



ORGANIC OUTLOOK

JUNE 22 - JUNE 29, 2018



WWW.FSPRODUCE.COM 18 LB

ORGANIC GRAPES UPDATE

There are good supplies of Organic Grapes in the pipeline for late June promos, but that will quickly change headed into July. Mexican **Organic Green, Red, and Black Grape** harvests are now limited due to high demand, varietal gaps, growing region changes, and weather. Expect higher than normal pricing. The crop is expected to end early – before July 4th.

California **Organic Red, Green, and Black Grapes** are now available out of Coachella, CA with slightly higher prices. A small gap is expected towards the end of June and the first week of July as Bakersfield, CA gets started.

Organic Sweet Sapphire Grapes continue in steady supply, but they are expected to finish in July. Mexican **Organic Cotton Candy Grapes** are finished for the season.



OG BLUEBERRIES

Organic Blueberries are in excellent supply this week out of many regions, including local New Jersey crop! It's a good time to promote!

Driscoll's **Organic Blueberries** are now in very good supply in 6oz and pints from Mexico and California and soon Washington.

The Pacific Northwest should begin very shortly. Promotional opportunities will be available.



OG STONE FRUIT

Organic Dark Sweet and Rainier Cherries out of Washington are in excellent supply with prices coming down. Fruit is sizing larger. Time to promote!

Organic Yellow Peaches are now in excellent supply and lots of promotional opportunities are available.

Organic Yellow Nectarines are in firm supply with higher prices.

California and Washington **Organic Apricots** are now in excellent supply with some of the best fruit in years! Prices have come off significantly.

Organic White Donut Peaches are available, with the new larger "Galaxy" variety. **Organic White Peaches** are gapping between varieties, but we should see the next variety here in late June.

Organic Black Plums and Pluots are back in very limited supply and will gap again before the next fruit arrives. **Organic Red Plums** are in firm, but steady supply.



OG BERRIES

California **Organic Strawberry** harvest volumes remain excellent with promotional opportunities expected to continue into July.

Driscoll's **Organic Raspberries** supplies are ramping up and should continue to be in good supply. Promotional opportunities are available.

Driscoll's **Organic Blackberries** are in slightly better supply this week as California ramps up. Promotional opportunities are available.



OG HASS AVOCADOS

Organic Hass Avocado harvests were delayed over the past week due to rain in Mexico. Prices have increased. Smaller 60ct Mexican fruit is increasingly tighter.

CA fruit is slightly more expensive and is available in the 48ct size.

OKE's Equal Exchange program continues with 60ct Peruvian **Organic Fair Trade** fruit available!



OG PEPPERS

Production out of the Coachella, CA desert has begun on **Organic Green Peppers**. Prices have begun to drop. **Organic Green Peppers**, mostly jumbo size, are limited from GA.

Organic Red, Yellow, and Orange Peppers from Holland are all in reasonable supply, but prices are moving up.



OG FIGS

The early part of the **Organic Fresh Fig** season is here with harvests in Southern California. The **Black Mission** variety will be what's in stock for late June.

Peak season **Organic Fresh Figs** will be at their best in late July and August.



OG CUCUMBERS

Organic Cucumbers are in good supply out of GA and Mexico. Price is up a little bit on product from Mexico.

Organic Hothouse Cucumbers are more limited out of Mexico and Spain.

A limited crop of **Organic Pickle Cucumbers** is now available out of CA.



OG KIWIFRUIT

Organic SunGold Kiwifruit from New Zealand are now available in larger sizes with excellent quality. **Organic Green Kiwifruit** has transitioned fully to the Zespri brand out of New Zealand.



OG SQUASH

The market has loosened on Mexican **Organic Squash** as prices have dropped as the week went on. **Organic Green Zucchini Squash** is in adequate supply out of GA, but **Organic Yellow Squash** is more limited.

Ohio growers reports good supply of both **Organic Zucchini** and **Yellow Squash**. Prices will be dropping again for the beginning of July.



OG MANGOS

Organic Tommy Atkins Mangos are in good supply. 12ct are in especially abundance and are available this week at a HOT price!

Organic Honey (Ataulfo Mangos) will be available again after a brief, unexpected gap last week.

Organic Fair Trade Haitian Mangoes are available next week! This fruit tastes amazing!



OG KALE

Organic Green Kale from OH, GA, TN, NC, PA, and CA is in good supply. Prices are coming down, as it appears to be in abundance for a few weeks. Local New York **Organic Kale** has also started.

Organic Lacinato and Red Kale are in good supply out of GA, NJ, and CA.



OG LETTUCE

Organic Lettuce is in good supply out of CA and Canada. Local PA product from Lady Moon Farms is finished.

Organic Romaine Heart prices have moved up, but supplies and quality are still good.



OG PINEAPPLE

Organic Pineapple supplies will be a bit tight this week as a major shipper on the east coast had to reject fruit due to an “actionable insect” upon inspections at the port. Quality of available fruit will be excellent.



OG POTATOES

ALERT! Old crop **Organic Russet Potatoes** from Colorado and Idaho are now out of stock since the quality was no longer good.

New crop **Organic Russet Potatoes** from California are now in season, but pricing is up dramatically.



OG POMEGRANATE ARILS

ALERT! **Organic Pomegranate Arils** are finished for the season due to a “Med Fly” pest issue discovered by the USDA on imported **Organic Pom Arils** from Peru. The USDA has shut down imports from this country on **Organic Pom Arils** for now. Look for new crop in mid to late fall out of the USA.



OG TOMATOES

Organic Grape, Cherry, and Rainbow Cherry Tomatoes from GA, and **Organic Cherry Tomatoes** out of Mexico, are in decent supply.

Organic 15lb Hothouse Tomatoes are in adequate supply out of Mexico and Canada. **Organic 2-Layer Tomatoes** out of Mexico are available this week. Price did move up on the 2-layer pack.

Organic Cluster Tomato prices are up this week. Quality is very good out of Mexico and Canada.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in adequate supply out of CA. Prices are low.

Local PA **Organic Stem Broccoli** starts for the week of 6/25. Supply is expected to be good through early July.

Organic Cauliflower is in very tight supply and prices are up dramatically. Shippers who have product, have very little, and describe it as ricy, with yellow hue and leaves. The tight market might last until early July.



OG MELONS

California **Organic Cantaloupes** are in excellent supplies this week in 9, 12, and 15ct boxes. Quality is excellent.

Supplies are good from the west coast on both **Mini** and full-size **Seedless Watermelons** will continue this week.

Lady Moon Farms has just started shipping their **Organic Seedless Watermelons** from their Georgia farm.

Mexican **Organic Honeydew** have finished for the season and California fruit has arrived with high prices.

California **Organic Galia Melons** continue in firm but steady supply.

OTHER STORIES:

- **Organic Salads** are in good supply overall. **Organic Baby Butter Lettuce** remains out of stock in the Olivia's brand.

- Georgia growers report adequate supplies of **Organic Eggplant**, but Mexico has nothing available. There might be some product in northern CA the last week of June.

- New York growers have started with their crop of **Organic Semi Savoy Spinach**, but should finish in early July. **Organic Spinach** is in adequate supply this week out of CA.

- **Organic Gala, Granny Smith, and Fuji Apples** are now in good supply out of Argentina, Chile, and New Zealand. Expect higher and rising prices. New Zealand **Organic Jazz, Queen, Diva,** and **Pacific Rose Apples** are in season as premium variety options.

- Markets are dropping quickly on **Organic Celery** and **Celery Hearts** this week. Volumes are promotable, particularly on **Organic Celery Hearts**. Expect prices to drop further for late June.

- **Organic Green Beans** are in very tight supply. Nothing is available out of Mexico, CA is limited, and nothing is available out of southeastern US.

- **Organic Asparagus** supplies are now winding down out of CA, but will ship until early July. Prices are up.

- **ALERT!** CA **Organic Lemon** supplies are virtually gapping. Some Mexican fruit is available at high prices.

- **Organic Lime** supply has improved and prices continue to slide off weekly.

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.

WEDNESDAY 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.

THURSDAY 6/28 - FRIDAY 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.

FRIDAY 6/29 - SATURDAY 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.

SUNDAY 7/1 - TUESDAY 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 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.



2018 JULY 4TH HOLIDAY SCHEDULE

Monday (7/2) & Tuesday (7/3) - Standard delivery and office schedule.

Wednesday (INDEPENDENCE DAY 7/4) - Standard delivery schedule. Sales office open with limited staffing 8:00am to 12:00pm finalizing orders for Thursday delivery.

Thursday (7/5) & Friday (7/6) - Standard delivery and office schedule.

Local Produce

June 22 - June 29, 2018



*All Farms GAP Certified

CONVENTIONAL

NEW JERSEY

Eastern Fresh Growers

>> Cedarville, NJ

- 2799 - CV Cucumbers Super NJ 72 ct
- 2255 - CV Squash Green Medium NJ 20 lb

Flaim Farms

>> Vineland, NJ

- 205 - CV Arugula NJ 24 ct
- 530 - CV Beets Red NJ 25 lb
- 550 - CV Beets Red Bunch NJ 25 lb
- 591 - CV Bok Choy NJ 30 lb
- 592 - CV Bok Choy Baby Shanghai NJ 30 lb
- 758 - CV Cabbage Green 60-65ct Bin NJ
- 750 - CV Cabbage Green NJ 50 lb
- 1670 - CV Cabbage Napa NJ 30 lb
- 780 - CV Cabbage Red NJ 50 lb
- 795 - CV Cabbage Savoy NJ 30 lb
- 1362 - CV Chard Green NJ 12 ct
- 1355 - CV Chard Rainbow NJ 12 ct
- 1368 - CV Chard Red NJ 12 ct
- 1170 - CV Dandelion Bunch NJ 12 ct
- 1285 - CV Eggplant Italian NJ 10 lb
- 207772 - CV Endive (Chicory) NJ 24 ct
- 207770 - CV Escarole NJ 24 ct
- 1308 - CV Greens Collard NJ 18 lb
- 1315 - CV Greens Kale 18 ct NJ 18 lb
- 1346 - CV Greens Mustard NJ 18 lb
- 1350 - CV Greens Turnip NJ 18 lb
- 455 - CV Herb Basil NJ 15 ct
- 1200 - CV Herb Dill NJ 24 ct
- 1510 - CV Herb Mint NJ 12 ct Box
- 1462 - CV Kohlrabi Green NJ 12 ct
- 3042 - CV Lettuce Boston NJ 24 ct
- 3028 - CV Lettuce Boston Red NJ 12 ct
- 3050 - CV Lettuce Green Leaf 20 lb NJ 24 ct
- 3065 - CV Lettuce Red Leaf 20 lb NJ 24 ct
- 3097 - CV Lettuce Romaine 35 lb NJ 24 ct
- 1704 - CV Parsley Curly NJ 30 ct
- 1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct
- 1185 - CV Radishes Daikon NJ 20 lb

Jersey Fruit

>> Hammonton, NJ

- 10105 - CV Blueberries NJ 12/1 pt

Nardelli Lake View Farm

>> Cedarville, NJ

- 480 - CV Green Beans NJ 25 lb
- 1670 - CV Cabbage Napa NJ 30 lb
- 2845 - CV Cucumbers Kirby NJ 40 lb
- 2455 - CV Turnips NJ 25 lb



OHIO

Holthouse Farms

>> Willard, OH

- 2845 - CV Cucumbers Kirby OH 40 lb
- 480 - CV Green Beans OH 25 lb
- 1320 - CV Greens Kale 18 ct OH 18 lb
- 1975 - CV Peppers Cubanelle OH 18 lb
- 1995 - CV Peppers Poblano OH 20 lb
- 3130 - CV Radishes Red Bunched OH 24 ct

Mucci Farms

>> Huron, OH

- 23242 - CV Tomatoes Cluster OH 11 lb

PENNSYLVANIA

Hess Farms

>> Waynesboro, PA

- 2258 - CV Squash Green Med PA 20 lb
- 2320 - CV Squash Yellow Med PA 20 lb
- 209126 - CV Squash Zucchini Gold Bar PA 20 lb

Joseph Weaver

>> Lancaster, PA

- 999 - CV Cauliflower w/Jacket PA 60 ct bin

Josh Weaver

>> Lancaster, PA

- 751 - CV Cabbage Green PA 50 lb

Sunny Acres Farm

>> Chambersburg, PA

- 2258 - CV Squash Green Medium PA 20 lb

Sun Aqua Farms

>> Dalton, PA

- 443 - CV Herb Basil Hydroponic PA 6 ct
- 442 - CV Herb Basil Hydroponic PA 12 ct

Local Produce

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ORGANIC



Lady Moon Farms



NEW JERSEY

Big Buck Farms

>> Hammonton, NY

43706 - OG Blueberries NJ 12/1 pt

NEW YORK

Hepworth Farms

>> Milton, NY

40208 - OG Arugula Prem NY 24 ct

41112 - OG Escarole NY 24 ct

207905 - OG Spinach NY 24 ct

Pedersen Farms

>> Seneca Castle, NY

40675 - OG Greens Kale NY 24 ct

OHIO

Green Field Farms

>> Wooster, OH

40550 - OG Cabbage Green OH 45 lb

40675 - OG Greens Kale OH 24 ct

Lady Moon Farms



PENNSYLVANIA

Christ King

>> Lancaster, PA

40577 - OG Broccoli w/ Stem OA 14 ct

Lady Moon Farms

>> Chambersburg, PA

40484 - OG Beets Gold Bunched PA 24 ct

40532 - OG Beets Red Bunched Prem PA 24 ct

40666 - OG Chard Green Prem PA 24 ct

40680 - OG Chard Rainbow Prem PA 24 ct

40667 - OG Chard Red Prem PA 24 ct

40628 - OG Dandelion Prem PA 24 ct

41007 - OG Greens Collards Prem PA 24 ct

40811 - OG Greens Kale Prem PA 24 ct

43566 - OG Greens Kale Red Prem PA 24 ct

40472 - OG Greens Kale Lacinato Prem PA 24 ct

41155 - OG Lettuce Butter Red PA 24 ct

40723 - OG Parsley Curly Prem PA 30 ct

40724 - OG Parsley Flat Leaf Prem PA 30 ct



CONVENTIONAL OUTLOOK
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WWW.FSPRODUCE.COM 8/2.2 LB

WASHINGTON CHERRY SEASON IS HERE!



Late June and July will be the opportune time to build large displays of Northwest **Cherries** - both **Dark Sweet** and **Rainier**. Successful retailers promote **Cherries** just about every week of the season.

Quality is looking great and the harvest is now profiling more to the larger sizes.

Be sure to add sweet **Rainier Cherries** to your display sets. Protect the cold chain and display **Cherries** in a high traffic area of the department to boost sales and reduce shrink.



CV BLUEBERRIES

New Jersey **Blueberries** have started and volumes will continue to increase over the coming weeks.

Promote **Blueberries** as we head into the 4th of July!



CV SQUASH

Recent warm weather and well-timed rainfall has kicked the PA **Squash** deal into high gear. Growers are reporting outstanding quality on PA-grown **Zucchini** (code 2258) and **Yellow Squash** (code 2320).

New this week - **Gold Bar Zucchini** (code 209136)! This is a must-have for your summer **Squash** set.

Growers in NJ expect to begin harvesting sometime here in late June.



CV GRAPE & CHERRY TOMATOES

Grape and **Cherry Tomatoes** will be extremely promotable this week. Volumes are excellent out of northern Florida and South Carolina. Quality is excellent. We also have 1 lb. clamshells available.

Our Virginia growers are set to begin by July 1st, and you'll most likely see Pennsylvania locally grown **Grape Tomatoes** around this time as well.



CV HOTHOUSE TOMATOES

All **Hothouse Tomatoes** are in tighter supply this week, and pricing will begin to climb. Growers had big picks over the past couple weeks, but now volumes are coming up lighter.

Sizing is also beginning to drop. We're beginning to see more 25-28-30 count Beef Tomatoes vs. the larger 18-22 size.



CV GREEN BEANS

Green Beans will begin to transition into VA this week. Quality in NC remains very nice, but limited availability, coupled with high seasonal demand, has forced some shippers to prorate. Availability will continue to be a concern for the next week.

Some very early local **Green Beans** are expected out of NJ for late June, with volume following in July.



CV HASS AVOCADOS

The Mexican **Hass Avocado** market is very strong. Heavy rains in the growing region slowed harvest. Plus, with the current season winding down, fruit is peaking on larger sizes with very little 60's and smaller sizes available.

A cheaper alternative would be Peruvian **Hass Avocados**, which are already in good supply at much lower prices.



CAULIFLOWER

Cauliflower will be a great item to promote this week. West coast shippers will have good volume.

We have also started with our local Lancaster County, PA **Bin Cauliflower with jacket**.



CV CABBAGE

The PA and NJ **Green Cabbage** deal is off and running. Growers in both states report excellent quality. PA **Cabbage** will be limited for the first few weeks.

60-65 count **Bin Cabbage** from Flaim Farms in Vineland, NJ, is also now available (code 758). Expect pricing to stay steady for the majority of the deal.



CV STRAWBERRIES

Keep promoting **Strawberries!** Supplies will continue to be plentiful this week and pricing promotable.



CV SWEET CORN

Sweet Corn is in excellent supply out of Georgia, and now growers are beginning to harvest out of North Carolina.

Local Bin White Corn will start the last week of June from Vincent Farms in Delaware. Look for beautiful local **Sweet Corn** before the 4th of July!



CV WATERMELONS

Georgia and South Carolina are coming into good volume on **Watermelons**. Demand looks strong as we approach the 4th of July.

Freight rates are going to keep markets higher than we have seen in previous years.



CV MELONS

East coast **Bin Cantaloupes** will be in good supply this week out of Georgia and South Carolina.

Volumes on **Cantaloupes** and **Honeydews** are good and steady from out west.



CV STONE FRUIT

In season for late June:

- **XL Peaches** from South Carolina
- **White Peaches & Donut Peaches** from California
- **Yellow & White Nectarines** from California
- **Apricots** from California
- **Red & Mottled Pluots** from California
- **Red & Black Plums** from California (though off to a slow start in harvest volume & size)



CV GRAPES

The **Grape** market turned around from being very strong to very sloppy. Prices are firm on the best fruit, such as **Red Sweet Celebrations** and **White Sweet Globes**, but the market on **Flames** and **Sugarones** collapsed. It's not that there is an abundance of fruit, but due to the lack of demand. High prices from a week ago prohibited any promotions and orders have been light leaving growers with an excess of fruit.

Looking ahead, Mexico and Southern California are winding down, and with the grapes starting late in the Delano area, possibly after July 4th, there could be a gap in supply and higher prices.



CV CUCUMBERS

12ct Euro (Seedless) Cucumbers continue to command seasonally high prices. We should see some relief by the end of June.

With continued good weather on the horizon, local PA and NJ shippers expect their first field **Cucumber** at the end of this week.

