Pineapple** volumes are starting to fall off. This will continue through the summer, especially on larger 5 and 6ct sizes as we move closer to July.

Both **Lychee** and **Rambutan** will be available for the month of June. Look to promote these specialty tropical fruits! Look for domestic **Red Magenta Flesh Dragon Fruit** to be available in the next few weeks from Florida.



## CV TOMATOES

**Cluster Tomato** prices remain very promotable from US and Canadian greenhouses. Quality is excellent.

**Beefsteak Tomato** prices are rising as the lack of field grown product surges demand. Canadian and US harvests are steady, and quality is excellent.

**Grape, Cherry, Cocktail, and Medley Tomato** prices remain very high and tight from all regions. Demand is strong as foodservice business picks back up and harvests are light out of Georgia.

**Roma Tomato** prices remain high, and supplies are tight. New areas still have not begun full harvests and Mexico is in a brief transition, surging demand. Quality has been nice from Canadian hothouses to fill the gap.

Field grown **Vine Ripe Round Tomato** supplies remain short. The lack of product and continued surge from foodservice business has markets very short. Locally grown Delaware product should begin in the end of June and carry us into the local season.



# JULY 4<sup>TH</sup>

## MERCHANDISING TIPS

It's time to make your scheduling, ordering and merchandising plans for the Independence Day holiday sales period!

### DELIVERIES & PLANNING

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

#### MONDAY 6/28:

Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

#### TUESDAY 6/29 - WEDNESDAY 6/30:

Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

#### THURSDAY 7/1 - FRIDAY 7/2:

Get your tonnage items in early. Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Saturday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Thursday and pick up momentum as you get further into the holiday weekend.

#### SATURDAY 7/3 - SUNDAY 7/4:

Bring in your refill of ad items, highly perishables and product to cover your weekend and Monday sales.



**Mass displays are going to sell product, so don't be bashful. Be aggressive and keep your displays full!**

### SUMMER FRUIT MERCHANDISING

Promote conventional and organic summer fruits in a big way. Consider selling stone fruit in green pint tills by the pound for a farmer market look. The eating quality and value are outstanding on all varieties. Cherries will be at their best from the Northwest and can drive massive dollars through the register. Your fruit counters should be filled with all of the available fruit varieties:

California & Eastern Peaches  
Green/Red/Black Seedless Grapes

White Flesh Peaches & Nectarines  
Black and Red Plums

Nectarines  
Dark Sweet Cherries

Rainier Cherries  
Donut Peaches

Pluots/Plumcots  
Apricots

### BERRY MERCHANDISING

Keep your berry patch full with all sizes and varieties of Strawberries, Blackberries, Blueberries, and Raspberries.

You make great margin at fantastic retails!





## MELON MERCHANDISING

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

### **BUILD A MELON PATCH DISPLAY!**

**Whole & Cut Watermelon**  
**Specialty Melons**  
**Mini Seedless Watermelon**  
**Athena-style Eastern Cantaloupes**  
**Tuscan**  
**Cantaloupe**  
**Western Cantaloupe**  
**Honeydew**



## FRESH CUT FRUIT & VEGETABLES

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

## VEGETABLE GRILL DISPLAY

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

## SWEET CORN

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

**Have fun selling produce! Get all of the sales that are there for the taking.  
Make the best impression that you can on your customers.**

## 4TH OF JULY SCHEDULE

**JULY 2 - JULY 5:**  
NORMAL OFFICE AND DELIVERY  
SCHEDULES EACH DAY.

**\*\*SUNDAY, JULY 4:**  
SALES OFFICE OPEN WITH LIMITED  
STAFFING BETWEEN 8AM-1PM

**HAPPY**  
*Fourth of July*   
★ INDEPENDENCE DAY ★