



ORGANIC OUTLOOK

JULY 13 - JULY 20, 2018



WWW.FSPRODUCE.COM 18 LB

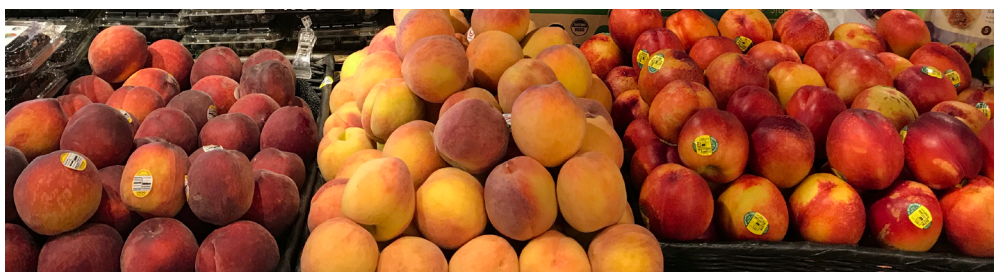
ORGANIC STONE FRUIT IN FULL SWING

Organic Apricots, Dark Sweet Cherries, and Rainier Cherries continue in steady supply out of Washington with low prices.

Organic White & Yellow Nectarines and White & Yellow Peaches are steady out of California with nice size and quality. Up next, Washington **Organic Peaches** are expected to begin in late July with an excellent crop expected! **Organic Nectarines** will follow a couple of weeks later in August.

The first **Dapple Pluots** have just arrived and we should be in for a good, steady season with promotional opportunities available.

Organic Red and Black Plums, in both volume filled and tray pack, are now available in steady supply with some of the best varieties of the season.



OG LEMONS

ALERT! **Organic Lemons** are in extremely light supply with very high prices. During this time of the season, expected and sporadic out-of-stocks.

New crop supplies out of Mexico are expected to ramp up the end of July, but expect high prices until California gets going again in mid to late August.



OG GRAPES

Excellent fresh crop supplies of **Organic Green, Red, and Black Grapes** out of CA are available from Fresno and Delano growing regions. Expect high sugars to continue improving, along with prices becoming more promotable.

Organic Red Seeded Globe Grapes will be available later in July or early August.



OG WATERMELONS

Organic Seedless Watermelons will be in good supply this week. Our California grower has beautiful fruit will all sizes – 36's, 45's, and 60's.

We will also have plenty of 6ct and 8 ct **Organic Mini Seedless Watermelons** as well.



OG PEPPERS

Organic Red, Yellow, and Orange Peppers are in good supply out of Holland. Prices are moving up.

Desert production has begun on **Organic Green Peppers** and prices have begun to drop. PA growers report limited supplies of **Organic Green Peppers**.

Organic Jalapeño Peppers are in good supply out of CA.



OG SWEET POTATOES

ALERT! Organic Garnet Sweet Potatoes are tighter this week and could potentially gap in supply for a couple days. Old crop storage **Garnets** are abruptly coming to an end and we should see the first shot of new crop **Garnets** available to load by the middle of July, but in that time frame we could see a small supply gap.

All other varieties should not see any gap in supply from old crop storage to new crop.



OG CELERY

Organic Celery and **Celery Hearts** are dropping in price this week.

Volumes are promotable, particularly on **Organic Celery Hearts**. Expect markets to drop further next week.



OG CAULIFLOWER

ALERT! Organic Cauliflower is in very tight supply and prices are up dramatically. Shippers who actually have product have very little, and describe it as ricy, with yellow hue and leaves.

Canada has smaller sized (16 ct) **Organic Cauliflower** at cheaper prices than CA.



OG KALE

Organic Kale is in good supply out of OH, GA, TN, NC, PA, and CA. Prices are coming down as it appears there will be a glut situation for a few weeks. Local NY product has started as well.

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



OG ONIONS

We will get started with local Lancaster County, PA **Organic Candy Sweet Onions**, as well as **Organic Red Onions** this week.

The product looks great and pricing will be slightly lower than what we have seen out of **Onions** hitting from the west coast.



OG CUCUMBERS

Organic Cucumbers are in good supply out of Mexico, Wisconsin, Ohio, and New Jersey. East coast harvests will bust out in mid-July in large volume.

Organic Hothouse Cucumbers out of Spain and Canada are in good supply.



OG SQUASH

Mid-Atlantic and Northeast growers have good volumes of **Organic Green Squash**. Mexico will also have supply.

Organic Gold Bar Squash is limited out of NY.

Organic Spaghetti and **Green Acorn Squash** is expected to begin out of PA. Pricing is stable.



OG GREEN BEANS

PA and OH growers should be harvesting their summer **Organic Green Beans** during mid-July.

Organic Green Beans are in very tight supply. Nothing is available out of Mexico or Southeastern US, and CA is limited.



OG MELONS

California **Organic Cantaloupe**, **Honeydew**, and **Galia Melons** are now available in excellent supply on all counts with promotional opportunities available.



OG BERRIES

Driscoll's **Organic Blackberries** will be a bit lighter this week with heavy prorates daily. No other **Organic Blackberries** are available at this time, but we should see some other brands of fruit in the next few weeks.

Organic Blueberries are in good supply out of all regions, but some of the fruit is on the weaker side due to high temperatures. New Jersey is expected to finish up in late July.

Driscoll's **Organic Raspberries** are expected to be nice and steady for the next couple of weeks, barring any unforeseen weather circumstances.

Organic Strawberries have gotten unexpectedly less promotable with lighter volume and rising prices due to California heat.



OG KIWIFRUIT

New Zealand Zespri **Organic Green** and **Sun-Gold Kiwifruit** are in excellent supply with the nice quality we see each year. Fruit is sizing large.



OG TOMATOES

Lady Moon Farms will begin harvesting **Organic Cherry** and **Grape Tomatoes** at their PA farm around 7/25. Canada greenhouses and CA have good supplies of **Organic Cherry Tomatoes**. **Organic Rainbow Cherry Tomatoes** from the west coast are limited. **Organic Grape Tomatoes** from VA and Canada are in good supply.

15lb Organic Beef Tomatoes out of Mexico and Canada are in limited supply. **Organic Cluster Tomato** prices are up this week. Quality is very good out of Mexico and Canada.

Organic 2-layer Tomatoes are in good supply from Mexico.

Organic Roma Tomatoes are in adequate supply. Quality and color is very good. PA starts with limited supplies this week.



OG PEARS

Import **Organic Pears** will wrap up for the season in mid-July. Supplies will gap until CA begins with new crop **Organic Bartlett Pears** in late July.



OG MANGOS

Organic Tommy Atkins Mangos are in great supply as Four Seasons supports Mango Mania promotions throughout the whole month of July. We will have both 10 and 12ct sizes available at sharp pricing all month long.

Organic Ataulfo Mangos will begin to tighten up in late July. Some fruit should still be available, but pricing will increase.

Due to some civil unrest that is disrupting the supply chain in Haiti, **Haitian Fair Trade Organic Mangos** are now finished for the season.

OTHER STORIES:

- All **Organic Lettuce** is in good supply out of Quebec, Canada and California. Prices are steady and quality has been nice and fresh.

- **Organic Hass Avocados** will be steady but prices are rising as the summer progresses. California will be the main growing region.

- **Organic Pineapple** supplies may be affected going forward with heavy rains in Costa Rica the past few weeks.

- **Organic Figs** will be gapping until late July as the crop transitions from the early fruit to the peak of the summer fruit.

- **Organic Broccoli** is in adequate supply out of CA. Pricing is low. PA crop ended early due to hollow heart issues.

- **ALERT! Organic Asparagus** supplies now winding down out of CA and will end in mid-July. Prices are up. Some Mexican **Organic Asparagus** is available.

- The count **Organic Russet Potato** profile this week is a little smaller from California for the rest of July. The majority of our count offerings will be in the 90ct size. There are also good supplies of **Organic Bagged Russet Potatoes** available this week.

- **Organic Eggplant** supplies are limited out of CA and prices are up. The GA crop is done, and it will be a couple of weeks until PA product begins.

- **Organic Lime** supplies are excellent with prices on the floor and good quality.

- Import **Organic Braeburn, Diva, Fuji, Gala, Jazz, NZ Rose, Piñata, Pink Cripps, New Zealand Queen, and Red Delicious Apples** are in firm supply with high prices. Import Organic Granny Smith Apples are in great supply with promotional opportunities available.

Local Produce

July 13 - July 20, 2018



*All Farms GAP Certified

CONVENTIONAL

DELAWARE

Fifer Orchards

- >> Camden-Wyoming, DE
- 1062 - CV Corn Bi-Color DE 48 ct
- 1060 - CV Corn White DE 48 ct
- 23031 - CV Tomatoes Vine Ripe XL DE 25 lb

Vincent Farms

- >> Delmar, DE
- 11059 - CV Cantaloupes 110 ct Bin
- 1084 - CV Corn White DE 50 dz Bin

NEW JERSEY

Eastern Fresh Growers

- >> Cedarville, NJ
- 23031 - CV Tomatoes Vine Ripe XL NJ 25 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
- 592 - CV Bok Choy Baby Shanghai NJ 30 lb
- 750 - CV Cabbage Green NJ 50 lb
- 1670 - CV Cabbage Napa NJ 30 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
- 2799 - CV Cucumbers Super PA 72 ct
- 1260 - CV Eggplant Prem NJ 24 lb
- 208527 - CV Eggplant Graffiti NJ 11 lb
- 1285 - CV Eggplant Italian NJ 10 lb
- 1273 - CV Eggplant Sicilian NJ 20 lb
- 207772 - CV Endive (Chicory) 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
- 1034 - CV Herb Cilantro NJ 30 ct
- 1200 - CV Herb Dill NJ 24 ct
- 1510 - CV Herb Mint NJ 12 ct Box
- 1462 - CV Kohlrabi Green NJ 12 ct
- 1475 - CV Leeks Bunched NJ 12 ct
- 1704 - CV Parsley Curly NJ 30 ct
- 1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct
- 1990 - CV Peppers Banana NJ 10 lb
- 1980 - CV Peppers Long Hot NJ 16 lb
- 2255 - CV Squash Green MED NJ 20 lb

Jersey Fruit

- >> Hammonton, NJ
- 10105 - CV Blueberries NJ 12/1 pt
- 15678 - CV Peaches 2 1/2" NJ 25 lb

Nardelli Lake View Farm

- >> Cedarville, NJ
- 1975 - CV Peppers Cubanelle NJ 18 lb
- 1839 - CV Peppers Green XL NJ 22 lb
- 1980 - CV Peppers Long Hot NJ 16 lb
- 3127 - CV Radishes Red Bunched NJ 24 ct

Sun Valley Orchards

- >> Swedesboro, NJ
- 2326 - CV Squash Yellow MED NJ 20 lb

OHIO

Holthouse Farms

- >> Willard, OH
- 2812 - CV Cucumbers Select OH 72 ct
- 1320 - CV Greens Kale 18 ct OH 18 lb
- 1967 - CV Peppers Jalapeño OH 35 lb
- 1985 - CV Peppers Serrano NJ 8 lb
- 2350 - CV Squash Acorn NJ 35 lb
- 2372 - CV Squash Butternut NJ 35 lb

PENNSYLVANIA

Benedict Farms

- >> Chambersburg, PA
- 2803 - CV Cucumbers Super PA 72 ct
- 1818 - CV Peppers Green Jumbo PA 22 lb
- 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

Cedar Meadow Farms

- >> Lancaster County, PA
- 23155 - CV Tomatoes Heirloom Mix 10 lb

Copenhaver Produce

- >> Lebanon, PA
- 482 - CV Beans Green PA 25 lb

Hess Farms

- >> Waynesboro, PA
- 482 - CV Beans Green PA 25 lb
- 2855 - CV Cucumbers PA 24 ct Carton

- 2845 - CV Cucumbers Kirby PA 40 lb
- 2803 - CV Cucumbers Super PA 72 ct
- 2258 - CV Squash Green Med PA 20 lb
- 2320 - CV Squash Yellow Med PA 20 lb

Joseph Weaver

- >> Lancaster, PA
- 1075 - CV Corn Bi-Color PA 50 dz Bin

Josh Weaver

- >> Lancaster, PA
- 751 - CV Cabbage Green PA 50 lb
- 780 - CV Cabbage Red PA 50 lb
- 1065 - CV Corn White PA 50 dz PA Bin

Lester Weaver

- >> Lancaster, PA
- 758 - CV Cabbage Green 60-65ct Bin PA
- 1065 - CV Corn White PA 50 dz PA Bin

Stauffer Huling Farms

- >> Lancaster County, PA
- 4106 - CV Onions "PA Simply Sweet" Jumbo 40 lb
- 4628 - CV Onions "PA Simply Sweet" 14/3 lb

Sunny Acres Farm

- >> Chambersburg, PA
- 795 - CV Cabbage Savoy PA 30 lb
- 1320 - CV Greens Kale 18 ct PA 18 lb
- 1818 - CV Peppers Green Jumbo PA 22 lb
- 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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*All Farms GAP Certified



Green Field Farms



Hepworth Farms



ORGANIC

NEW JERSEY

Big Buck Farms

>> Hammonton, NJ

43706 - OG Blueberries NJ 12/1 pt

NEW YORK

Hepworth Farms

>> Milton, NY

40864 - OG Radishes Red Bunched Prem NY 24 ct

41020 - OG Squash Green Premium NY 20 lb

41101 - OG Squash Gold Bar NY 20 lb

OHIO

Green Field Farms

>> Wooster, OH

40550 - OG Cabbage Green OH 45 lb

40675 - OG Greens Kale OH 24 ct

41012 - OG Squash Green Fancy OH 20 lb

40297 - OG Squash Yellow OH 20 lb

PENNSYLVANIA

Christ King

>> Lancaster, PA

40772 - OG Peppers Green LG Choice PA 25 lb

41351 - OG Tomatoes Roma PA 20 lb



Clarion River

>> Sligo, PA

41036 - OG Squash Acorn Green PA 30 lb

41050 - OG Squash Spaghetti PA 30 lb

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

20411 - OG Fennel (Anise) PA 12 ct

41007 - OG Greens Collards Prem PA 24 ct

- 40811 - OG Greens Kale Prem PA 24 ct
- 40472 - OG Greens Kale Lacinato Prem PA 24 ct
- 43566 - OG Greens Kale Red Prem PA 24 ct
- 40723 - OG Parsley Curly Prem PA 30 ct
- 40724 - OG Parsley Flat Leaf Prem PA 30 ct

Reade Farms

>> Lititz, PA

40376 - OG Beans Green PA 25 lb



Lady Moon Farms



EGGPLANT VARIETIES



ITALIAN EGGPLANT

Italian Eggplant, also called “Baby Eggplant”, looks like Regular Eggplant only smaller and more slender. This variety is ideal for roasting and can be used in ways similar to regular eggplant.



GRAFFITI EGGPLANT

Graffiti Eggplant is beautiful! It features a lavender skin streaked with white stripes. Use Graffiti Eggplant the same as regular eggplant.



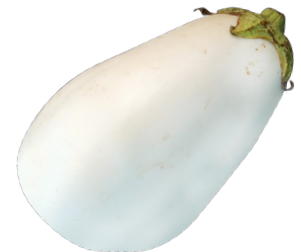
- PREMIUM EGGPLANT -

Regular Eggplant, sometimes called “Black Beauty” or “Black Bell” Eggplant, are large in size and dark purple in skin color.



SICILIAN EGGPLANT

Sicilian Eggplant is a round Eggplant with lavender skin color that varies dark to light. Careful, there can be some gnarly spikes on the calyx. This variety is the very best type for making classic Eggplant Parmesan thanks to its firm texture and round shape for cutting.



WHITE EGGPLANT

White Eggplant is round, smooth, and white, with a green calyx on top. The flesh is cream-colored, and when cooked, it is mild with a light sweet flavor.

NEW!



IN STOCK NOW!



TALK TO YOUR SALES REP FOR MORE INFO ON THIS ORGANIC JUICE LINE!





CONVENTIONAL OUTLOOK

JULY 13 - JULY 20, 2018

WWW.FSPRODUCE.COM 600 CT

LOCAL SWEET CORN SEASON



Now is the time to promote locally grown **Sweet Corn!**

We have just started receiving **Bin Sweet Corn** from our local Lancaster County, PA growers, and the quality is great.

Sweet Corn is in excellent supply out of North Carolina and Delaware.



CV LOCAL TOMATOES

BLT time! Production on locally grown **Vine Ripe Tomatoes** is now starting to pick up. Look for the market pricing on all DE, PA, and NJ grown **Tomatoes** to drop this week. Quality has been great! Our local Tomatoes are all high-tunnel grown.

Grape Tomatoes are now in full swing from Virginia and Pennsylvania. We're now packing in our Native Grown label.



CV WATERMELONS

The market on **Seedless Watermelons** is currently extremely weak, and now is the time to promote.

The crop out of Georgia, that was planned for the 4th of July holiday, is only now being harvested, and it's running together with harvests in South Carolina, North Carolina, and Virginia. Delaware is also set to begin this week.

There will be lots of fruit in the market next week. Quality has now been good on all fresh arrivals of **Seedless Watermelons** following a period when disease was causing post-harvest decay.



CV EGGPLANT

Eggplant growers in PA and NJ will start picking this week. Volume is expected to be strong from the beginning, thanks to a few solid weeks of very warm weather.

Look for the many varieties of **Specialty Eggplant** that we carry – **Graffiti** (code 208527), **Italian** (code 1285), **Purple Baby** (code 1269), and **Sicilian** (code 1273).



CV LEMONS

ALERT! Lemon supplies are in extremely short supply. California growers are not taking any advance orders or giving any advance pricing. It's strictly day-to-day. Needless to say, prices are very high.

There is little relief on the import side because they are being gobbled up due to the shortage and they are taking advantage of the strong market.



CV STRAWBERRIES

Strawberries are in tighter supply this week out of California due to heat. The majority of the growing regions, especially Santa Maria, experienced temperatures in the high 90's, and this really slowed production.

Pricing will begin to rise this week, but it shouldn't push much higher. Quality has been fairly nice out of Salinas/Watsonville.



CV PEACHES

In the last week of June, we saw erratic **Peach** supplies coming from South Carolina and prices a little higher. That has turned around for mid-July with better supplies and lower prices.

Also helping out, New Jersey **Peaches** have started. Growers are now getting into good harvests with a good amount of 2 1/2" and 2 3/4" Peaches. South Carolina has all big **Peaches**. Expect to pay a few dollars more on Jersey **Peaches** until they really get ramped up.



CV CHERRIES

It's been a great season on Washington **Cherries**! Quality has been outstanding, prices are at promotable levels, and sizing is great. Even huge 8.5 row **Dark Sweet Cherries** are in good supply! **Rainier Cherries** have been super sweet!

Good supplies will continue, but expect the season to wind down and finish the last week of July. A few growers may go into August with high altitude grown **Cherries**.



CV GRAPES

We will move into fresh crop Central California 19 lb. Grapes now that Mexico is winding down. Pricing from the start will be comparable to what the market was on the imports.

Expect the first "Pretty Lady" White, Red, and Black Seedless Grapes from Dulcich Farms in mid-July. They are expecting a great start to the new season and exceptional quality for the year!



CV CUCUMBERS

Recent hot temperatures in PA and NJ have slowed **Cucumber** growth considerably. Most growers report smaller picks on their current blocks.

Cucumbers will remain somewhat tight for mid-July and will open up after that as growers move into new plantings that have not been as affected by the heat.



CV ARTICHOKEs

Promotional opportunities continue on 12ct and 18ct **Artichokes** through mid-July. Andy Boy reports outstanding quality.



CV BLUEBERRIES

Blueberries are in excellent supply right now. New Jersey only has another week or two of production, but Michigan and British Columbia, Canada will be in full production heading towards August.

Look for pricing to remain steady for the next couple weeks on pints.



CV RASPBERRIES & BLACKBERRIES

We have excellent supplies on Driscoll's **Raspberries** and **Blackberries**, and quality has been very nice.

Blackberries are now being sourced from the Carolinas as well as New Jersey.



CV LETTUCE

Fresh Canadian **Lettuce** is here from farms just over the New York boarder in Quebec! Quality is excellent. Pricing and availability should remain steady for the at least the next few weeks.

Quebec growers are also harvesting nice **Romaine Hearts** and wrapped **Iceberg Lettuce** that doesn't have the cost burden of cross-country freight.

CA **Lettuce** is steady with no issues to report.



CV PEARS

There's still good supplies of Import **Pears**, enough to carry us through until new crop California **Bartlett** Pears begin in mid-July



CV PEPPERS

The PA and NJ **Green Pepper** season has started! Pricing should remain steady for the next few weeks, with promotional opportunities possible in late July.

Colored Bell Peppers out of Canada have tightened slightly, with **Yellow** being especially tight this week.

ALERT! **Sweet Mini Mixed Peppers** are extremely scarce. Expect gaps in availability for the next few weeks.



CV BRUSSELS SPROUTS

Brussels Sprouts pricing continues to be very firm and availability is limited. Most CA shippers are reporting some quality issues.

ALERT! Ocean Mist has temporarily stopped production of their Microwave and Shredded Brussels Sprouts lines.

Pricing and quality out of Mexico is better, but availability is extremely limited.



CV NAVEL ORANGES

It's been a slow start, but finally, this week arrivals of Import **Navel Oranges** are flowing in and we are seeing steady supplies on all sizes. Prices are starting to flex downward.



CV ONIONS & POTATOES

We will see the first arrival of fresh crop PA **Simply Sweet Onions** this week. This is a great item to promote as pricing will be steady all season long!

We will see our first arrival of **10/5lb White Potatoes** from Virginia this weekend. That market remains unusually high for this time of year due to strong demand and limited product availability.



CV PINEAPPLES

Gold Pineapple prices out of Central America are very affordable right now as importers make deals to make extra fruit. July should be a good time to promote! -

SPECIALTY SUMMER FRUIT

- 11172 - CV Cantaloupes Tuscan 9 ct
- 14830 - CV Apricots Black Velvet 6.5 lb 40 sz Tray Pack
- 14871 - CV Peaches Yellow Donut 24 lb 12 Totes "Peach Pie"
- 15184 - CV Plums Verry Cherry 20/1 lb Clamshell
- 16325 - CV Pluots Black 16 lb "Plumogranate"
- 16159 - CV Pluots Mottled 16 lb "Dino Egg"
- 16317 - CV Pluots Green 16 lb "Tropical Plumana"
- 16154 - CV Pluots Red 16 lb "Ruby Jewel"

