

ORGANIC MARKET NEWS



JULY 10 - JULY 17, 2020

PEAK ORGANIC CHERRIES



Mid-July is shaping up to be peak season for quality and availability on **Organic Dark Sweet Cherries** from the Pacific Northwest.

We'll be offering mostly 10.5 to 9.5 row in pouch bags in 18lb cases, plus 16/1lb clamshells from Stemilt Artisan Organics.

Washington growers are hopeful that if the weather holds we'll continue to see nice quality and more reasonable pricing during the weeks of 7/13 and 7/20.

Washington **Organic Rainier Cherries** are winding down for the season fairly quickly, so promote this product in mid-July while there are still some available.



OG STONE FRUIT

California **Organic Black and Red Plums** are in excellent supply with promotional opportunities available.

California **Organic Pluots** are in season with Ruby Cats, Crimson Glow, and Dapple Dandy and Dapple Fire expected the week of 7/20.

Washington **Organic Apricots** are in their peak with excellent size and quality.

California **Organic White & Yellow Nectarines** and **Peaches** have firmed up between varieties. Expect somewhat limited supplies through mid-July until we get started with the Washington drop later in the month.

Eastern **Organic Peaches** from South Carolina are in good supply with larger sizes prevailing.

NOTE: California **Organic Donut Peaches** are wrapping up for the season this week.



OG BERRIES

Local New Jersey **Organic Blackberries** have arrived with very nice quality but could be interrupted at any moment due to heat and rain. Expect sporadic supply.

Driscoll's **Organic Blackberries** out of California and Mexico are tight due to heat and rain. Expect prices to rise slightly over the next few weeks but then return with peak supply in August.

Organic Blueberries from New Jersey and the Pacific Northwest are in season. Product from Washington will be in excellent supply with promotional opportunities available on pints and 18oz for mid to late July.

Organic Raspberries are in firm but steady supply.

Organic Strawberry shipping volumes are lower due to the heat in California and higher QC specs. Expect prices to continue to rise and some sporadic prorates.



OG MANGOS & AVOCADOS

Organic Mangos, Mangos, Mangos! We have plenty of 8, 9, 10, 12ct for mid-July. They will be very promotable for the next several weeks.

Organic Honey Ataulfo Mangos are winding down in supply but should still be available until late July.

Organic Fair-Trade Haitian Mangos are starting to come to the finish line and what a year it was! We expect volumes to be down and be completely done for mid to late July.

Organic Hass Avocados saw some downward price pressure in the market this past week as Peru, Mexico, and California all have fruit and are competing for business. Price on Mexican fruit dropped a bit to compete, but California fruit stayed pretty firm. 60ct fruit is less promotable as end of season fruit has been bigger, creating promo opportunities on the 48ct and larger.



OG SQUASH

Organic Green Squash is in steady supply from local farms during mid-July, including Lady Moon Farms in PA.

Expect **Organic Yellow Squash** to continue to stay elevated in price but have steady availability in July. Lady Moon PA is set to begin harvesting in mid-July.



OG GREENS & LETTUCES

Local **Organic Fennel, Parsleys, Kales, Collards, Chards,** and **Dandelions** from Lady Moon Farms in PA are in steady supply, with **Organic Green Kale** being very abundant. Although production has been steady and quality has been superb, the excessive heat in July is not a friend of the **Organic Greens** in PA.

Organic Leaf Lettuce from Lady Moon Farms in PA was fast and furious, but unfortunately, the season has come to a close. In the absence of PA **Organic Lettuces**, look for product from various growing regions such as NY, VT, CA, and Canada.



OG WATERMELONS

Organic Seedless Watermelons from California will be available this week. Quality will be very nice as the season is now well under way. Prices will be steady.

Organic Mini Seedless Watermelon prices are rising this week due to strong demand. As fields are just starting to begin harvests, look for more availability in the larger sizes. Smaller sizes will start to come on in the next few weeks. Quality will be excellent out of California.



OG GREEN BEANS

Organic Green Beans are now in season from Pennsylvania from Lancaster Farm Fresh and Reed Family Farms.

Look for supplies to start slowly as the season begins and builds in volume as we move towards the end of July.



OG CUCUMBERS

Organic Cucumbers from local growing regions in PA, NY, and NJ are in peak season.

Mexican **Organic Cucumbers** continue to be available at a cheaper price point.



OG MELONS

Organic Cantaloupes were expected to be more abundant by this week, but California growers are expecting better volumes for later in July. Quality on what we are getting is very nice. Expect more 12ct than 9ct for the week of 7/13.

There's good availability of **Organic Honeydew**, though pricing has not dropped yet.



OG CABBAGE

Organic Red, Green, and Savoy Cabbages are coming in nice from local growers in mid-July.

Organic Napa Cabbage from California has been a struggle for most of June and into July, however, expect to see Napa return in mid-July.



OG GRAPES

Organic Seedless Grapes will be in somewhat lighter volume for the week of 7/13 until the California crop kicks in with higher volume for the end of the month.

Mexican **Organic Cotton Candy** and **Organic Sweet Sapphire** (elongated black) **Grapes** continue to be available for mid-July promotion and will end after that.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts continue to see steady supplies in July. Although supplies are not plentiful, they have been consistent, and quality has been excellent.

Look for pricing to take a small tick up in July due to shippers not having an overabundance of supplies during the summer.



OG FIGS

Organic Brown Turkey Figs will be available for mid-July for the early season crop. This follows the early Black Mission variety which are now finished until the peak summer crop starts closer to August.



OG EGGPLANT

Organic Eggplant is in season from some regional farms for mid-July, but at higher pricing than earlier this month.

Lady Moon Farms will start their PA crop in late July.



OG PEARS

NOTE: Argentinean **Organic Abate, Autumn Bartlett, Green Anjou, Red Anjou, and Bosc Pears** are virtually wrapped up for the season.

The good news is that fresh crop California **Organic Bartlett Pears** will be in season early this year, perhaps in stock by 7/20.



OG CAULIFLOWER & BROCCOLI

Organic Cauliflower is looking to have improved pricing, quality, and supplies as we head into mid-July. Nevada grown product began harvesting in the final week of June and will grow in volume as we progress into July, while Quebec product is set to begin in mid to late July.

Local PA **Organic Colored Cauliflower** is coming to an end as we approach mid-July.

Organic Broccoli looks to be improving in price and quality as we move into further in July. This month looks to be much better in both price and supplies than June. Quebec product is set to start early this season and will begin shipping in the second week of July. Look for promotional opportunities as we move into mid-July.



OG PEPPERS

Organic Green Peppers are starting to see more growth on the East Coast. Still look for a mix of east and west coast product in mid-July before we switch to all east coast grown peppers. Lady Moon Farms in PA is expected to begin harvesting **Organic Green Peppers** in mid to late July.

Organic Red, Yellow, and Orange Bell Peppers are still elevated in price, however it is much improved since the start of the Holland and Canadian season.

Organic Mini Sweet Pepper supplies are improving as they finished with growing region transition here in July.



OG TOMATOES

Organic Cherry Tomatoes from South Carolina will be promotable this week. Quality has looked very nice. Also look for the New Jersey **Organic Red/Yellow Cherry Medley**. Harvests just started.

Organic Grape Tomatoes from Lady Moon Farms will be available this week. The Georgia season is now finished. PA is expected to start here in mid-July, so we should see a nice transition to new crop product.

Organic Roma Tomatoes from South Carolina will be steady this week. Quality has looked nice and prices are steady.

NOTE: **Organic Beefsteak Tomato** prices will be high, and quantities will be very limited this week. Greenhouses continue to battle COVID-19 issues. Demand remains very strong as local product is still not ready for harvests. **Organic Cluster Tomatoes** will be higher in price and demand as less Beefsteaks are available. Quality has looked very nice.

OTHER STORIES

- **NOTE:** **Organic Russet Potatoes** continue to be limited in supply this week. Sizing is also relatively small. We will see 9Oct **Organic Russet Potatoes** available for the next few weeks.

- **Organic Butternut Squash** will transition over to new crop California growing regions this week. As a result, we will see a jump in price.

- **Organic Asparagus** remains steady this week. Quality continues to look great.

- **Organic Young Thai Coconuts** will finally return in mid-July after a long gap, but they will still be very limited for the remainder of the summer.

- **ALERT!** California **Organic Grapefruit** are in very limited supply with high prices continuing due to COVID 19 restrictions at packing houses. Expect out-of-stocks and low fill rates for July.

- **ALERT!** California and Mexican **Organic Lemon** supplies are extremely tight with high prices. Expect mostly good choice fruit out of Mexico, and we may even see a small gap in supply before next arrivals.

- **Organic English Peas and Snap Peas** are in season from Pennsylvania for a limited time.



FOUR SEASONS PRODUCE LOCAL LIST: July 10 - July 17, 2020

CONVENTIONAL

MULTIPLE GROWERS - Hammonton, NJ

10105 - CV Blueberries NJ 12/1 pt

EASTERN FRESH GROWERS - Cedarville, NJ

1060 - CV Corn White 48 ct
2806 - CV Cucumbers Super 72 ct
2255 - CV Squash Green MED NJ 20 lb
2240 - CV Squash Green MED 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
2334 - CV Squash Zucchini Gold Bar 20 lb

CENTRAL PA PRODUCE COOP - Tyrone, PA

42314 - OG Peas English 15 lb
40755 - OG Peas Snap 10 lb
40485 - OG Beets Red 25 lb

CHRIST KING - Lancaster, PA

40577 - OG Broccoli Stalk PA 14 ct
40548 - OG Cabbage Green 45 lb

EASTERN FRESH GROWERS - Cedarville, NJ

48150 - OG Tomatoes Cherry NJ 12/1 pt

FLAIM FARMS - Vineland, NJ

40671 - OG Greens Collard 12 ct
40672 - OG Greens Kale 12 ct
219525 - OG Herb Mint NJ 12 ct

JOSEPH WEAVER - Lancaster, PA

40548 - OG Cabbage Green PREM 45 lb
40454 - OG Cabbage Red PREM 45 lb

HEPWORTH FARMS - Milton, NY

40208 - OG Arugula PREM 24 ct
40431 - OG Beets Gold Bunched 12 ct
40488 - OG Beets Red Bunched 12 ct
40601 - OG Carrots Bunched 12 ct
40666 - OG Chard Green PREM 24 ct
41112 - OG Escarole 24 ct
40676 - OG Greens Kale Lacinato 24 ct
40640 - OG Herb Cilantro 30 ct

FIFER ORCHARDS - Dover, DE

1062 - CV Corn Bi-Color 48 ct
23031 - CV Tomatoes Vine Ripe XL 25 lb

FINK FARMS - Germansville, PA

2240 - CV Squash Green MED 20 lb
2326 - CV Squash Yellow MED 20 lb

HESS FARMS - Waynesboro, PA

2845 - CV Cucumbers Kirby 40 lb
2806 - CV Cucumbers Super 72 ct
2258 - CV Squash Green MED PA 20 lb
2240 - CV Squash Green MED 20 lb
2323 - CV Squash Sunburst 5 lb

"JERSEY FRUIT" FROM SUNNY VALLEY - NJ

15679 - CV Peaches 2 3/4" NJ 25 lb
15684 - CV Peaches 3" NJ 25 lb

JOSH WEAVER - Lancaster, PA

751 - CV Cabbage Green PA 50 lb
999 - CV Cauliflower PA 60 ct bin

NARDELLI LAKE VIEW FARMS - Cedarville, NJ

480 - CV Beans Green 25 lb
745 - CV Cabbage Green NJ 50 lb
780 - CV Cabbage Red 50 lb
1099 - CV Corn Bi-Color 12/4 ct Tray
2876 - CV Endive (Chicory) NJ 24 ct

ORGANIC

40210 - OG Herb Dill 24 ct
40886 - OG Radishes French Breakfast 24 ct
40864 - OG Radishes Red Bunched PREM 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
40723 - OG Parsley Curly PREM 30 ct
40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
41020 - OG Squash Green PREM 20 lb
40297 - OG Squash Yellow 20 lb

LANCASTER FARM FRESH COOP - Lancaster, PA

40379 - OG Beans Fava 10 lb
40376 - OG Beans Green 25 lb
40412 - OG Beets Chiogga Bunched 24 ct
40666 - OG Chard Green PREM 24 ct
40650 - OG Dandelion 12 ct
40676 - OG Greens Kale Lacinato 24 ct
41015 - OG Squash Green 20 lb
41032 - OG Squash Patty Pan 22 lb
40297 - OG Squash Yellow 20 lb
41122 - OG Radicchio 12 ct
41101 - OG Squash Gold Bar 20 lb

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

VINCENT FARMS - Laurel, DE

1084 - CV Corn White DE 50 dz Bin
1060 - CV Corn White 48 ct



VINCENT FARMS

LITTLE BUCK ORGANICS - Hammonton, NJ

43706 - OG Blueberries NJ 12/1 pt

REED FAMILY FARM - Elizabethtown, PA

40376 - OG Beans Green 25 lb



LADY MOON FARMS

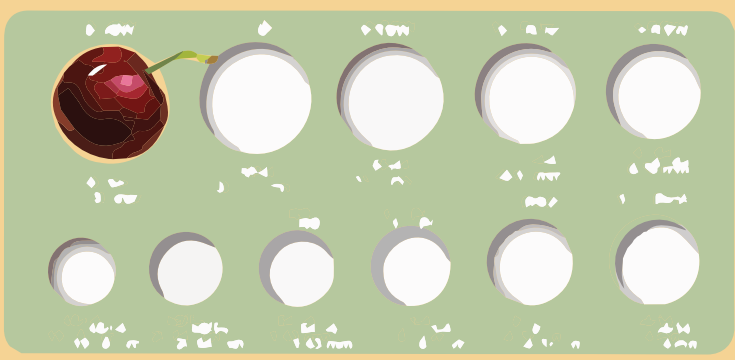
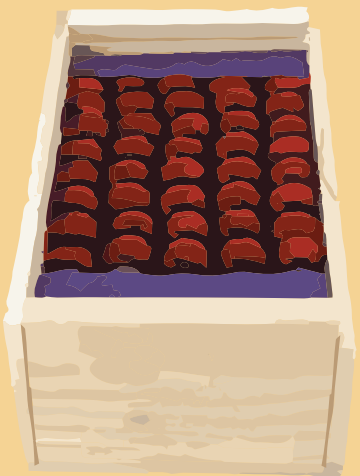



CHERRY SIZING

WHAT DOES THE “ROW” COUNT MEAN IN CHERRY DESCRIPTIONS?

Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top became the sizing scale.

Even when the industry began shipping in 15lb, 18lb and 20lb wood lug crates and later cardboard box – the industry stuck with the “row” sizing scale instead of a millimeter diameter.



 This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried or frozen.



CONVENTIONAL MARKET NEWS

JULY 10 - JULY 17, 2020

SWEET CORN & OTHER LOCAL VEG



Sweet Corn prices continue to fall from the unprecedented levels of early July as more local product finally comes into season. Harvests are now starting out of Delaware and New Jersey in 48ct cartons and 600ct bins. Pennsylvania **Sweet Corn** is expected to ramp up around July 15. Quality on the local product is expected to be great. Prices should be more promotable during August when all Northeast and mid-Atlantic states are harvesting good volumes.

Super Select Cucumbers remain promotable from Pennsylvania and New Jersey. The recent heat wave has increased volumes. Quality has looked good.

Green Bell Peppers are steady this week. Prices should ease off as New Jersey is starting up. Quality has looked fantastic.

Grape Tomatoes from Virginia are starting up this week. Quality should be excellent on this new harvest. Look for more promotable prices in the coming weeks as additional local production ramps up.

Vine Ripe Tomatoes from Delaware grower, Fifer Orchards, will continue in peak season for mid-July. Quality has been outstanding on this local grown product. PA should start by the end of July in limited numbers and ramp up in August.

Green Cabbage remains very promotable this week from New Jersey and Pennsylvania. Quality has looked outstanding.

Green Bean prices keep falling to more promotable levels. Local harvests are coming on as Virginia, Pennsylvania, and New Jersey are all now harvesting great quality beans.

The **PA Simply Sweet Onion** program will begin in late July.



CV MELONS

Be sure to add some delicious **Specialty Melons** to your summer set! This week we have **Sugar Kiss Melons, Orange-flesh Galia Melons, Crenshaw, Casaba, and Canary.**

Tuscan Cantaloupes are in limited supply until new plantings come on.

Many **Cantaloupe** growers are in a gap on the Westside (California Central Valley) and don't expect to have fruit to load until sometime the week of July 13. Some growers are working with limited supplies, and it's not enough to meet demand. Prices are high. Arizona has a little better supply.

Honeydews are in very good supply with big sizes. We will have famous "**King of the West**" **Honeydews** hitting the week of July 13, with plenty of 4 ct jumbos available. They have some of the best fruit grown in California!



CV BERRIES

Overall, **Berries** are a little more limited for mid-July.

Blueberries are in steady supply from New Jersey, but growers are nervous that this season could come to an end sooner than expected. Due to the excessive heat, the crop is not producing the volume, and this is keeping pricing much higher than usual. Fruit from the Pacific Northwest will begin to ramp up over the next couple weeks, and these growers are expecting a record crop. Get ready for promotable opportunities for late July.

Strawberries continue to be in tighter supply from Salinas and Watsonville, CA growing areas, but this should improve over the upcoming weeks. Look for pricing to climb slightly as we head into next week. Sizing on all **Strawberries** has dropped, but the flavor has been outstanding.

Blackberries and **Raspberries** are in tighter supply with higher pricing for mid-July. New Jersey **Blackberries** are expected to start over the next couple weeks. Stay tuned for this local option. Ask us about Driscoll's **Limited Edition Rosé Raspberries.**



CV CALIFORNIA GRAPES

OUTLOOK: Pretty Lady brand of **Grapes** from Dulcich Vineyards are beginning to harvest **Flame** (red seedless) **Grapes** in a small way with the larger volume hopefully kicking in the weeks of July 13 or 20. The fruit looks nicer than last season with a consistent size and color. The **Supreme** (elongated green seedless) **Grapes** should start in mid-July, followed by Summer Royals (black seedless) after that.

California is having a heat wave with temps hitting 105-110°F out in the fields. This will influence the fruit, but no telling what that will be since all varieties are in different stages of growth. Unless weather messes things up, this should be a solid season with plenty of nice fruit and opportunity.

In the meantime: there are spot deals on md/lg **Red Seedless Grapes** out of Mexico, along with plenty of **Cotton Candy** and **Sweet Sapphire Grapes** to promote. **Champagne Grapes** will start the week of 7/20.



CV TOMATOES

Roma Tomatoes out of Tennessee have now started. Quality should be excellent on this new crop. Pricing will remain steady this week.

Cluster Tomato prices are starting to come down as demand weakens. Quality remains excellent. Labor concerns continue to be an issue with the recent influx of positive Covid-19 cases.

Beefsteak Tomatoes remain steady this week. Quality looks good.



CV PEPPERS

NOTE: 11lb **Color Bell Pepper** prices are rising significantly this week. Canadian growers battling labor issues, as well as less than stellar harvest numbers, is causing gaps. Peppers from Holland will be available as well, but markets will be high.

15lb **Red Sweet Peppers** from California are in transition period. Coastal California crop is expected to begin in mid-July. Harvest numbers will be limited to start, but will increase as the month goes on.



CV LETTUCE

Quebec **Iceberg Lettuce** and **Romaine Hearts** are becoming much more promotable and have great freshness. California prices remains higher, but is poised to drop with lower demand.

Quebec **Green Leaf, Red Leaf, and Romaine Lettuce** continues to be aggressive on pricing. Quality has been great. California prices are coming down due to lower demand, but not as low as our Quebec regional product.



CV SQUASH

Local **Green and Yellow Squash** remain very promotable with low prices. Most all Northeastern states are now harvesting good numbers. Quality has looked great.

Gold Bar Zucchini is now in season from New Jersey and Pennsylvania.



CV CUCUMBERS

Seedless Cucumber prices are coming down some out of Canada. More product is becoming available.

NOTE: Greenhouses continue to see labor issues from COVID 19.



CV POTATOES

We will see the first arrival of local 10/5lb **Red and White Potatoes** out of NJ this week. The first arrival will be on Thursday 7/16.

We have continued to see Idaho **Bagged Potatoes** increase in price this week and it's expected to continue to inch up as we progress through the remainder of the season.



CV EGGPLANT

Eggplant prices are rising this week. Georgia is all finished up and North Carolina has just begun. Harvests are limited but quality is very nice.



CV WATERMELONS

Watermelons remain steady this week with very good quality out of Georgia.



CV ASPARAGUS

Asparagus prices continue to fall as more product becomes available from Mexico and Peru. Quality has looked excellent. This is expected to be short lived as this small Mexico season is expected to slow down soon.



CV HARD SQUASH

ALERT! We are going to see a brief supply gap on both **Spaghetti** and **Acorn Squash** until we get into new crop from North Carolina later in July.



CV SPECIALTY FRUIT

White Dragon Fruit, Yellow Pitahaya, Pepino Melons, Red Cactus Pears, Rambutan, Guava, Jackfruit and Quenepas will be available for mid-July.



CV CAULIFLOWER

California **Cauliflower** pricing has become more promotable for July.

Local PA **Jacket Cauliflower Bins** will wrap up for the early season during mid-July.



CV AVOCADOS

Hass Avocado pricing has gone down as Peruvian growers have flooded east coast marketplaces. This has caused Mexican pricing to drop a bit as well.

If you are looking for a value play on a nice big avocado, we are carrying a 40ct XL Peruvian **Avocado** at a promo price.



CV MANGOS

We are hitting a very promotable stretch of 8, 10, and 12ct **Mangos** from Mexico through the rest of July. Look to push and promote!

Ataulfo Honey Mangos are coming to a close for the season. Expect fruit to be sporadic until it finally finishes up in the next 1-2 weeks.

Haitian Mangoes continue to go strong for mid-July.



CV KIWIFRUIT

SunGold Kiwifruit remains very promotable. We are offering a 13 lb. volume filled pack along with a 8/1lb clamshell. Look for big opportunities to promote in August!

Green Kiwifruit from New Zealand will be available for mid-July in steady supplies.



CV CHERRIES

There has been more **Dark Sweet Cherry** volume this week, making mid-July a good time to high-light **Cherry** displays, knowing the fruit will be flavorful and of good quality. Pricing is becoming more promotable.

Sweet tasting **Rainier Cherries** continue in season, but will finish earlier than the Dark Sweet varieties.



CV STONE FRUIT

Promotable this week:

- **Apricots**
- **Crimson Red Rose Apriums**
- **SummerRipe Yellow Peaches and Nectarines**
- **Peach Pie Yellow Donut Peaches**
- **White Donut Peaches**
- **Verry Cherry Plums**
- **Red, Black, Green, and Mottled Pluot Varieties**

New Jersey **Peaches** have started. Demand is strong and volumes are slightly limited, but we'll have 2 3/4" and 3" available for mid-July.



CV BROCCOLI

California **Broccoli** has a range in pricing depending on which grower has volume. The overall market did come down due to a push in supply. Price is expected to jump back up. Quality has been coming in nice.

Quebec product will get started later this month.