



ORGANIC OUTLOOK

JUNE 23 - JUNE 30, 2017



WWW.FSPRODUCE.COM 18 LB

PROMOTABLE ORGANIC GRAPES

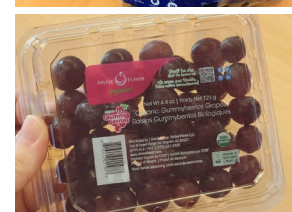
Mexican **Organic Cotton Candy Grapes** are producing slightly more than expected, but should wrap up for the season in early July. Promote them for late June while you can!

Mexican **Organic Sweet Sapphire Grapes** have arrived in very limited supply and will disappear in early July.

New **Organic Gummyberries Grapes** have arrived for a test season. This new grape, sold with no stems in a clamshell, has a flavor that reminds you of gummy bears.

Mexican **Organic Green, Red, and Black Seedless Grapes** continue in plentiful supply. Promotions are available on bulk and 10/2lb clamshells at affordable prices!

California **Organic Green and Red Grapes** are gapping as we wait for Bakersfield, CA to begin in late June or early July. Crop is expected to be large this season.



OG CHERRIES & PLUMS

We have had a smooth transition into Washington **Organic Dark Sweet Cherries**. Large sizing is prevailing on 18lb cases. We are seeing some of the largest fruit we have seen in years and prices are fair and falling due to good supplies expected for weeks to come. Promote!

Washington **Organic Rainier Cherries** have arrived in very limited supply with good sizing as well.

California **Organic Red Plums, Black Plums, and Pluots** are expected to be in and out of supply, and remain limited for the season because early pollination was affected by poor weather. (excess heat over 110°F) Prices are firm.



OG TOMATOES

Organic Cluster Tomatoes are in abundant supply out of Mexico and have started up in Canada as well. CA reports limited supplies. It's a good time to promote!

Organic 2-layer Tomatoes are in good supply out of Mexico. Canada reports good supply of **Organic Hothouse Tomatoes**. The quality has been very good. PA product are a few weeks away.

Lady Moon Farms **Organic Grape Tomatoes** are in good supply from Georgia, while Mexican shippers have limited supply.

Organic Cherry and Rainbow Cherry Tomatoes have started out of GA in limited supply from Lady Moon. Mexico has abundant supplies from one shipper, but is very limited elsewhere.

Organic Roma Tomatoes are in adequate supply out of Mexico, but hit-or-miss some days on supply.



OG BERRIES

Organic Blueberries out of New Jersey are in supply in both 6oz and pints. Crop size looks good. The Pacific Northwest is expected to start later in July with excellent supply and promotional opportunities.

Organic Raspberry volume is decent with prices expected to come down even more in July with promotional opportunities available then.

Organic Strawberry supplies out California are starting to improve following mid-June heat stress and good supplies should be expected through the 4th of July, barring any additional unexpected weather issues.

California Driscoll's **Organic Blackberries** continue in steady supply.



OG GREENS

Lady Moon Farms in PA expects excellent supplies of all varieties of **Organic Chard** and **Kales** for this week, as well as limited supplies of **Organic Curly Parsley**, **Dandelion**, **Bunch Beets**, and **Collards**.

Flaim Farms in New Jersey has **Organic Cilantro**, **Dill**, **Collards**, and **Bunch Beets**.

Eastern Carolina Organics reports good supply on all **Organic Kales**, **Chards**, and **Collards**.



OG SWEET CORN

Expect limited supplies of **Organic White** and **Bi-Color Sweet Corn** out of NC this week. In CA, some shippers are finished with **Organic Corn** for the season, while others continue to ship. Quality is declining. New York **Organic Sweet Corn** is expected in late July or early August.



OG PEPPERS

Organic Green Peppers are currently shipping out of GA and CA, demand has slowed, and prices are expected to move the last week of June.

Holland reports good supplies of **Organic Red**, **Yellow**, and **Orange Peppers** at this time. Canada growers report limited supplies of all three colors.

Adequate supplies are available on **Organic Jalapeño Peppers** out of GA and CA, with prices higher.

Organic Anaheim and **Poblano Peppers** are in limited supply out of CA. Some **Organic Tomatillos** should be available as well.



OG CA MELONS

ALERT! **Organic Cantaloupes** will gap until new plantings are available in July. The excessive heat in California and Arizona caused vine collapse and quality issues on the late June crop.

Organic Honeydew are almost non-existent.

Organic Galia Melons are expected to be extremely limited with high prices all season.



OG WATERMELONS

Supplies look a little better this week on **Organic Watermelons** and **Mini Watermelons**. Prices will remain high through the 4th of July out of California. Lady Moon Farms GA crop is slated to begin in early July.



OG BROCCOLI

Lancaster County, PA growers report adequate supplies of 14 ct **Organic Broccoli**. Quality has been very good. PA expects a decline in harvest next week and will finish up before July 4th.

Increasing volume of **Organic Broccoli** out of CA, with low demand has caused prices to drop. It will continue to fall further. Quality has improved over the last week.

Organic Broccoli Crowns are in better supply out of CA, and price has adjusted down as well. Expect generally low prices through the middle of July.



OG LETTUCE

The **Organic Romaine Heart** market pricing has dropped, quality has improved, and it's a good time to promote!

ALERT! CA reports increasing volume on all **Organic Lettuces**. Prices have been forced down due to low movement. Quality on **Organic Red Leaf and Green Leaf Lettuces** out of CA is generally good, but **Organic Romaine Lettuce** continues to show effects of weather, with marginal discoloration and some browning on the stem area. No word on when we will see improvement.



OG KIWIFRUIT

New Zealand **Organic SunGold Kiwifruit** and **Organic Green Kiwifruit** in volume fill, 1 layer trays, and 20lb bags are in firm supply. The crop is smaller volume than last year.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** from Mexico will be gapping for at least the month of July.

California fruit will be in high demand and will be our primary source of supply over this time. Historically low crops in California will make the next month very interesting for market pricing for **Organic Hass Avocados**.

Peru will also be a secondary source of supply for fruit while we await the "Flora Loca" Mexican season to begin! Get ready for a potentially crazy month for avocados.



OG CAULIFLOWER

Organic Cauliflower is in good supply out of CA. Quality has been very good.

Expect little to no supply of **Organic Orange** or **Purple Cauliflower** for the season as multiple shippers decided not to plant. **Organic Romanesco** is in very limited supply out of California.



OG SPINACH

Organic Spinach is in better supply out of CA this week as multiple shippers report product availability. Multiple shippers report availability of product and prices have softened.

Soon, **Organic Spinach** will be shipping out of Nevada in good supply. Quality is very nice.



OG GREEN BEANS

Organic Green Beans are in very limited supply out of Mexico, North Carolina, and Georgia. North Carolina began shipping this week in limited supply. Quality and supply may suffer further because of storms this week in the south.

CA also reports limited supplies for the last week of June. Pricing is high.



OG CUCUMBERS

Organic Cucumbers are in limited supply out of North Carolina, Georgia, and New Jersey. A South-eastern storm is affecting quality and harvests.

Pennsylvania **Organic Cucumbers** are expected to begin in early July.

CA reports adequate supplies of **Organic Cucumbers**, while some Mexican Organic Cucumbers have become available, they are generally limited in supply.

Organic Hothouse Cucumbers are in very good supply out of Holland and Mexico, but limited out of Canada.

Organic Persian Cucumbers are in steady supply out of Mexico.



OG MANGOS

There is a lot going on with **Organic Mangos** over the next few weeks!

Organic Tommy Atkins Mangos are in great supply with several growing regions pumping and heavy volume coming out of Mexico. Look for some special promotions and great quality through the month of July!

Organic Ataulfo/Honey Mangos will be in good supplies as well in early July.

Organic Fair Trade Haitian Mangos will be around for at least the last week of June. Be sure to get these while you can!

Florida grown **Organic Mangos** will be available in early July in a very limited supply!



OG PEACHES & APRICOTS

California **Organic Yellow Peach** supplies have improved slightly. Expect prices to remain firm through the 4th of July.

California **Organic White Donut Peaches** and **White Peaches** are extremely limited with high pricing.

California **Organic Yellow** and **White Nectarines** are in firm supply with high prices.

California **Organic Apricots** are steady in bulk, but are gapping on 20/11lb clamshells. We may not see more availability until Washington begins in July.

OTHER STORIES:

- **Organic Pineapples** will be in good supply once again next week. Deals should still be around on some large sized Organic Dole Organic Pineapples from Costa Rica! Quality has been excellent.

- **ALERT!** **Organic Young Thai Coconuts** and All-Natural Young Thai Coconuts will be extremely limited for early July. Market prices have jumped significantly over the past week.

- **Organic Formosa Papayas** are in promotable supply! Look for some great deals in July! Quality is excellent.

- The **Organic Celery** market has begun to move down and quality is improving. More shippers are gaining additional volume each day. **Organic Celery Hearts** are in adequate supply. Pricing has begun to drop there as well. Look for further declines the following week.

- Georgia growers report good supplies of **Organic Zucchini**, but are more limited on **Organic Yellow Squash**. Ohio growers have adequate supplies of **Organic Zucchini** at this time. Quality has been very good, though not as dark as the GA product. CA reports adequate supplies of **Organic Yellow Squash**, while **Organic Zucchini** in CA is available, and supply is building. New Jersey reports limited supplies of **Organic Zucchini** and **Gold Bar Squash**.

- **Organic Asparagus** supply has tightened up out of California and this is the last week of harvests. Quality continues to be excellent as CA has been all season. Pricing has moved up. New York has finished up their harvests for the season.

- **Organic Vidalia Onions** are now done. We have made the switch over to the **Organic Swanee River Sweet Onions** grown in Florida.

- **Organic Russet Potatoes** continue to be available out of Colorado and **Organic Count Russet Potatoes** are coming in a variety of sizes from 60-90ct in order to meet demand.

NEW OR BACK IN SEASON!

ORGANIC

- 42696 - OG Apple Gala Argentina Pouch Bag 18/2 lb
- 42695 - OG Apple Granny Smith Argentina Pouch Bag 18/2 lb
- 42958 - OG Apple Jazz New Zealand 100 ct
- 48723 - OG Limes Mesh Mexico 10/1 lb
- 44252 - OG Figs Black Mission 12/8 oz *(while supplies last)*
- 44372 - OG Grapes Cotton Candy Mexico 16 lb**
- 42129 - OG Grapes Gummyberries Clamshell 24/4 oz *(while supplies last)***
- 43548 - OG Grapes Sweet Sapphire Mexico 18 lb *(while supplies last)***
- 43788 - OG Watermelon Bin Seedless 15# Avg 45 ct
- 43806 - OG Watermelon Bin Seedless 11# Avg 60 ct
- 43796 - OG Watermelon Seedless 4 ct 60 lb
- 43805 - OG Watermelons Mini Seedless 6 ct 30 lb
- 41434 - OG Watermelons Mini Seedless 8ct 30 lb
- 41263 - OG Cherry Dark Sweet 9.5 row Washington 18 lb
- 43257 - OG Cherry Dark Sweet 10.5 row Washington 18 lb
- 40829 - OG Cherry Dark Sweet 11 row Washington 18 lb
- 43264 - OG Cherry Rainier 9.5 row Washington 15 lb
- 43253 - OG Cherry Rainier 10.5+ row Washington 15 lb
- 44686 - OG Pluot 70s 2-Layer 18 lb
- 40145 - OG Artichokes Globe 18 ct
- 40369 - OG Beans Yellow 10 lb
- 40462 - OG Corn Bi-Color North Carolina 48 ct
- 40521 - OG Corn White North Carolina 48 ct
- 41279 - OG Radish Daikon Purple 10 lb
- 41101 - OG Squash Gold Bar New Jersey 20 lb
- 41648 - OG Yam Oriental Medium 40 lb



CONVENTIONAL



- 17782 - CV Rambutan 6/12oz**
- 05527 - CV Apples Breeze New Zealand 90 ct 40 lb
- 05877 - CV Apples Envy 70/90ct New Zealand 40 lb
- 05104 - CV Apples Eve 80/90 ct New Zealand 40 lb
- 06068 - CV Apples Jazz 80/90 ct New Zealand 40 lb
- 05515 - CV Apples Jonagold Chile 80/90 ct
- 12013 - CV Watermelon Sangria 3ct Carton 55 lb
- 12026 - CV Watermelon Seedless Mini 6 ct 35 lb
- 12057 - CV Watermelon Seedless Mini 9 ct 35 lb
- 11529 - CV Melons Hami 5 ct
- 11527 - CV Melons Galia 8 ct
- 11549 - CV Melons Orange Flesh 5 ct
- 11526 - CV Melons Canary 5 ct
- 11528 - CV Melons Melonade 5 ct**
- 10901 - CV Grapes Sweet Sapphire 18 lb**
- 15741 - CV Peaches Yellow Gift Box 4 lb
- 15599 - CV Peaches White Donut 14/1 lb
- 15727 - CV Peach Pie Clamshell 14/14 oz**
- 16235 - CV Plums Black "Plumogranate" 28 lb *(coming soon)*
- 16317 - CV Pluot (Green) "Tropical Plumana" 16 lb
- 15052 - CV Cherries Washington 10.5 Row 8/2.2 lb
- 15048 - CV Cherries Washington 11 Row 8/2.2 lb
- 15049 - CV Cherries Washington 11.5 Row 8/2.2 lb
- 15080 - CV Cherries Rainier 10.5 Row 15 lb
- 14830 - CV Apricots Black Velvet 40s Tray 6.5 lb**
- 17425 - CV Figs Fresh Black Mission 12/1 pt
- 17556 - CV Kiwifruit SunGold 25/27 sz 20 lb**
- 17553 - CV Kiwifruit SunGold Clamshell 16/1 lb**
- 00162 - CV Artichokes 30 ct
- 00686 - CV Brussels Sprouts Microwave Pouch Ocean Mist 12/1 lb
- 02337 - CV Zucchini Gold Bar PA 20 lb
- 04395 - CV Potatoes White North Carolina 10/5 lb
- 04490 - CV Potatoes Red North Carolina 10/5 lb





JUNE 23 - JUNE 30, 2017

CONVENTIONAL

DELAWARE

VINCENT FARMS - DELMAR, DE

- 01060 - CV Corn White DE 48 ct
- 01084 - CV Corn White Bin DE 50 dz
- 01086 - CV Corn Bi-Color Bin DE 50 dz
- 02240 - CV Squash Green Medium NJ 28 l

NEW JERSEY

EASTERN FRESH GROWERS - CEDARVILLE, NJ

- 02812 - CV Cucumber Select NJ 72 ct
- 02799 - CV Cucumber Super NJ 72 ct
- 02240 - CV Squash Green Medium NJ 28 lb

FLAIM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 00455 - CV Basil Bunch NJ 15 ct
- 00551 - CV Beets Red Bunch NJ 12 ct
- 00530 - CV Beets Red Loose NJ 25 lb
- 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
- 00591 - CV Bok Choy NJ 30 lb
- 02901 - CV Escarole NJ 18 ct
- 00790 - CV Cabbage Chinese NJ 30 lb
- 00745 - CV Cabbage Green NJ 50 lb
- 01670 - CV Cabbage Napa NJ 30 lb
- 00780 - CV Cabbage Red NJ 50 lb
- 00795 - CV Cabbage Savoy NJ 30 lb
- 01041 - CV Cilantro NJ 15 ct
- 01170 - CV Dandelion Bunch NJ 12 ct

- 01200 - CV Dill NJ 24 ct
- 01308 - CV Greens Collard NJ 18 lb
- 01315 - CV Greens Kale 18ct NJ 18 lb
- 01346 - CV Greens Mustard NJ 18 lb
- 01350 - CV Greens Turnip NJ 18 lb
- 01355 - CV Swiss Chard Rainbow NJ 12 ct
- 01362 - CV Swiss Chard Green NJ 12 ct
- 01368 - CV Swiss Chard Red NJ 12 ct
- 01462 - CV Kohlrabi Green NJ 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 03042 - CV Lettuce Boston NJ 24 ct
- 03028 - CV Lettuce Boston Red NJ 12 ct
- 03050 - CV Lettuce Green Leaf NJ 24 ct
- 03065 - CV Lettuce Red Leaf NJ 24 ct
- 03097 - CV Lettuce Romaine 35 lb NJ 24 ct
- 01510 - CV Mint Box NJ 12 ct
- 01185 - CV Radish Daikon NJ 20 lb
- 03127 - CV Radish Red Bunch NJ 24 ct
- 03205 - CV Scallions NJ 48 ct

SUNNY VALLEY/JERSEY FRUIT - HAMMONTON, NJ

- 10105 - CV Blueberries NJ 12/1 pt



PENNSYLVANIA

HESS FARMS - WAYNESBORO, PA

- 02338 - CV Squash Yellow Medium PA 20 lb
- 02337 - CV Zucchini Gold Bar PA 20 lb

JOSEPH WEAVER - LANCASTER, PA

- 00999 - CV Cauliflower Jacket Bin PA 60 ct

JOSH WEAVER - LANCASTER, PA

- 00781 - CV Cabbage Red PA 20 lb

LESTER WEAVER - LANCASTER, PA

- 00758 - CV Cabbage Green Bin PA 60-65 ct

VIRGINIA

CROWN ORCHARDS - BATESVILLE, VA

- 15674 - CV Peaches 2 1/2" VA 25 lb
- 15680 - CV Peaches 2 1/4" VA 25 lb

PARKER FARMS - OAK GROVE, VA

- 00615 - CV Broccoli Crowns VA 20 lb
- 02855 - CV Cucumber Carton VA 24 ct
- 02819 - CV Cucumber Super VA 72 ct

ORGANIC



PENNSYLVANIA

CHRIST KING - LANCASTER, PA

- 40577 - OG Broccoli Stalk PA 14 ct

LADY MOON FARMS - CHAMBERSBURG, PA

- 40484 - OG Beets Gold Bunch PA 24 ct
- 40532 - OG Beets Red Bunch Premium PA 24 ct
- 40666 - OG Chard Green Premium PA 24 ct
- 40680 - OG Chard Rainbow Premium PA 24 ct
- 40667 - OG Chard Red Premium PA 24 ct
- 41007 - OG Greens Collards PA 24 ct
- 40668 - OG Greens Kale Red Bore PA 24 ct
- 40628 - OG Greens Dandelion Premium PA 24 ct
- 40628 - OG Greens Dandelion Red PA 24 ct
- 40811 - OG Greens Kale PA 24 ct
- 40668 - OG Greens Kale Red Bore PA 24 ct

- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40676 - OG Greens Kale Lacinato PA 24 ct
- 41158 - OG Lettuce Red Leaf Premium PA 24 ct
- 41155 - OG Lettuce Red Butter PA 24 ct
- 40723 - OG Parsley Curly Premium PA 30 ct
- 40724 - OG Parsley Italian Flat Premium PA 30 ct

TOIGO FARMS - CARLISLE, PA

- 41322 - OG Tomato Cluster PA 11 lb

NEW JERSEY

BIG BUCK FARMS - HAMMONTON, NJ

- 43712 - OG Blueberries "Little Buck" NJ 12/6 oz
- 43706 - OG Blueberries "Little Buck" NJ 12/1 pt

EASTERN FRESH GROWERS - CEDARVILLE, NJ

- 41098 - OG Cucumber Mexico NJ 45 lb
- 41101 - OG Squash Gold Bar NJ 20 lb

FLAIM FARMS - VINELAND, NJ

- 40486 - OG Beets Red Bunch NJ 24 ct
- 40640 - OG Cilantro NJ 30 ct

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 40670 - OG Greens Collards NY 24 ct
- 41165 - OG Lettuce Red Leaf NY 24 ct
- 42311 - OG Lettuce Red Oak NY 24 ct
- 40616 - OG Rutabagas NY 25 lb

4TH OF JULY MERCHANDISING TIPS

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

DELIVERIES AND 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.

TUESDAY 6/27:

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.

WEDNESDAY 6/28 – THURSDAY 6/29:

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 6/29 – FRIDAY 6/30:

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 7/1 – MONDAY 7/3:

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. 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 & Southern Peaches
Green/Red/Black Seedless Grapes
White Flesh Nectarines

Black and Red Plums
Nectarines
Dark Sweet Cherries

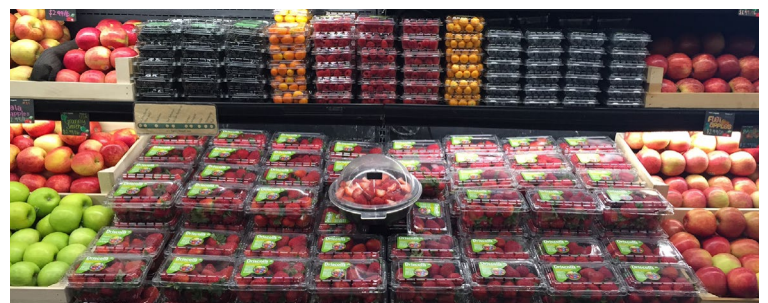
Saturn (Donut) Peaches
Pluots/Plumcots
Rainier Cherries

Apricots
White Flesh Peaches

BERRY MERCHANDISING

Keep your berry patch full with all sizes and varieties and you make great margin at fantastic retails!

Strawberries Blackberries Blueberries Raspberries



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

Tuscan Cantaloupe
Western Cantaloupe
Honeydew



FRESH CUT FRUIT AND 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 onions, colored sweet bell peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes & Grill Pack Russet 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 dummied 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.



2017 JULY 4TH HOLIDAY SCHEDULE

WEDNESDAY (6/28) – Extra deliveries made to support pre-holiday sales in most regions.

THURSDAY (6/29) THROUGH SATURDAY (7/8) – Standard delivery schedule.

TUESDAY (INDEPENDENCE DAY 7/4) – Sales office open with limited staffing 8:00am to 12:00pm. Standard delivery schedule.



CONVENTIONAL OUTLOOK

JUNE 23 - JUNE 30, 2017

WWW.FSPRODUCE.COM 50 DZ

DELAWARE SWEET CORN SEASON



Sweet Corn quality remains nice on all colors. 4th of July holiday demand is kicking in with a slight bump up in pricing on Georgia crate **Sweet Corn**.

Vincent Farms Delaware bin **Sweet Corn** is now in season from the eastern shore. **White** and **Bi-Color Corn** is available in fresh picked 50 dz bins (12.5 crate equivalent).

48ct crates of **White Sweet Corn** are also available out of Delaware.



CV BERRIES

We saw effects from the heat take a toll on overall **Strawberry** volumes last week. Shippers expect things to improve once temps get back to more normal levels. Look for high pricing and limited supplies early in the week. Hopefully things will improve for the 4th of July.

Steady supplies will continue this week on **Blueberries** out of New Jersey. Berry size is getting larger and flavor is coming in good, but the price has not dropped as sharply yet as in prior seasons.



CV MELONS

WATERMELONS

Rain in Georgia is causing disease issues in some **Watermelons**. South Carolina has started. Look for more limited supplies this week and next as we start to feel the 4th of July demand. Prices will remain high through the holiday.

CANTALOUPE & HONEYDEWS

ALERT! Extremely limited supplies on **Cantaloupes** and **Honeydews** will continue this week. The heat out west has finished most fields in Arizona. California is expected to start this week, but the pipeline is empty. It will take a little time to refill it.

Georgia rains have hampered Athena-style bin **Cantaloupe** harvests, creating occasional supply gaps.



CV CHERRIES

We are now shipping all fresh crop Washington **Cherries**, following a smooth transition out of CA.

With warm weather growers quickly ramped up production and expect to have good supplies for July 4th business.

Bing Cherries and other **Dark Sweet Cherry** varieties are expected to be on the larger size this year.

The last week of June will be hot, so look for more fruit to come on and heavy supplies for big promotions in early to mid-July.



CV BRUSSELS SPROUTS

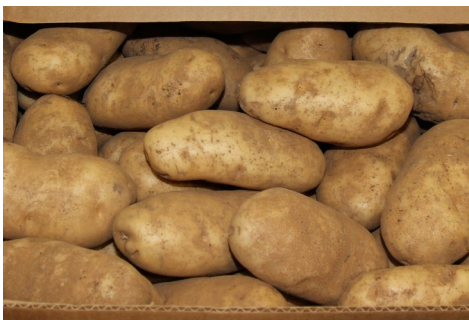
ALERT! Brussels Sprouts remain a struggle. Pricing remains high as new crop is not expected to kick into full gear until mid-July. Quality is fair due to insect damage.

However, we are expecting 12/11lb **Microwave Brussels Sprouts** back in stock this week.



CV ASPARAGUS

The excess **Asparagus** supplies and depressed markets should start to rebound this week. Mexican volumes will be lower and things should return to more "normal" levels.



CV POTATOES

The market for larger-sized **Russet Potatoes** continues to be strong, while the market for smaller-sized **Russet Potatoes** remains steady. Supplies of storage crop seem adequate in all growing areas with the biggest surplus coming from growers in Idaho.

Supplies of new crop bagged **White Potatoes** are available from growers in Virginia, and North Carolina. Pricing is very stable.



CV LETTUCE

Iceberg Lettuce supplies remain plentiful with nice quality from Salinas, CA right now. This is good item to promote this week.

Romaine, Green Leaf, and Red Leaf Lettuces are steady from CA and NJ this week, both in quality and price. Canadian product will be available after the New Jersey product.

Romaine Hearts quality continues to be nice with steady pricing.



CV SQUASH

Local PA and NJ **Green Zucchini, Gold Bar Squash, and Yellow Squash** are coming into season this week with decent volume.



CV BROCCOLI & CAULIFLOWER

Cauliflower quality is very nice. Supplies are limited with steady to higher pricing. This will be the last week on local bin **Cauliflower** until the fall.

Broccoli supply is steady from California with very nice quality and a slight drop in pricing this week.



CV GREEN BEANS

ALERT! **Green Beans** remain limited with high pricing, but nice quality.



CV GRAPES

Supplies on Mexico and Southern California **Grapes** exceeds demands. With Central California's start just around the corner on packing 19 lb's, growers are aggressively pricing their **Grapes**, especially on **Green Grapes** to stimulate some extra movement.

Look for the market on **Red Seedless Grapes** start to react next week as they will start to clean up from Mexico and we wait for the 19 lb.'s from California. In fact, we could see this bump going into the weekend with prices going up four to five dollars by Monday. This is a great time to heavily promote **Grapes** going into the holiday.



CV SPECIALTY GRAPES

Now in season are crisp and sugary **Sweet Sapphire Black Grapes** from Mexico.

Cotton Candy Grapes are ending for the Mexico season due to excessive heat (a few organic cotton candy grapes remain for late June). They will come back into season from California in late August.



CV TOMATOES

15lb Beef Tomatoes have steady pricing and quality.

Cluster, Cherry, and Campari Tomatoes are in good supply with lower pricing. Promote!

Vine Ripe 2-layer and 25 lb Tomatoes are limited with higher pricing.

Roma Tomatoes are in very tight supply and priced high this week.

Grape Tomatoes had an uptick in price, but quality is nice.

Sun Bliss Gold and Brown Terreno Tomatoes have aggressive pricing this week – continue to promote!



CV PEPPERS

Green Pepper supply remains limited on both western and eastern product. Quality wise, western is the best right now and that will be our main availability. Pricing is steady.

15lb Red Peppers will be limited for the next few weeks as we transition from Coachella, CA to Bakersfield, CA. Quality has been nice, but pricing will be higher this week.

11lb Red, Yellow, and Orange Peppers are limited with higher pricing this week from Canadian hothouses.

Mini Mixed Sweet Peppers are still very reasonable in price, but up a bit this week. Quality is steady.



CV CUCUMBERS

Super Cucumbers are limited. We are using a combination of Virginia and New Jersey product this week depending on availability.

Select Cucumbers will be back in stock.

Cello wrapped Cucumbers will be lower in price as more Canadian supply is coming.

12/6ct Mini Seedless Cucumber supply will be more limited with higher pricing this week.



CV PEACHES

It's been a very tight **Peach** market! With little to no supplies from Georgia and South Carolina, and California not being of much help due to their short situation with many growers in a gap between varieties, demand far exceeds supply on **White and Yellow Peaches**.

Some Virginia fruit has helped to bridge the gap in supply. Looking forward, Pennsylvania and New Jersey are should start the first week of July. Expect high prices when they do start, but we will have good supplies with Jersey expecting big numbers from this year's crop during mid-July through early August.

Donut Peaches (flat, white flesh) are in season from California and will start out of Virginia by the 4th of July.

Peach Pie Peaches (flat, yellow skin & flesh) are in peak season for the last week of June and early July. Be sure to try this exciting specialty variety from Family Tree Farms.



CV PLUMS & PLUOTS

Plums are in steady supply, and nice varieties are available from California on both Red and Black. Prices are coming down even though the crop is not huge this year.

Peak season for flavorful **Pluots** has arrived! Available for late June and early July will be:

- **Plumogranate (black)**
- **Tropical Plumana (Green/Yellow)**
- **Eagle Egg (red)**
- **Ruby Jewel (red)**



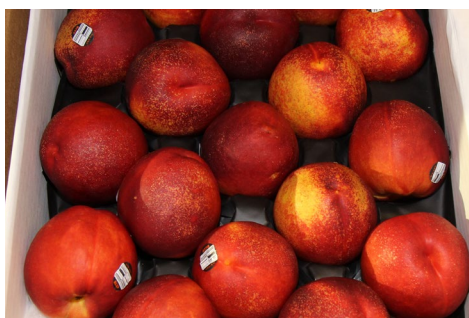
CV APRICOTS

ALERT! California **Apricot** growers have definitely felt the effect from the extreme hot weather this past week that shortened the season for most growers and leaving others with later varieties in a gap.

OUTLOOK:

Washington **Apricot** growers will begin their harvests soon. By the second week of July we should see better supplies.

Black Velvet Apricots are now in season.



CV NECTARINES

Unlike peaches, there are very good **Nectarine** supplies at promotable prices from California orchards.

We are seeing nice, big sizes on both **Yellow** and **White flesh Nectarines** and great color especially on the 2-layer tree ripe packs.