

ORGANIC MARKET NEWS

JULY 9 - JULY 16, 2021

PEAK SEASON LOCAL ORGANIC VEG

PENNSYLVANIA



LADY MOON FARMS:

Lady Moon Farms, located in Chambersburg, PA, is in full swing for the local season! **Organic Greens**, such as **Rainbow Chard**, **Kales**, **Collards**, and **Dandelions**, have excellent quality and steady availability in early to mid-July. Although the PA heat will eventually draw the season to a close in the latter stages of July, Lady Moon's summer veg line up is right around the corner. **Organic Zucchini** is set to begin in early July, followed by **Organic Cucumbers** in mid-July, as well as **Organic Eggplant**, **Green Bell Peppers**, and **Jalapeno Peppers** in late July.



LANCASTER FARM FRESH COOP:

Lancaster Farm Fresh Co-op, based out of Lancaster, PA, has quite the variety of quality local products. **Organic Fava Beans**, **Beets**, **Celery**, **Radicchio**, **Herbs**, and more are currently in season. Steady availability and pricing, along with excellent quality, provide an excellent option for local and specialty items. In July, look for **Organic Green Beans**, **Patty Pan Squash**, and other summer veg options to add to local displays.

LOCAL LANCASTER COUNTY, PA GROWERS:

In July, expect products from other PA Local **Organic Veg suppliers**, such as Christ King (New Holland) and Joseph Weaver (Ephrata) growing **Organic Cabbage**, and Marc Reed (Elizabethtown) growing **Organic Green Beans**.

NEW YORK

HEPWORTH FARMS:

Hepworth Farms, located in the Hudson Valley of New York, is adding more product by the day. Hepworth's **Organic Leaf** and **Romaine Lettuce** will provide a seamless transition into mid-July. Other items, such as **Organic Chard**, **Spinach**, **Cilantro**, **Dill**, and **Bunch Radishes** continue to see excellent quality and steady availability. In the later stages of July, Hepworth will have plentiful supplies of **Organic Greens** as PA winds down. **Summer Organic Veg** supplies will also ramp up in volume during July.



PEDERSEN FARMS:

Pedersen Farm, in Seneca Castle, NY, will begin **Organic Green Kale** harvests in mid-July, and will add **Organic Bi-Color Sweet Corn** in late July or early August.



NEW JERSEY

FLAIM FARMS:

Flaim Farms, in Vineland, NJ, continues to have an excellent season! Although the heat has caused crops such as **Organic Spinach**, **Organic Cilantro**, and **Organic Parsley** to end, there is still steady production of **Organic Baby Bok Choy**, **Organic Beets**, and **Organic Cabbage**. These are all in steady production, and the quality is excellent. Similar to other growers in the mid-Atlantic region, mid to late July will bring the **Organic Summer Veg Crop**. Look for **Organic Peppers**, **Eggplant**, and **Squash** in July!



OG TOMATOES

Locally Grown **Organic Vine Ripe Tomatoes** from Lancaster County, PA are starting with very light volumes. Supplies should increase as July continues. Quality is expected to be excellent.

Organic Grape and **Cherry Tomatoes** from Lady Moon Farms will be finished out of their Georgia location. There will be a small gap as their PA farm is expected to start at the end of July. We will offer North and South Carolina **Organic Grape Tomatoes** during the gap. Quality has been very nice.

Organic Beefsteak Tomato prices are steady as harvests out of Canada are slowing down. Quality has been excellent. **Organic Cluster Tomatoes** are available from Canada. Supplies are slowing down as greenhouses begin to replant for the fall and winter harvests. Quality has been excellent.

Organic Heirloom and "Darkloom" **Tomatoes** from Fair trade grower, Covilli Organics, will make a brief return for the week of 7/12. Quality will be excellent. Locally grown Heirlooms are expected to start by the end of July with light volume and volumes to increase in August.

Wholesum **Organics Snacking Tomatoes** continue in season. "**Kaleidos**" **Mini Snack Medley** and "**Poppies**" **Cherry on the Vine Tomatoes** are in excellent quality.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli production from PA has drawn to a close in early July. Expect main supplies to shift back to California during July, while Québec supplies set to begin in mid-July. Pricing remains promotable and quality has been outstanding from California. Mid-July is an excellent time to promote **Organic Broccoli!**

Organic Cauliflower from California will remain promotable in mid-July. Supplies are strong, and quality has been excellent in early July. Québec supplies are set to begin in mid to late July.



OG BERRIES

Organic Blueberries seemed to rebound from the high heat out west, and crop losses are not as high as initially expected in the Pacific Northwest. Expect steady pricing in July on both pints and 18 oz fruit. New Jersey is officially done.

Organic Blackberries were damaged by the heat. New QC specs are causing supplies to be more limited than expected. This market trend should reverse directions in July and start climbing.

Organic Raspberries have been affected by the high heat in the growing regions. This has caused softer fruit, but cooler weather is on the horizon, and we should see quality improve as we move forward. Expect steady supplies and pricing, with the occasional promotional opportunity.

Organic Strawberries have also experienced higher temperatures in the growing areas. Fruit at the packing sheds looks great, but the ride across country has proved the fruit is weaker than desired, with inevitable bruising. These too are expected to be better with some cooler weather.



OG APPLES

Organic Apples are expected to take a very bumpy ride as the Washington storage crop will finish for the season in mid-August. Varieties are dwindling each week, and most new crop varieties won't start till mid-September. It is unclear at this point what the high heat in June in the Pacific Northwest did to the fruit, blooms, and trees - time will tell. If there is minimal to no damage, expect good quality and a nice size crop.

Imports vary from very tight supplies on things like **Organic Granny Smith** and **Honeycrisp Apples**, to tighter supply on most other varieties in prime sizing.



OG TROPICALS

Now is the time to promote **Organic Mangos!** Four Seasons and Crespo Organics are running a huge Summer Mango Mania display contest for the month of July! Crespo Organics is encouraging customers to go build big and bold displays, and they are offering beautiful POS materials and some cool prizes to encourage vendors to educate, excite, engage, and entice shoppers!

Organic Hass Avocados from Mexico took a dip in supply the first week of July, and availability has tightened considerably. Expect fruit prices to rise quickly as the season comes to an end. The Flor Loca season for organics will begin in the middle to end of July. In the meantime, we will have good supplies of Peru 48ct and 60ct fruit, along with some limited 48ct California fruit.

Fair Trade **Organic Hass Avocados** from Peru in the Equal Exchange Fair Trade label continue for July.

Organic Pineapples have been steady and will continue to be through the beginning of July. We will offer a variety of sizing.

Organic Jackfruit from Florida are now in stock for the beginning of July.

Organic Lychee from Florida is now done for the season.



OG PEPPERS & EGGPLANT

Organic Red, Orange, and Yellow Bell Peppers continue with steady availability from Canada and Holland. Pricing and supply volumes are expected to remain stable in July. Quality from both growing regions is outstanding!

Organic Green Peppers and **Eggplant** supplies are strong from the Carolinas. Expect steady supplies and stable pricing in mid-July as we prepare for local season to begin!



OG LETTUCE

Organic Iceberg Lettuce and **Romaine Hearts** will have steady production from both California and Québec in July. Quality from California has been outstanding. Québec product is only beginning but is expected to be equally nice.

Promotional opportunities on both will be available during July. Québec production on **Organic Romaine** and **Leaf Lettuces** will overlap New York supplies in July.



OG WATERMELONS

Organic Seedless Watermelons remain available from California. Quality has been outstanding. Locally grown PA is expected to start with light volume by the end of July.

Organic Mini Seedless Watermelons are available from Arizona and California. Quality has been excellent.



OG CHERRIES

Organic Dark Sweet Cherries out of Washington are in good supply and should remain this way throughout the month of July.

Organic Rainier Cherries will finish for the season in mid-July.



OG CUCUMBERS

Organic Mini Seedless Cucumber prices are rising as supplies are very tight out of Canada. Harvests have slowed way down, causing the short markets. Quality has been nice though.



OG ASPARAGUS

Organic Asparagus prices continue to come down as more supplies become available out of Mexico. Quality has been very nice.



OG CELERY

Organic Celery from California continues to be plentiful in July. Quality remains top-notch and pricing is promotable. Look for local product to also be available in mid-July!



OG ARTICHOKE

Organic Artichokes from Ocean Mist remain price-friendly with strong availability. Quality has continued to be outstanding in July.



OG FIGS

Organic Black Mission Figs will be in stock for the beginning of July from Mexico. The California early season has come to an end and will not resume until closer to the end of summer.



OG KIWI FRUIT

Zespri **Organic Green** and **SunGold Kiwifruit** from New Zealand are in full swing all summer long.

LOCAL LIST

ORGANIC

FLAIM FARMS - VINELAND, NJ

40488 - OG Beets Red Bunched 12 ct
 40510 - OG Bok Choy PREM 35 lb
 40513 - OG Bok Choy Baby PREM 20 lb
 40548 - OG Cabbage Green PREM 45 lb
 40454 - OG Cabbage Red PREM 45 lb
 40518 - OG Cabbage Savoy 35 lb
 40684 - OG Chard Green 12 ct
 40682 - OG Chard Rainbow 12 ct
 40685 - OG Chard Red 12 ct
 40671 - OG Greens Collard 12 ct
 40672 - OG Greens Kale 12 ct
 40889 - OG Greens Kale Lacinato 12 ct
 40647 - OG Herb Cilantro 15 ct
 40209 - OG Herb Dill 12 ct
 40210 - OG Herb Dill 24 ct
 219525 - OG Herb Mint 12 ct
 40726 - OG Parsley Curly 15 ct
 40729 - OG Parsley Flat Leaf (Italian) 15 ct
 40485 - OG Red Beets 25 lb
 41112 - OG Escarole 24 ct

HEPWORTH FARMS - MILTON, NY

40601 - OG Carrots Bunched 12 ct
 40666 - OG Chard Green PREM 24 ct
 40667 - OG Chard Red PREM 24 ct
 40676 - OG Greens Kale Lacinato 24 ct
 40640 - OG Herb Cilantro 30 ct
 40210 - OG Herb Dill 24 ct

40995 - OG Kohlrabi Green Bunched 12 ct
 41150 - OG Lettuce Butter Green 24 ct
 41160 - OG Lettuce Green Leaf 24 ct
 41180 - OG Lettuce Romaine 24 ct
 40886 - OG Radishes French Breakfast 24 ct
 40864 - OG Radishes Red Bunched PREM 24 ct
 40900 - OG Spinach Bunched 24 ct

LANCASTER FARM FRESH COOP - LANCASTER, PA

40379 - OG Beans Fava 10 lb
 40431 - OG Beets Gold Bunched 12 ct
 40532 - OG Beets Red Bunched PREM 24 ct
 40515 - OG Cabbage Napa 35 lb
 40600 - OG Carrots Bunched 24 ct
 41062 - OG Celery 30 ct Naked
 40667 - OG Chard Red PREM 24 ct
 40650 - OG Dandelion 12 ct
 40676 - OG Greens Kale Lacinato 24 ct
 40210 - OG Herb Dill 24 ct
 40857 - OG Kohlrabi Purple Bunched 12 ct
 41155 - OG Lettuce Butter Red 24 ct
 41159 - OG Lettuce Green Leaf PREM 24 ct
 41158 - OG Lettuce Red Leaf PREM 24 ct
 41122 - OG Radicchio 12 ct
 41015 - OG Squash Green 20 lb
 41101 - OG Squash Gold Bar 20 lb
 41032 - OG Squash Patty Pan 22 lb
 40297 - OG Squash Yellow 20 lb
 41357 - OG Tomatoes Round 20 lb

LADY MOON FARMS - CHAMBERSBURG, PA

40680 - OG Chard Rainbow PREM 24 ct
 40628 - OG Dandelion PREM 24 ct
 203430 - OG Dandelion Red 12 ct
 40211 - OG Fennel (Anise) 12 ct
 41007 - OG Greens Collard PREM 24 ct
 40811 - OG Greens Kale PREM 24 ct
 40472 - OG Greens Kale Lacinato PREM 24 ct
 43566 - OG Greens Kale Red 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

JOSEPH WEAVER - EPHRATA, PA

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

CHRIST KING - LANCASTER, PA

40548 - OG Cabbage Green PREM 45 lb



CONVENTIONAL

FLAIM FARMS - VINELAND, NJ

205 - CV Arugula 24 ct
 550 - CV Beets Red Bunched 12 ct
 591 - CV Bok Choy 30 lb
 592 - CV Bok Choy Baby Shanghai 30 lb
 750 - CV Cabbage Green 50 lb
 855 - CV Carrots Bunched 24 ct
 1362 - CV Chard Green 12 ct
 1355 - CV Chard Rainbow 12 ct
 1368 - CV Chard Red 12 ct
 1170 - CV Dandelion Bunch 12 ct
 1315 - CV Greens Kale NJ 18 lb
 1308 - CV Greens Collard NJ 18 lb
 455 - CV Herb Basil 15 ct
 1200 - CV Herb Dill 24 ct
 1510 - CV Herb Mint 12 ct Box
 1462 - CV Kohlrabi Green 12 ct
 2255 - CV Squash Green MD Local 20 lb

HESS FARMS - WAYNESBORO, PA

2255 - CV Squash Green MED 20 lb
 2338 - CV Squash Yellow MD Local 20 lb

JERSEY FRUIT - HAMMONTON, NJ

10105 CV Blueberries NJ 12/1 pt

JOSH WEAVER - LANCASTER COUNTY, PA

750 - CV Cabbage Green 50 lb
 780 - CV Cabbage Red 50 lb

NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

480 - CV Beans Green 25 lb
 550 - CV Beets Red Bunched 12 ct
 591 - CV Bok Choy 30 lb

592 - CV Bok Choy Baby Shanghai 30 lb
 750 - CV Cabbage Green 50 lb
 1670 - CV Cabbage Napa 30 lb
 780 - CV Cabbage Red 50 lb
 795 - CV Cabbage Savoy 30 lb
 1362 - CV Chard Green 12 ct
 1368 - CV Chard Red 12 ct
 1062 - CV Corn Bi-Color 48 ct
 1060 - CV Corn White 48 ct
 1308 - CV Greens Collard NJ 18 lb
 1315 - CV Greens Kale NJ 18 lb
 1345 - CV Greens Mustard 12 ct
 1350 - CV Greens Turnip 18 lb
 1200 - CV Herb Dill 24 ct
 1475 - CV Leeks Bunched 12 ct
 3127 - CV Radishes Red Bunched NJ 24 ct
 2205 - CV Spinach Bunched 24 ct

SIX L'S/LIPMAN - WEST DEPTFORD, NJ

2255 - CV Squash Green MED 20 lb
 2338 - CV Squash Yellow MD Local 20 lb
 2819 - CV Cucumbers Super Local 72 ct

SUNRISE ACRES/EPHRAIM ZOOK - LANCASTER, PA

23070 - V Tomatoes Vine Ripe XL PA 25 lb

VINCENT FARMS - DELMAR, DE

1084 - CV Corn White Local 50 dz Bin
 1060 - CV Corn White 48 ct
 1086 - CV Corn Bi-Color Local 50 dz Bin
 1062 - CV Corn Bi-Color 48 ct



EASTERN FRESH - CEDARVILLE, NJ

1060 - CV Corn White 48 ct
 2819 - CV Cucumbers Super Local 72 ct
 2255 - CV Squash Green MED NJ 20 lb

FIFER ORCHARDS - DOVER, DE

1086 - CV Corn Bi-Color Local 50 dz Bin
 1062 - CV Corn Bi-Color 48 ct
 1084 - CV Corn White Local 50 dz Bin
 1060 - CV Corn White 48 ct
 23031 - CV Tomatoes Vine Ripe XL 25lb

CHERRY DISPLAY CONTEST

July 5 - August 1, 2021



READY FOR A "CHERRY" OF A DISPLAY CONTEST?

Four Seasons Produce has partnered up with Stemilt Growers and the Northwest Cherry Commission to bring you a "cherry" sweet display contest for the month of July! These beautiful red and white gems from the Pacific Northwest will be in high demand and the cherry crop forecast is heavy on fruit and high on quality! Cherries are a super high tonnage commodity and sales driver, and the sales potential for this super seasonal favorite is endless. Let's get creative, grab sales, and have fun!

CONTEST CRITERIA:

- Build a display of fresh cherries in your department using fruit purchases from Four Seasons Produce. Codes to use are as follows:

15011 - CV Cherries 10.5 Row WA 8/2.2 lb
15080 - CV Cherries Rainier 10.5 Row 15 lb
220513 - CV Cherries Skylar Rae 16/1 lb Top Seal (limited availability)
43257 - OG Cherries 10.5 Row 18 lb
43253 - OG Cherries Rainier 10.5+ Row 15 lb (available until mid-July)

- Use of Northwest Cherry Commission Point of Sale material is required for entry. Display materials will be available through your Four Seasons Sales Rep or Merchandiser. We will also have some high graphic Stemilt Cherry Pop Up Bins to use in your displays. Pictures of bins and codes are shown to the right.

- All displays must remain up for at least one week.

- Send your display photos to Steph Mayer (stephf@fsproduce.com) by Thursday August 5th.

**Use of social media to promote cherries is not required but strongly recommended.



PRIZES:

GRAND PRIZE

"Cherry Champion"

\$500

Display will be judged on creativity, overall eye appeal and use of Northwest Cherry Point of Sale material, as well as hitting all of the criteria marks listed above. Social media posts are recommended.

Everyone is a winner! Everyone who enters will receive a SWEET Stemilt Cherry hat!



MOST CREATIVE

"Cherry Visionary"

1st Place - \$300
2nd Place - \$200
3rd Place - \$100
Honorable Mention - \$50

BEST ALL ORGANIC

"Cherry Sanctuary"

1st Place - \$300
2nd Place - \$200
3rd Place - \$100
Honorable Mention - \$50

BEST SKYLAR RAE

"Sky-lar's the Limit"

\$400
Display MUST highlight the Skylar Rae, but can include other cherry varieties

For more cherry merchandising tips, please contact your Four Seasons Merchandiser.



PHONE: 1.800.422.8384

www.fsproduce.com





CRESPO ORGANIC MANGO DISPLAY CONTEST

JUNE 14 - AUGUST 1, 2021

Are you ready to build a Mango Masterpiece? Well, if you answered "YES" then let's get our mango on and enter our Organic Mango Display Contest! Four Seasons Produce has once again partnered with Crespo to bring you a super exciting chance to build a sweet display, get some cool Crespo swag and have the opportunity to win some cool prizes!

June is National Mango Month and fruit is in full swing from Mexico. Product quality is excellent and pricing is promotable! Great math for successful sales! And remember, mangos are no longer just a "back of the aisle" fruit. Mango popularity continues to grow and is at an all time high! Perfect time to build BIG displays and get BIG results!

CONTEST CRITERIA

- Build a super awesome mango display! Fruit must be purchased from Four Seasons Produce and must be the Crespo label.

- 44190 - OG Mangos MEX 10 ct
- 44193 - OG Mangos MEX 12 ct
- 44185 - OG Mangos Ataulfo MEX 16/18 ct

- Display must contain both round mangos and ataulfo honey mangos
- Must purchase a minimum of 25 cases of mangos over the duration of the contest period.
- Use of Crespo Point of Sale signage is NOT required, however highly encouraged. Your Four Seasons sales rep and merchandiser will have super high graphic posters, signs and recipe cards. These will brighten up your displays and offer great information for your customers.
- Although POS signage is not mandatory, you must have something with the Crespo name on it. The graphic boxes work well for this with waterfalls and case stacks.
- Send your display pics into Steph Mayer (stephf@fsproduce.com) by August 5, 2021.
- Use of social media is not required but highly recommended.



CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

1ST PLACE

Four Seasons Jacket + Hat + \$50 Gift Card



2ND PLACE

Four Seasons Hoodie + Hat + \$25 Gift Card



3RD PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card



EVERYONE IS A WINNER!

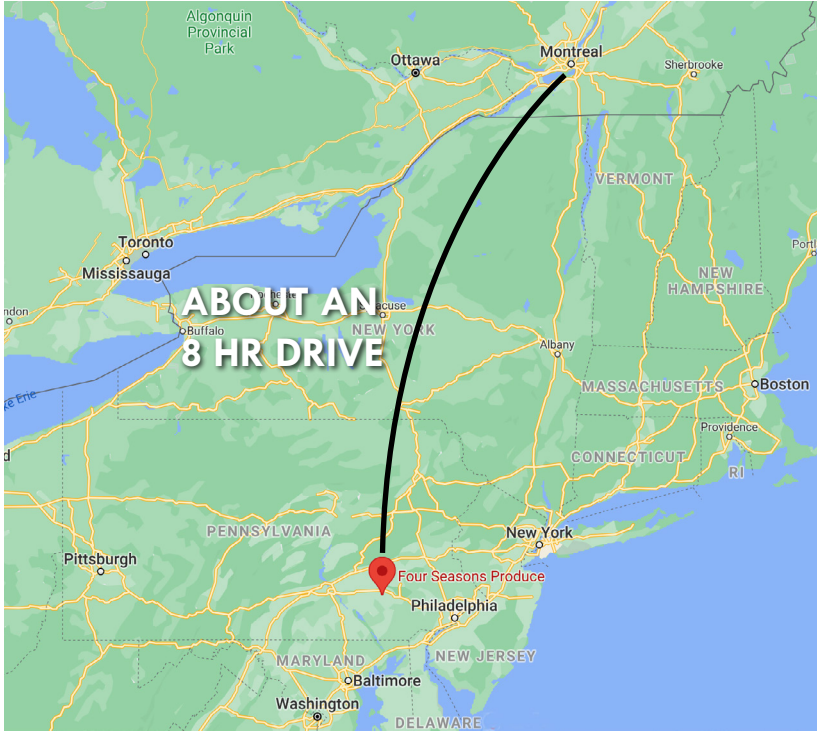
Crespo Organic is giving out some great swag just for entering the contest!



CONVENTIONAL MARKET NEWS

JULY 9 - JULY 16, 2021

QUEBEC VEG IN PEAK SEASON



July and August are peak season for fresh **Lettuces** from Quebec, Canada, out of the ideal growing conditions of the Muckland soil just north of the New York border and south of Montreal - an 8-hour drive away from major mid-Atlantic cities.

This Quebec production provides a fresh alternative to California grown product, which is a minimum 5-day drive away with expensive freight.

Red Leaf, Green Leaf, Romaine, Romaine Hearts, and wrapped **Iceberg Lettuce** are the main products in peak season.



CV CHERRIES

Dark Sweet Cherry harvest numbers have dropped off from the fields in early June. The Lapin and Regina varieties did not fare as well in the heat out West, so growers are leaving certain parts of the trees unpicked.

This should last through mid-July as most growers will transition into the Sweetheart variety. This variety took the heat much better and should have some better pack outs.



CV BERRIES

Strawberries will be in excellent supply from Salinas and Watsonville, CA the week of 7/12. The growing conditions are ideal as temperatures are back at normal levels, perfect for producing good quality berries. Look for promotable pricing and supplies on all 1 lb and 2 lb Straws.

Blueberries are in steady supply as we head into mid-July. Volumes continue to be solid from the Pacific Northwest and New Jersey. Quality has been very nice on all pack sizes.

Raspberries and **Blackberries** are in steady supply from California and pricing is now very promotable. We will have also have opportunities from local PA growers on **Blackberries** as well. Quality has been good on both.



CV LOCAL TOMATOES

Locally grown **Vine Ripe Tomatoes**, grown in Delaware high tunnels, from Fifer Orchards continue in peak season. Quality has been outstanding! Lancaster County, PA grown **Tomatoes** will be available with light volume, and volume will increase as July continues.

Locally grown **Grape Tomatoes** from PA and NJ should be available with limited availability the week of 7/12. Volume will continue to increase as July continues.



NATURESWEET TOMATOES

NatureSweet Snacking Tomatoes have been very limited these last few weeks due to weather challenges, as well as other factors, such as the labor shortage that the entire industry is currently facing.

The worst of it should be over as supplies will improve going forward and be readily available again by mid-August.



CV TOMATOES

Beefsteak Tomato markets remain steady out of Canadian and US greenhouses. Quality has been excellent. **Cluster Tomato** prices will be rising some as supplies continue to slow down. Some greenhouses are pulling crops as markets have been historically low this past season. Quality has been nice.

Grape Tomato markets are easing down some as more supplies become available. Quality out of GA and greenhouses have been nice.

ALERT! Cherry Tomatoes and Mini Snack Medley Tomatoes remain extremely tight. Supplies are just very low, and demand is very strong right now. Prices are expected to stay high through the end of the month.



CV PEPPERS

Green Pepper prices remain steady. Product is mostly coming from North Carolina. New Jersey is expected to start harvests the week of 7/12, followed by PA farms. Quality has been excellent.

11 lb **Red, Yellow, and Orange Bell Pepper** prices remain steady. Red remains the most promotable, followed by **Yellow**. **Orange** is tight as volumes and picks are down. Quality out of Canada has been excellent.

Mini Sweet Pepper prices jumped up significantly. Volume is way down and product is extremely tight.



CV CUCUMBERS

Local **Super Select Cucumbers** remain steady. Most volume is coming out of NJ right now and quality is excellent.

Euro Seedless Cucumber prices will be steady out of Canada. Quality has been nice.

Mini Seedless Cucumbers will remain limited out of Canada as harvests slow down. Quality has been excellent.



CV WATERMELONS

Watermelon prices will be steady. Georgia and South Carolina continue to have good volume and quality is nice. North Carolina and Delaware farms are expected to start soon in late July or early August with light volume. Quality has been very nice.



CV GRAPES

Mexican 18lb **Grapes** will be coming to an end and we will transition into 19lb California **Red** and **Green Seedless Grapes**.

There are a few **Cotton Candy Grapes** from Mexico available, and then there will be a gap until The Grapery starts their California season by the end of July. **Candy Heart Grapes** are also still available from Mexico.



CV ASPARAGUS

Asparagus prices will stay steady here in early July. Demand remains strong and imported supplies remain light. Quality has been very nice from Peru and Mexico. Jumbo sizing continues to be very limited.



CV GREEN BEANS

Green Bean prices will be promotable as local harvests come on strong. VA, NJ, and PA all are harvesting good numbers with excellent quality.



CV SWEET CORN

Sweet Corn will be very promotable. Delaware, New Jersey, and Pennsylvania farms are all harvesting **Sweet Corn** right now, and quality has looked excellent. Bins are also available.



CV HASS AVOCADOS

Hass Avocado supplies are starting to decline, and pricing will rise as we prepare for a few weeks gap in Mexico until the mid-summer Flor Loca season starts. Many larger size Peru fruit deals are available, but we will be shipping Mexican fruit for as long as possible before making the switch to Peruvian fruit.



CV MANGOS & PINEAPPLES

Mango supplies are in full swing as we start July. Look to promote and go big with displays throughout the month of July. Large 6ct fruit will be available, along with the popular 10 and 12ct sizes.

Pineapples have seen supplies tighten as we start July. Pricing has increased a few dollars per case as we head into mid-July.



CV KIWIFRUIT

New Zealand Zespri **SunGold** and **Green Kiwifruit** are available with strong supplies in both bulk and clamshells. Look to promote all summer long!



CV SQUASH

Local **Green** and **Yellow Squash** markets remain very promotable from PA and NJ farms. Supplies are plentiful and quality has been excellent.



CV PEARS

Import **Pears** are finished. California should start by the middle of July with **Bartlett Pears**, followed with **Bosc Pears** by the third week.



CV EGGPLANT

Eggplant remains promotable and quality has been very nice. Local NJ harvests are just beginning, and volume is expected to pick up the week of 7/12.



CV CABBAGE

Local **Green** and **Red Cabbage** will remain promotable out of PA and NJ. Quality has been excellent.



CV DRAGON FRUIT

Red-flesh Dragon Fruit will be available from Florida for July. A few air-flown **White-flesh Dragon Fruit** and also some **Pitahaya** will be available in limited supply from Ecuador.



CV STARFRUIT

Starfruit will begin to get back to normal supplies from Florida over the next month.

OTHER STORIES

- **Navel Oranges** are finishing up from California and making the transition to imports.
- **Pomegranates** from Chile will be available until mid-July, and then the Chilean season will wind down.

- **Maradol** and **Solo Papayas** will be steady into July.
- **Black Mission Figs** from CA will gap for most of July, but we will have some Mexican fruit available on a limited basis.

- **Cactus Pears** will be available from Mexico through July.