

# ORGANIC MARKET NEWS



JUNE 26 - JULY 3, 2020

## ORGANIC STONE FRUIT OUTLOOK



California **Organic Apricots** continue in season, but we will be transitioning into fresh crop Stemilt Washington grown fruit starting around July 5th. New this week - 16/1lb clamshells of **Organic Apricots** from Homegrown.

**ALERT!** Washington **Organic Dark Sweet Cherries** have been significantly delayed by weather. Fill-rates will be sporadic until early to mid-July. **Organic Rainier Cherries** survived the rain and cool better and are therefore slightly more promotable leading up to the first full week of July. Quality on the **Organic Rainier Cherries** has been outstanding.

California **Organic White & Yellow Nectarines** and **Peaches** have been delayed in loading for pre 4th of July promotions as growers are waiting for their next varieties to ripen up and be harvested. Washington grown **Organic Peaches** and **Nectarines** may start by mid to late July.

Eastern **Organic Peaches** out of South Carolina are in a small gap, but more are expected here in late June.

California **Organic Donut Flat Peaches** are in peak season with the Galaxy variety!

**Organic Black and Red Plum** supplies are improving as peak season hit its stride. **Organic Pluots** are available in lighter supply now but will improve in early July when the Dapple variety is ready.

**NEW!** For the first time, **Organic Verry Cherry Plums** will be available to the marketplace. This plum and cherry cross is very sweet and snackable. We'll be offering them starting July 2 in 10/1lb clamshells.



### OG GREENS & LETTUCES

Lady Moon Farms from Chambersburg, PA, is harvesting their full line-up of **Local Organic Greens** and **Leaf Lettuces**. Although the **Organic Leaf Lettuce** season will draw to a close in late June or early July. Look for these local items to start with excellent quality and **Organic Greens** volume will continue to grow heading into July.

Expect to see East Coast and other Pennsylvania product to supplement what is limited to start Lady Moon's PA season before they get up to full production. As the PA **Organic Lettuce** season closes in early July, look for New York, Vermont, and Quebec seasons to pick up!

**Organic Romaine Hearts** are in steady supplies as June is ending. Although some vendors are completely without or very limited, expect to see consistent supplies for the remainder of June and into July as the Quebec season has now kicked off! Pricing is expected to take a tick up because for some suppliers being limited.



### OG BERRIES

Driscoll's **Organic Blackberries** out of California and Mexico are in steady supply but are expected to firm as most other shippers wrap up out of Mexico. Expect prices to rise slightly over the next few weeks but then return with peak supply in August.

**NOTE:** Driscoll's **Organic Blueberries** got extremely tight out of California due to the high heat.

The Pacific Northwest **Organic Blueberries** have been delayed but will start to ramp up for peak July production. Until then, **Organic Blueberries** will remain in lighter supply.

Local New Jersey **Organic Blueberries** are set to begin just before July 4th, but growers seem uncertain about their overall crop outlook.

**Organic Raspberries** are in steady supply.

**Organic Strawberries** continue in season out of Central California. As the season moves on, we are seeing smaller berry size and Driscoll's is tightening their quality specs to make sure the fruit can hold up for the East Coast trip. Pricing is still reasonable but less promotable than mid-June.



### OG MELONS

**Organic Galia, Cantaloupe, and Honeydew** continue in season from Southern California with very nice quality and flavor, however demand exceeds supply. The new growing region further north in the San Joaquin Valley will start in mid-July.

**Organic Mini Seedless Watermelons** will be in this week with limited availability as harvests out of California are just beginning. Quality is expected to be very nice for July promotion.

**ALERT!** **Organic Seedless Watermelons** will be in extremely short supply for the week leading up to 4th of July as Mexico has wrapped up for the season. Plantings in California are starting late and may not make it here before the 4th of July. Things should return to promotability for mid-July.



### OG GRAPES

Mexican **Organic Black, Green, and Red Seedless Grapes** continue in strong supply, but some growers are struggling with quality here at the end of their season, so we're paying the premium to get the best.

Mexican **Organic Sweet Sapphire Grapes** (elongated black) are in season.

Mexican **Organic Cotton Candy Grapes** are available in very limited supply and are expected to be done in early to mid-July.

**OUTLOOK:** There is a good crop of California **Organic Grapes** on the vines which should start mid-July.



### OG TOMATOES

**Organic Grape Tomatoes** from Lady Moon Farms continue to be promotable out of GA this week! Quality is exceptional.

**ALERT!** **Organic Beefsteak and Cluster Tomatoes** will be very tight this week.

Prices are high as availability is very short with greenhouses beginning their planned clean outs for fall and winter crops. Additionally, other-greenhouses are battling Covid-19 related staffing issues or closures. Mexico is shipping very little to nothing continue to put pressure out of Canada.



### OG FIGS

**Organic Black Mission Figs** will be available for the end of June and into beginning of July! This early summer season is short so be sure to stock up while you can.



### OG POTATOES

New crop bagged **Organic Russet Potatoes** have started this week. Pricing will jump significantly from old crop Colorado pricing to the new California price. **Organic Count Russet Potatoes** will get started around the 4th of July. Expect pricing on this item to jump significantly.

**Organic Red and Gold Potatoes** are going steady this week as well with product coming out of the Bakersfield, CA growing region at this time. Quality on both colors is outstanding, and **Organic Gold Potatoes** seem to be more limited in supply than their **Red Potatoes** counterparts.



### OG CABBAGE

**Organic Green and Red Cabbage** is in steady supply heading into July. Joseph Weaver, from Ephrata, PA, continues to see volumes grow and as we enter July, Christ King from Lancaster, PA will begin harvesting his **Organic Cabbage** as well. Although **Organic Red Cabbage** from PA remains fairly limited, volumes are expected to grow in early July.

**Organic Savoy and Napa Cabbage** from California still remain limited and priced high; however, we are starting to see some local **Organic Savoy Cabbage**. Expect pricing to remain elevated and possible gaps in supplies.



### OG BROCCOLI

**ALERT!** Like with many other vegetables, **Organic Broccoli** growers planted less product at the beginning of the COVID-19 pandemic. We are now feeling some of those effects. **Organic Broccoli and Crowns** are very limited out west and expensive.

Local **Organic Stalk Broccoli** from in Lancaster County, PA is in stock for early July.



### OG CAULIFLOWER

**Organic Cauliflower** is in limited supply with high pricing from California. Expect this difficult market situation to continue until fresh crop product is available from Quebec and Nevada around mid-July.

**Organic Orange, Purple, and Naked Cauliflower** from our local PA growers began in mid-June, although supplies will be limited look to get these items in your store.



### OG CITRUS

Peruvian **Organic Satsuma Mandarins** are available and will be in limited sporadic supply.

**ALERT!** California and Mexican **Organic Lemon** supplies are extremely tight with high prices. Expect mostly good choice fruit out of Mexico.

California **Organic Valencia Oranges** have gotten some heat stress and smaller sizing will prevail.



### OG GREEN BEANS

**NOTE:** Georgia **Organic Green Beans** are winding down and rising in price as we conclude June. As we enter July, look for price to remain elevated and from various regions before local PA **Organic Beans** begin in mid-July.



### OG SWEET CORN

**Organic White Sweet Corn** from California has begun to see excellent quality and supplies and will be promotable leading up to the 4th of July.



### OG EGGPLANT

**Organic Eggplant** from Lady Moon Farms in Georgia is seeing strong volumes and nice quality.



### OG LOCAL SPECIALTY VEG

Be on the lookout for some cool local items such as **Organic Fava Beans, Gold Bar Squash, Patty Pan Squash, English Peas, and PA grown Stem Broccoli and Colored Cauliflower!**



### OG PEPPERS

**NOTE: Organic Green Peppers** from California have started, before local season starts. Look for supplies to be limited and pricing expensive as we enter July, all while remaining excellent in quality.

**NOTE: Organic Red, Yellow, and Orange Bell Peppers** remain expensive heading into July. For Holland grown **Organic Peppers**, air freight still remains the biggest challenge, while Canadian product still remains limited and expensive as a result.

**ALERT! Organic Mini Sweet Peppers** from Mexico has seen a decrease in supplies in mid-June and now has begun to gap in late June and into early July. Look for pricing to be on the rise.



### OG TROPICALS

**Organic Tommy Atkins Mangos** will be very promotable. This will be a great month to promote as supplies are coming on strong! Look for a great deal on 10ct **Organic Mangos** for the beginning of July.

**Organic Ataulfo Honey Mangos** are winding down in supply but should still be available for early July.

**Organic Fair-Trade Haitian Mangos** continue to be available in good volume. This has been our best year yet.

**Organic Pineapple** volume will be good for the beginning of July. We will have a few 5ct, and some 7 and 8ct fruit.

**Organic Hass Avocados** from California saw the biggest price jump over the past few weeks as prices rose significantly. Transportation costs also have increased due to holiday volume. California's supply is winding down along with Mexico and Peru. There will be enough fruit in the marketplace to prevent from gapping until Mexico's "Flora Loca" season hits in about a month.

48ct and 60ct **Organic Fair-Trade Hass Avocados** from Peru! Do your part to help these Fair-Trade farmers reap the benefits of their hard work. Peruvian fruit should be available through July.



### OG CUCUMBERS

Look for excellent quality, but limited supplies in early July on **Organic Cucumbers** from Lady Moon Farms in Georgia.

**Organic Cucumber** from Mexico are also still in excellent production in late June at a cheaper price point.

**Organic Euro Seedless Cucumbers** continue to see steady numbers, but pricing has begun to level out in June and is expected to take a jump in early July.

**NOTE: Organic Mini Seedless Cucumbers** due to weather conditions and labor demands has seen pricing increase and will continue to remain elevated into July.

## OTHER STORIES

- **Organic Butternut Squash** continues to be in plentiful supply out of Mexico. We will see the first of Bakersfield, CA grown **Organic Spaghetti Squash** towards the middle of this week – and quality will be much improved over the desert grown product that we have seen the last few weeks.

- **ALERT! Organic Pom Arils** will be out of stock long term starting in early July with no **Pom Arils** available until early fall. Nothing will be available over the summer.

- **ALERT! Organic Asparagus** prices are rising some as product becomes more limited. Quality has looked good out of Mexico.

- **Organic Brussels Sprouts** from Mexico remain in steady supply. However, pricing has begun to be on the rise. Expect consistent supplies and excellent quality, with elevated pricing to start July.

- **Organic Celery** from the West coast is in steady supplies in late June. Supplies and pricing begin to improve in mid-June, however as we enter July expect pricing to level off. Heading into July, product from Nevada and more California growing regions will increase supplies and quality will remain good.

# 4th of July Merchandising Tips

As States and counties are moving through different phases of COVID-19 restrictions, we can definitely see changes in shopping patterns. So, how will this affect this years July 4th celebrations? Nobody knows at this point. One thing is for sure, customers are looking for a reason to celebrate. Small gatherings and family get-togethers might how most people celebrate the holiday. Outdoor BBQ's should be the expectation.

Here are some ideas to help prepare your department, create excitement and drive sales on items your customers will be looking for.



## Planning Your Orders

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. Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July.

### FRIDAY 6/26 & SATURDAY 6/27 DELIVERIES"

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.

### SATURDAY 6/27 & SUNDAY 6/28 DELIVERIES:

Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables, hard fruits and potato/ onions. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Remain organized and the holiday will go smoothly.

### FRIDAY 6/26 – TUESDAY 6/30 DELIVERIES:

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

### WEDNESDAY 7/1 - FRIDAY 7/3 DELIVERIES:

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

***Mass displays are going to sell product, so don't be bashful. 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. Your fruit counters should be filled with all of the available fruit varieties:

California & Southern Peaches  
Green/Red/Black Seedless Grapes  
Rainier Cherries

Black and Red Plums  
Nectarines  
White Flesh Peaches & Nectarines

Donut Peaches  
Pluots/Plumcots/Apriums

Apricots  
Dark Sweet Cherries

## Berry Merchandising

Keep your berry patch full of all sizes and varieties!!

Strawberries      Blackberries  
Blueberries      Raspberries



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## Melon Merchandising

The heat of the holiday will make your customers crave fresh melons. Keep your melon displays chuck full of 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 Watermelons  
Specialty Melons  
Mini Seedless Watermelons  
Athena Melons

Tuscan Cantaloupes  
Western Cantaloupes  
Honeydews

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 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.

For more info: <https://spark.adobe.com/page/vd45EQpYK8anM/>

## Sweet Corn

**ALERT!** Sweet Corn is at an all-time high price for this time of year, but it is still selling well. Still, if you are looking at last year's movement that was likely at a better price-point. So, you'll want to adjust down slightly.

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



## 4TH OF JULY OFFICE & DELIVERY SCHEDULE

### 6/28 - 7/4:

No change to office or delivery schedule. Sales office open 8:30am - 12:30pm on Saturday July 4th for normal sales operations.

### 7/5 - 7/12:

No change to office or delivery schedule.

The week before July 4th will be one of the heaviest volume periods of the year. Let's collaborate for success! We are asking customers to bring product in early and order big promotion items by the full pallet (when possible) to take pressure off our order selection and delivery capacity.

Please contact your  
rep with any questions!

Have a safe & healthy  
July 4th weekend!



# FOUR SEASONS PRODUCE LOCAL LIST: June 26 - July 3, 2020

## CONVENTIONAL

**BENEDICT FARM - Chambersburg, PA**  
2258 - CV Squash Green MED PA 20 lb

**FLAIM FARMS - Vineland, NJ**  
205 - CV Arugula 24 ct  
550 - CV Beets Red Bunched 12 ct  
745 - CV Cabbage Green NJ 50 lb  
1362 - CV Chard Green NJ 12ct  
1368 - CV Chard Red 12 ct  
1355 - CV Chard Rainbow 12 ct  
1170 - CV Dandelion Bunch NJ 12 ct  
1308 - CV Greens Collard NJ 18 lb  
1315 - CV Greens Kale NJ 18 lb  
1200 - CV Herb Dill 24 ct  
1510 - CV Herb Mint NJ 12ct Box  
1462 - CV Kohlrabi Green 12 ct  
1475 - CV Leeks Bunched 12ct  
3042 - CV Lettuce Boston 24 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 35 lb 24 ct  
3127 - CV Radishes Red Bunched NJ 24 ct  
2205 - CV Spinach Bunched 24 ct

**FIFER ORCHARDS - Dover, DE**  
23031 - CV Tomatoes Vine Ripe XL 25 lb

**HESS FARMS - Waynesboro, PA**  
2258 - CV Squash Green MED PA 20 lb

**JOSH WEAVER - Lancaster, PA**  
751 - CV Cabbage Green PA 50 lb

**NARDELLI LAKE VIEW FARMS - Cedarville, NJ**  
745 - CV Cabbage Green NJ 50 lb  
780 - CV Cabbage Red 50 lb  
2876 - CV Endive (Chicory) NJ 24 ct  
2900 - CV Escarole NJ 24 ct  
1315 - CV Greens Kale NJ 18 lb  
1345 - CV Greens Mustard 12 ct  
1350 - CV Greens Turnip 18 lb  
1475 - CV Leeks Bunched 12ct  
1200 - CV Herb Dill 24 ct  
1510 - CV Herb Mint NJ 12ct Box  
1475 - CV Leeks Bunched 12ct  
3042 - CV Lettuce Boston 24 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 35 lb 24 ct  
2205 - CV Spinach Bunched 24 ct

**EASTERN FRESH GROWERS - Cedarville, NJ**  
2255 - CV Squash Green MED NJ 20 lb



## ORGANIC

**CENTRAL PA PRODUCE COOP - Tyrone, PA**  
225335 - OG Cauliflower Purple 9 ct Naked  
225334 - OG Cauliflower Orange 9 ct Naked  
42314 - OG Peas English 15 lb  
40755 - OG Peas Snap 10 lb

**CHRIST KING - Lancaster, PA**  
40577 - OG Broccoli Stalk PA 14 ct

**FLAIM FARMS - Vineland, NJ**  
40684 - OG Chard Green 12 ct  
40682 - OG Chard Rainbow 12 ct  
40685 - OG Chard Red 12 ct  
40650 - OG Dandelion NJ 12 ct  
40671 - OG Greens Collard 12 ct  
40672 - OG Greens Kale 12 ct  
40889 - OG Greens Kale Lacinato 12 ct  
40640 - OG Herb Cilantro 30 ct  
40647 - OG Herb Cilantro 15 ct  
219525 - OG Herb Mint NJ 12 ct  
40726 - OG Parsley Curly 15 ct  
40729 - OG Parsley Flat Leaf (Italian) 15 ct

**JOSEPH WEAVER - Lancaster, PA**  
40505 - OG Broccoli Crowns 18 lb  
40548 - OG Cabbage Green PREM 45 lb  
40454 - OG Cabbage Red PREM 45 lb  
40565 - OG Cauliflower 12 ct Naked  
40636 - OG Cauliflower Orange 12 ct Naked  
225335 - OG Cauliflower Purple 9 ct Naked  
225334 - OG Cauliflower Orange 9 ct Naked

**HEPWORTH FARMS - Milton, NY**  
40208 - OG Arugula PREM 24 ct  
40601 - OG Carrots Bunched 12 ct  
41112 - OG Escarole 24 ct  
40640 - OG Herb Cilantro 30 ct  
40210 - OG Herb Dill 24 ct  
40886 - OG Radishes French Breakfast 24 ct  
40864 - OG Radishes Red Bunched PREM 24 ct  
40900 - OG Spinach Bunched NY 24 ct

**LADY MOON FARMS - Chambersburg, PA**  
40680 - OG Chard Rainbow PREM 24 ct  
40667 - OG Chard Red PREM 24 ct  
40628 - OG Dandelion PREM 24 ct  
40893 - OG Dandelion Red 24 ct  
40211 - OG Fennel (Anise) 12 ct  
41007 - OG Greens Collard East 24 ct  
40811 - OG Greens Kale PREM 24 ct  
40472 - OG Greens Kale Lacinato PREM 24 ct

43566 - OG Greens Kale Red PREM 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  
40723 - OG Parsley Curly PREM 30 ct  
40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)

**LANCASTER FARM FRESH COOP - Lancaster, PA**  
40379 - OG Beans Fava 10 lb  
40518 - OG Cabbage Savoy 35 lb  
40548 - OG Cabbage Green PREM 45 lb  
40454 - OG Cabbage Red PREM 45 lb  
40666 - OG Chard Green PREM 24 ct  
41091 - OG Cucumbers 20 lb  
41112 - OG Escarole 24 ct  
40211 - OG Fennel (Anise) 12 ct  
40676 - OG Greens Kale Lacinato 24 ct  
40640 - OG Herb Cilantro 30 ct  
40864 - OG Radishes Red Bunched PREM 24 ct  
41032 - OG Squash Patty Pan 22 lb  
40297 - OG Squash Yellow 20 lb



# CONVENTIONAL MARKET NEWS

JUNE 26 - JULY 3, 2020

## NEW JERSEY BLUEBERRY SEASON



**Blueberries** are in good supply from New Jersey, and volumes will continue to increase over the next week. We'll have Jersey Fruit brand, as well as some Driscoll's brand with proprietary genetics grown in the Garden State.

Growers are getting higher than expected prices at the start of the season, but we still think this is a great time to feature these local berries prominently.

Quality and flavor have been excellent so far.



### CV BERRIES

**Strawberries** are in steady supply out of Watsonville, Salinas, and Santa Maria, CA, but demand has really picked up. Pricing will begin to climb slightly as we head in early July on all 8/1lb and 4/2lb clamshells.

We will continue to have access to Driscoll's Limited Edition Rosé and "Sweetest Batch" **Strawberries** all week. Keep promoting these beautiful berries sold in 16/10 oz clamshells.

**Raspberries** and **Blackberries** will be steady all week from California. Sizing and quality have been excellent. We will continue to have plenty of large pack 12 oz **Raspberries** all week.



### CV STONE FRUIT

**NOTE:** Many **Cherry** growers are still oversold because of strong demand going into July 4th and the slow start to the crop. We are getting some out, but the spot market is higher. Peak volume should be hitting after the holiday.

**Rainier Cherries** are in peak season and have very nice quality so far.

**NOTE:** Most **Eastern Peach** growers are in a gap between varieties and many are sold out until early July. Supplies will be more limited until mid-July.

California **White & Yellow Peaches** and **Nectarines** continue in peak season.

**Red** and **Black Plums** are improving in volume and size. There are spot deals on small sizes.



### CV SPECIALTY STONE FRUIT

Available for late June and early July:

- **Midnight and Black Velvet Apricots (Apriums)**
- **Red Raspberry Apricots** 12/2lb tote
- **Bella Jewel Apriums**
- **Strawberry Cherries** 16/1lb clamshell
- **Peach Pie Yellow Donut Peaches** 14/4oz clam
- **White Donut Flat Peaches** 12/2lb totes
- **Amigo & Plumogranate Black Pluots**
- **Tropical Plumana Green Pluots**
- **Ruby Jewel Red Pluots**





### CV ICEBERG LETTUCE

**NOTE:** Out West, **Iceberg Lettuce** prices are up due to weather, fringe burn, discoloration, and light mildew.

We'll be shifting much of our **Iceberg Lettuce** product to Quebec starting the week of 6/29. This product should be more affordable and will certainly be fresher due to proximity.



### CV LEAF LETTUCES

**California** - availability tightened, and prices bumped up a few dollars. Fewer plantings from back at the beginning of the pandemic are starting to reflect in supply vs demand. Romaine is the tightest commodity.

**New Jersey** - the season is coming to an end. They hope to harvest until the end of June (weather dependent)!

**Quebec** - fresh crop product is available, and quality is good! Prices are favorable.



### CV ROMAINE HEARTS

The demand on **Romaine Hearts** out of California has been strong and most vendors are selling out daily.

Fresh crop Quebec **Romaine Hearts** are now in season at reasonable pricing. Quality is good.



### CV BROCCOLI

**ALERT!** Overall, **Broccoli Crowns** are very tight from all growing regions. Prices seem to continue to rise for most vendors. There are a few vendors that had a push of crops out of California and Mexico with the warmer weather.

There is now a large spread in the market, but this will be temporary. Use code 620. (Mainly CA, few fillers out of Mexico)



### OG GRAPES

Mexican **Grapes** are winding down, but the California Central Valley season is about to begin.

**Cotton Candy Grapes** from Mexico will be sold out by early July.

On **Red Seedless Grapes**, growers are struggling with color - many lots only having 65-75% red. You will see cheap prices on this kind of grape. The Delano, CA area will begin around July 10th.

On **Green Seedless Grapes**, a little better on volume with late varieties, like the **Sweet Globe Grapes**, and will run through the start in Delano. There are a lot of smaller **Greens** with little demand that are cheaper.



### CV PEPPERS

**ALERT!** **Green Peppers** remain extremely tight this week. Georgia is all but finished. California has very little supplies. North Carolina will start with new crop but will be light in volume. Pricing will remain high and supplies limited.

**NOTE:** 11lb **Red, Yellow, and Orange Bell Pepper** prices are rising as crops are in a skip. Volume is very light coming out of Canada this week. Greenhouses also continue to battle Covid-19 issues, hurting production as well. We will have some Holland **Peppers** coming in light supplies.



### CV MANGOS

We are hitting a very promotable stretch on **Mangos** over the next couple of weeks. Mangoes will be available in 8, 10, and 12ct sizing. Look to push and promote!

**Ataulfo Honey Mangos** 14ct "Champagne" label fruit will be available through early to mid-July.

**Haitian Mangos** will be in good supply next week!



### CV MELONS

**NOTE:** **Athena-style Cantaloupes** are selling out fast, but we have plenty booked for the beginning of July, so we should be in good shape.

**NOTE:** California and Arizona **Cantaloupe** growers are dealing with a smaller crop harvest due to planting less because of the uncertainty over Covid-19 and a major shortage of labor.



### CV SWEET CORN

**ALERT!** **Sweet Corn** prices should remain high this week. Fields in GA are closing daily leaving supplies even tighter than they have been. 4th of July demand should be strong. Quality has looked excellent.





### CV CAULIFLOWER

**NOTE:** Cauliflower out of California continues to trade at higher prices due to lighter volumes.

There are a handful of PA local **Cauliflower** bins.



### CV CELERY

**Celery** supplies have tightened and prices are up headed towards early July.



### CV WATERMELONS

**Watermelon** markets will be tightening up this week ahead of July 4th. A lot of GA growers lost fields due to rain and harsh weather. Demand is very strong as well. Quality has looked very nice coming out of GA.



### CV ONIONS

The USDA Farms to Families Box Program is putting a good amount of demand on all medium sized **Onions** – as a result we are seeing FOB prices on this size increase this week. We are also seeing **Bagged Onions** increase regionally as increased demand has pushed these prices up.



### CV ASPARAGUS

**ALERT!** **Asparagus** is extremely tight headed into July. Production in all regions is hampered by labor challenges due to Covid-19. Expect tight supplies and higher prices as we source from Mexico and Peru. Local is finished.



### CV GREEN BEANS

**NOTE:** **Green Bean** prices remain high this week. Supplies remain tight as Georgia is finished for the season. Virginia fields are struggling to pick good yields. New Jersey will start in a small way this week as well.



### CV SPECIALTY

**Red Cactus Pears** from Mexico will be available again for the beginning of July. We sold out quickly so get your orders in!

**Figs** are available again for the beginning of July. Growers expect this early season to come and go fairly quickly so be sure to take advantage while you can!

**Rambutan** is available again for the beginning of July. This is coming out of Mexico and will be offered in a 5lb bulk pack!

**Quince** will be winding down after the end of June.

**Dragon fruit, Yellow Pitahaya, Passion Fruit** and **Guava** are among just a few tropical items that will be available for the beginning of July.



### CV TOMATOES

High tunnel grown local **Vine Ripe Round Tomatoes** from Fifer Orchards in Delaware are available and look beautiful. Quality is fantastic.

**NOTE:** **Beefsteak Tomatoes** will be very tight this week. There are 2 holidays commanding demand in the USA and Canada. Greenhouse growers continue to battle Covid-19 labor issues and shut down production to contain the spread. Markets will be very high and product limited.

**NOTE:** **Cluster Tomato** markets jumped up drastically this week as demand picked up due to lack of Beefsteak tomatoes available. Holiday demand, greenhouses shutting down from Covid-19 are leaving limited volume available.

### OTHER STORIES

**NOTE:** We are going to see a short gap in supply here on **Spaghetti Squash** due to severe quality issues in all growing regions. There is some supply around here on the east coast but the quality is #2 at best.

**LOCAL:** **Super Select Cucumbers** from New Jersey will be available this week. Volume will be light to start but kick in shortly. PA is expecting to start as well this week so local will be available to promote.

**LOCAL:** **Green and Yellow Squash** prices are falling rapidly as New Jersey, Pennsylvania, and North Carolina are all harvesting good numbers. Virginia also started, so product should be very promotable from all regions this week and quality excellent.

California **Navel Oranges** will probably run through early July but then we'll transition to **Valencia Oranges**. A few import **Navel Oranges** are coming in with the volume picking up after July 1st.

**Hass Avocado** prices from Mexico actually dropped very slightly with good volumes available. We are carrying a 40ct Peruvian **Hass Avocado** option at a nice low price as well.

**Pineapples** are in steady supply, but 5ct fruit will be limited. As summer progresses, large size fruit will be harder to come by.

# SPECIALTY MELONS

These melon varieties, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE EACH OR BY THE POUND.  
FOR ORGANIC, THERE IS A "9" BEFORE THE PLU.

## GALIA



PLU: 4326

ROUND SHAPE,  
RICH AROMA,  
SWEET MELON FLAVOR

## ORANGE FLESH HONEYDEW



PLU: 4327

THIN SKIN,  
CREAMY FLESH

## CANARY



PLU: 4317

FIRM,  
LIGHT-GREEN FLESH,  
SWEET AROMA

## CRENSHAW



PLU: 4322

RICH, GOLDEN-PINK  
FLESH, PERSIAN  
MELON FLAVORS

## SUGAR KISS MELON



UPC: 8 57420 00615 1

SUPER SWEET,  
SOFT, ENJOYABLE  
EATING EXPERIENCE

## SUMMER KISS MELON



UPC: 8 57470 00613 7

SWEET BUT NOT  
OVERBEARING,  
MELLOW, AND CREAMY

## TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3

RICH, BRILLIANT  
ORANGE COLOR,  
"JUST RIGHT" SWEETNESS

