



ORGANIC OUTLOOK

JUNE 30 - JULY 7, 2017



WWW.FSPRODUCE.COM 12 CT

JULY PEAK SEASON FOR ORGANIC MANGOS

Organic Tommy Atkins Mangos are in great supply with several growing regions pumping heavy volume out of Mexico. Look for some special promotions and great quality on **Organic Mangos** through the month of July! 12 ct are priced at the biggest discount, allowing for both "each" and "by-the-case" sales.

Organic Ataulfo/Honey Mangos will be in good supply the next few weeks with excellent, promotable pricing!

Be sure to check out some exciting news as Four Seasons makes July **Mango Mania Month**! There are some exciting opportunities this month, including a **Mango Mania Contest**, as Four Seasons has partnered with our vendors to provide some excellent pricing on fruit through the whole month of July!

Florida grown **Organic Mangos** will be available in limited quantities as soon as next week! This will be the **Haden** variety.

Organic Fair Trade Haitian Mangos will be done for the season.



OG TOMATOES

Organic 2-layer Tomatoes are in good supply out of Mexico. Canada report good supply on **Organic Hothouse Tomatoes** and the quality has been very good. **Pennsylvania Organic Tomatoes** will be in peak season by mid-July.

Organic Cluster Tomatoes are in abundant supply and promotable out of Mexico.

Organic Grape Tomatoes are abundant from Georgia and Mexico.

Organic Cherry Tomatoes are in limited supply. Mexico shows abundant supplies from one shipper, and very limited elsewhere. **Organic Rainbow Cherry Tomatoes (GA)** and **Organic Heirloom Cherry Tomatoes (Mexico)** are in limited supply.

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



OG STONE FRUIT

California **Organic Yellow Peach** supplies have improved slightly. Quality is nice. Expect prices to remain firm post July 4th.

California **Organic White Peaches, White Donut Peaches, Yellow Nectarines, and White Nectarines** are extremely limited with high prices.

California **Organic Red Plums, Black Plums, and Pluots** are in slightly better supply this week with firm prices.

California **Organic Apricots** are limited in both bulk and 20/11lb clamshells. We expect to transition to Washington in the beginning of July. They are expecting a good size crop.



OG BERRIES

California **Driscoll's Organic Blackberries** continues in steady supply with promotional opportunities available.

Organic Blueberries out of New Jersey continue in both 6oz and pints. Crop size looks decent.

The Pacific Northwest is starting with **Organic Blueberries**, and excellent supplies and promotional opportunities are expected.

Organic Raspberry volume is steady and markets are firming slightly.

Organic Strawberry out California are in better supply. Promotional opportunities are available for July though, at slightly less aggressive prices than the late spring crop.



OG TROPICALS

ALERT! **Organic & All-Natural Young Thai Coconuts** will remain extremely limited through the middle of July!

Organic Formosa Papayas are in promotable supply! Look for some great deals over the next few weeks! Quality is excellent.

Organic Pineapples will be in good supply once again next week. Quality has been excellent and there should be some big fruit still available at a great low price.



OG CHERRIES

Washington **Organic Dark Sweet Cherries** are in excellent supply with good sizing and quality. Promotional opportunities are available through mid-July.

Washington **Organic Rainier Cherry** supplies are improving and prices are coming down. Size and flavor is fantastic.



OG SQUASH

Ohio has abundant supplies of **Organic Zucchini** at this time. Quality has been very good, though not as dark as Georgia product.

Georgia reports that **Organic Green and Yellow Squash** are more limited.

California reports adequate supplies of **Organic Yellow Squash**, while **Organic Zucchini** is available, supply is building.

New Jersey reports limited supplies of **Organic Zucchini** and **Gold Bar Squash**.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** will be even tighter for early July. California and Peru crops are smaller and not able to keep up with the full demand in the market place.

A VERY LIMITED supply of Mexican fruit has been crossing, but is virtually non-existent. Expect prices to continue to rise for early July.



OG POTATOES

California new crop **Organic Red and Yellow Potatoes** from Cal-O are now in season with outstanding quality.

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



OG GREENS

NJ have **Organic Collards** and **Bunch Beets**.

Lady Moon Farms out of PA is expecting to have excellent supplies of all varieties of **Organic Chards** and **Kales** for this week.

Also available this week: **Organic Curly Parsley, Dandelion, Bunch Beets, and Collards**. Greens are big and beautiful out of PA!

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



OG LEMONS/LIMES

ALERT! California **Organic Lemon** supplies remain extremely tight with high prices. This is expected to continue for the foreseeable future with some sporadic gaps in supply.

Good news! **Organic Lime** supply has improved and steady supplies should be expected with prices coming down.



OG MELONS

ALERT! California **Organic Cantaloupes** will be very limited through mid-July as we transition to new crop in San Joaquin Valley (CA).

California **Organic Honeydew** and **Galia Melons** are gapping until mid-July.



OG PEPPERS

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

Organic Green Peppers are currently shipping out of CA, demand has slowed, and the market is expected to move back down next week.

Organic Anaheim and **Poblano Peppers** are limited out of CA. **Organic Jalapeño Peppers** are in adequate supply out of CA at higher prices.



OG WATERMELONS

Organic Watermelons are in steady supply and pricing this week coming out of California. We will be in good supply on both full size and minis.



OG GINGER

ALERT! Peruvian **Organic Ginger** is in adequate supply, but we're at the tail end of the season and quality is not as strong. At this time the product we buy is airfreighted because at the end of the season product delivered by boat has poor shelf-life.



OG SALAD

ALERT! **Organic Spinach** and **Arugula Salad** supplies have suffered from the extreme heat in California and some heavy rains last week on the east coast. This has affected some of the other blends that have **Organic Spinach** and **Arugula** in as well.



OG LETTUCE

CA reports increasing volume on all **Organic Lettuces**. Price has been forced down due to low movement.

Quality on **Organic Red** and **Green Leaf Lettuce** is generally good, but **Organic Romaine** continues to show effects of weather, with marginal discoloration and some browning on the stem area. No word on when we will see improvement.

Organic Green and **Red Butter Lettuce** out of California is limited.

Organic Red Leaf Lettuce out of New York is limited.

Organic Romaine Hearts are so abundant that multiple vendors are having to sell product close to or below conventional pricing for early July.



OG CUCUMBERS

New Jersey growers report limited supplies of mainly large sized **Organic Cucumbers**. PA will start in early July.

GA is finishing up on their **Organic Cucumber** harvests this week. Supplies are limited there.

Mexico reports adequate supplies of **Organic Cucumbers** at this time, as do a few California shippers.

Organic Mini Cucumber packs are in good supply out of Mexico.

Organic Hothouse Cucumbers are in good supply, but quality has been an issue for some shippers out of both Canada and Mexico.



OG GRAPES

Mexican **Organic Red, Green, and Black Grapes** continue in plentiful supply with promotional opportunities available - particularly on the green and black.

Mexican **Organic Cotton Candy Grapes** are finished for the season.

California **Organic Green** and **Red Grapes** are gapping as we wait for Bakersfield, CA to begin with excellent supplies expected in early July.

OTHER STORIES:

- **Organic Green Beans** are very limited in supply out of Mexico, North Carolina, and Georgia. CA reports limited supplies for the next week. Pricing is very high.

- **Organic Cranberry** and **Romano Beans** are in limited supply out of CA.

- The **Organic Celery** market has begun to move down and quality is better. Some black heart can be found in some stalks. More shippers are gaining additional volume each day. **Organic Celery Hearts** are in abundant supply and pricing is lower. Look for further price declines the following week.

- **Organic Asparagus** supply is all but nonexistent out of California. Pricing is up even further for 4th of July week, but product that does arrive is in excellent condition.

- **Organic Eggplant** is more limited out of GA and the season will be done in early July. California shippers report limited supplies. **Organic Graffiti Eggplant** is available out of Georgia in limited supply.

- **Organic Cauliflower** is in good supply out of California. Quality has been very good. Expected lower prices for early July.

- **Organic Romanesco** is in very limited supply out of California.

- We will see our first of the season **Organic PA Grown Simply Sweet Onions** arrive the first week of July!

- **Organic White** and **Bi-Color Corn** out of North Carolina is expected to be in limited supply. CA shippers report good volume of **Organic Bi-Color Corn**. Some worm damage may be evident on the CA product.

SUMMER SEASON ORGANIC TOP 40 JULY - SEPTEMBER



Based on Four Seasons Produce, Inc. historical case volume data from 2016. This reflects availability and market conditions from last July - September.

1. OG Bananas
2. OG Strawberries
3. OG Blueberries
4. OG Mangos
5. OG Raspberries
6. OG Avocados, Hass
7. OG Salad, Baby Spinach 5 oz.
8. OG Broccoli
9. OG Grapes Red
10. OG Grapes Green
11. OG Tomatoes Grape
12. OG Salad, Spring Mix 5 oz.
13. OG Salad, Baby Arugula 5 oz.
14. OG Cucumbers
15. OG Blackberries
16. OG Romaine Hearts
17. OG Watermelon
18. OG Mushrooms Baby Bella/Crimini
19. OG Kale
20. OG Basil
21. OG Cauliflower
22. OG Peppers Red
23. OG Lemons
24. OG Cantaloupe
25. OG Nectarines
26. OG Zucchini
27. OG Celery
28. OG Apples Gala
29. OG Salad, Power/Super Greens 5 oz.
30. OG Peaches
31. OG Mushrooms White
32. OG Potatoes Russet
33. OG Oranges Valencia
34. OG Salad, Baby Kale 5 oz.
35. OG Mushrooms Portabella
36. OG Tomatoes, loose
37. OG Salad, 50/50 Blend 1 Lb
38. OG Onions Yellow
39. OG Apples Granny Smith
40. OG Pineapples



If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

Jon Steffy (Director of Sales) - jonathan@fsproduce.com

Dan Quier (Retail Sales Manager) - danielq@fsproduce.com

Ray Taglialatela (Merchandising Manager) - raymond@fsproduce.com

Wayne Hendrickson - (Wholesale Sales Manager) josephh@fsproduce.com





CRESPO ORGANIC MANGO DISPLAY CONTEST

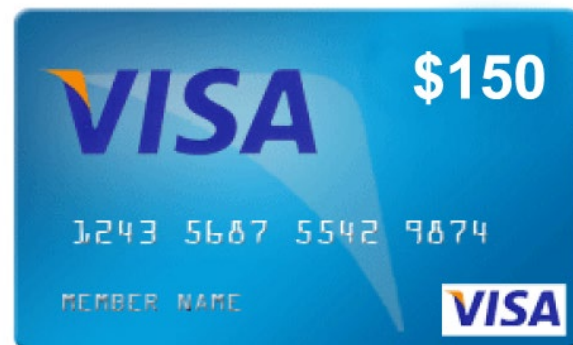
JULY 1 - JULY 31, 2017

Get your customers excited about **Crespo Organic Mangos**! Entries will be judged on creativity, eye appeal, and merchandising excellence. Each display must incorporate the Crespo Organic logo or POS material. Ideally, displays should be up for 1-2 weeks. **NOTE:** Four Seasons Produce will have aggressive pricing on all sizes of Tommy Atkins, Kents, and Honey/Ataulfo Organic Mangos throughout the month of July. Contact your sales rep or merchandiser for details.

GRAND PRIZES:

Displays will be judged based on the following 3 categories:

- **MOST CREATIVE DISPLAY**
- **LARGEST DISPLAY**
- **BEST USE OF SOCIAL MEDIA**



A \$150 Visa gift card will be given to a winner of each of the categories.

ENTRY PRIZE:

Each store that submits a picture of their Crespo Organic Mango display will receive a “swag bag” from Crespo.

ENTRIES:

Send the digital photograph(s) of your display with **organic mangos purchased from Four Seasons Produce** to stephf@fsproduce.com by August 4, 2017.

CONTEST MERCHANDISING TIPS:

- Demos and tastings work amazingly to create excitement in the store over all and bump up sales considerably!
- Read Crespo's Mango Display guide (page 2) for tips and tricks
- Get creative - cross merchandise!
- Add visual educators and signage to help customers learn more about mangos



WWW.CRESPOORGANIC.COM



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JUNE 30 - JULY 7, 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 lb

NEW JERSEY

EASTERN FRESH GROWERS - CEDARVILLE, NJ

- 02812 - CV Cucumber Select NJ 72 ct
- 02799 - CV Cucumber Super NJ 72 ct

FLAİM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 00455 - CV Basil Bunch NJ 15 ct
- 00551 - CV Beets Red Bunch NJ 12 ct
- 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
- 00591 - CV Bok Choy NJ 30 lb
- 01285 - CV Eggplant Italian NJ 10 lb
- 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

JERSEY FRUIT - HAMMONTON, NJ

- 10105 - CV Blueberries NJ 12/1 pt
- 15678 - CV Peaches 2 1/2" NJ 25 lb
- 15679 - CV Peaches 2 3/4" NJ 25 lb
- 15681 - CV Peaches 2 1/4" NJ 25 lb

PENNSYLVANIA

HESS FARMS - WAYNESBORO, PA

- 02845 - CV Cucumber Kirby PA 40 lb
- 02240 - CV Squash Green Medium PA 20 lb
- 02338 - CV Squash Yellow Medium PA 20 lb
- 02337 - CV Zucchini Gold Bar PA 20 lb

JOSH WEAVER - LANCASTER, PA

- 00751 - CV Cabbage Green PA 50 lb
- 00780 - CV Cabbage Red PA 50 lb

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

- 01060 - CV Corn White VA 48 ct
- 02855 - CV Cucumber Carton VA 24 ct
- 02819 - CV Cucumber Super VA 72 ct



ORGANIC



PENNSYLVANIA

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
- 40211 - OG Fennel PA 12 ct
- 41007 - OG Greens Collards PA 24 ct
- 49875 - OG Greens Kale Loose PA 18 lb
- 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
- 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

FLAİM FARMS - VINELAND, NJ

- 46590 - OG Greens Collards NJ 24 ct
- 40416 - OG Greens Kale NJ 24 ct

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 40515 - OG Cabbage Napa NY 35 lb
- 40210 - OG Dill NY 24 ct
- 40857 - OG Kohlrabi Bunch Purple NY 12 ct
- 40995 - OG Kohlrabi Green NY 12 ct
- 41180 - OG Lettuce Romaine NY 24 ct
- 42314 - OG Peas English NY 15 lb
- 40755 - OG Peas Sugar Snap NY 10 lb
- 40900 - OG Spinach Bunch NY 24 ct

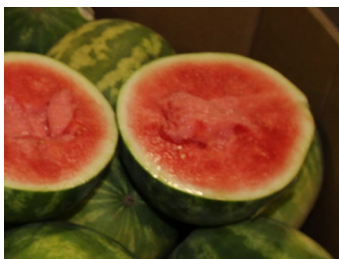


CONVENTIONAL OUTLOOK

JUNE 30 - JULY 7, 2017

WWW.FSPRODUCE.COM 9 CT

HEAT WIPES OUT MELONS, RAIN HURTS WATERMELONS



CANTALOUPE & HONEYDEWS

ALERT! Cantaloupes and Honeydews will continue to be a major challenge for early July. Excessive heat in Arizona and Southern California wiped out many plantings, leaving a massive shortage nationally.

Some new fields are expected to start in early July in California but the pipeline is empty. Prices have skyrocketed and expect supply gaps.

Athena-style Bin Cantaloupes are in season from the coastal states, but pricing is much higher than normal. There is some availability of **Tuscan Cantaloupes** too from out west.

WATERMELONS

Filling 4th of July demand has been difficult on the East Coast with **Watermelons**. Rain in the south caused disease and therefore many quality rejections of loads.

South Carolina and Georgia will both continue to ship **Watermelons** this week. We expect to be through most of the quality issues caused by the rain. Look for markets to adjust down following the 4th of July demand.

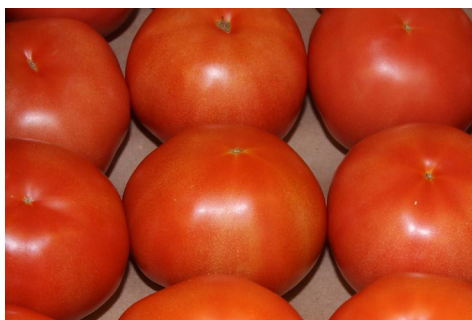


CV LETTUCE

Iceberg Lettuce is in good supply from Salinas, CA with steady pricing and good quality. We will also carry Quebec product this week with very aggressive pricing.

Quality and pricing is steady on California **Romaine**, **Green Leaf**, and **Red Leaf Lettuces**. New Jersey is finished for now, but we have Quebec options this week on all three. Quebec **Romaine Lettuce** quality is outstanding.

Romaine Hearts remain very promotable. We will have California and Quebec product this week. Both are very nice quality and aggressively priced, with an advantage on the Quebec mainly due to freight savings.



CV TOMATOES

Beef and **Cluster Tomatoes** are promotable as quality is nice and pricing is lower!

25lb Vine Ripe Tomatoes are available now with nice quality out of South Carolina. **2-Layer Vine Ripe Tomatoes** are steady.

Roma Tomatoes are very tight, but quality is nice.

Grape and **Cherry Tomatoes** are promotable and priced aggressively.

Campari Tomatoes are priced higher but quality is nice. **Terreno Brown Tomatoes** and **Sun Bliss Gold Tomatoes** are great to promote again this week!

Heirloom Tomatoes are in great supply with lower pricing.



CV PEACHES

Following a difficult May and June, **Peach** supplies are finally poised to improve.

California is still dealing with light supplies but South Carolina is finally showing up with better supplies after a disastrous season with Delaware and New Jersey kicking into gear.

New Jersey is going to have a big supply and big sizes for July and early August. We will finally be able to promote **Peaches**!



CV CHERRIES

Dark Sweet Cherry supplies are good and quality has been great! Northwest **Cherry** growers have a big flush of fruit and prices have been the lowest we've seen in a long time this early in the season.

Weather permitting, supplies will be good through the month of July and should extend into early August.

Be sure to add sweet tasting **Rainier Cherries** to your displays when they're at their best in July.



CV GRAPES

Grapes do not have any gaps in supply. There's plenty of Mexican fruit still available at very low prices.

New crop **Grapes** in Bakersfield and Delano areas are beginning to harvest. The market is depressed with so much Mexican fruit still available.



CV APRICOTS

California has been in a week long gap but now is back to picking **Apricots**. Washington is getting ready to start this week as well, so supplies will be ample going forward into July.



CV CELERY

The Celery market is snug. Oxnard, CA is finished and all product is shipping from Salinas, CA with steady to higher pricing. Quality has been good.

Michigan product will start in early July and will trade at lower pricing on the East Coast.



CV STRAWBERRIES

The heat out west is continuing to cause some bruising issues on **Strawberries**. The plants are pulling the moisture from the berries to try and survive.

This will continue to cause supply shortages. Prices will remain high until temps get back to more "normal" levels.



CV BLUEBERRIES

Blueberries are in okay supply, but are significantly higher priced than this time last year. New Jersey growers are not getting the harvest volumes they expected.

The Pacific Northwest, along with Michigan, **Blueberry** crops will peak in July, which should help promotability.



CV SWEET POTATOES

There is certainly a spread in the NC **Sweet Potato** market at the moment. We have some very high quality **Sweet Potatoes** and some very sharp pricing – contact your sales rep today!



CV SWEET CORN

Sweet Corn volume is steady. Georgia and Delaware are the main sources this week.



CV PLUOTS

High flavor varieties of **Pluots** are now coming into season each week.

Be sure to offer your customers a broad selection of **Black, Red, Green, and Mottled** (speckled) types at a common price point.



CV CUCUMBERS

Cucumbers remain limited for this week. Quality has been good and we'll continue with NJ and Virginia product this week.



CV CABBAGE

Cabbage is snug as local volumes are down. Canadian product is now available which helps, and we will have a combination of Canadian and local product this week. Bins are not available this week.



CV CAULIFLOWER

Cauliflower is plentiful, quality is excellent, and pricing is lower this week. It's a great item to promote! Bins are not available again until the fall.



CV PEPPERS

Green Peppers will continue to remain snug and expensive for early July until NJ and PA product comes into peak season.

15lb Red Peppers remain limited from California.

11lb Red Peppers are limited from Canadian hot-houses.

Mini Mixed Sweet Peppers will be higher in price this week as volume is down.



CV ONIONS

The **Onion** market has been very active and demand has been very good. The large size profile of the current **Onion** crop has limited the availability of medium and smaller-sized **Yellow Onions**.

A strong **Onion** market is expected through mid-August when growers in Washington begin shipments of new crop.



CV POTATOES

The demand for **Russet Potatoes** continues to be very steady. Pricing is very stable on the smaller-sized Russet Potatoes (everything smaller than 8 ounces). On product larger than 8 ounces, pricing continues to climb near-record pricing. This will continue until new crop arrives in early August.

The new crop **Red Potato** market continues to be strong. Florida growers have completed their shipping season. Growers in California have limited supplies due to lower yields and higher demand.

Growers from California, North Carolina, Texas, and Virginia, are currently harvesting new crop **Yellow Potatoes** and pricing remains very high. No storage crop is available.

OTHER STORIES:

- **Collards** and **Kale** are steady from New Jersey.
- **Brussels Sprouts** remain high priced with light volumes.
- **Broccoli Crowns** are steady with good quality.
- **Green Beans** remain very limited. PA product has started in a light way.
- **Zucchini** and **Yellow Squash** are steady. All **Hard Squashes** are limited.



2017 JULY 4TH HOLIDAY SCHEDULE

FRIDAY(6/30) 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.

