

ORGANIC MARKET NEWS



OUTLOOK FOR JULY 22 - JULY 29, 2016

ORGANIC TOMATO UPDATE



Lady Moon Farms will have an excellent supply this week of **Organic Heirloom Tomatoes**.

Heirlooms are old and diverse varieties that have been around since WWII. **Organic Heirloom Tomatoes** are soft to begin with – you should expect them to have a little give.

Organic Grape Tomatoes, Cherry Tomatoes, and Rainbow Cherry Tomatoes will be in much better supply this week out of PA.

Supplies will only improve as the weeks go on. Our growers are anticipating a flush of product next week due to the warm weather this past week.



OG APRICOTS/CHERRIES

Washington **Organic Apricots** are winding down for the season. Prices will remain high.

ALERT! Washington **Organic Rainier Cherries** are finished for the season and **Organic Dark Sweet Cherries** are wrapping up for the season. They will finish up before the end of July.



OG PLUMS/PEACHES/NECTARINES

California and Washington are both producing limited supplies of **Organic Yellow Peaches**. California **Organic White Peach** supplies continue to improve with larger sizing and prices continuing to slide off slowly.

ALERT! **Organic White Nectarines** are very limited this week.

California **Organic Black Plums, Red Plums,** and **“Dapple Dandy” Pluots** continue to be in excellent supply with promotional opportunities available.



OG BERRIES

Organic Blackberry supplies out of California, as well as **Organic Blueberry** supplies, out of the Pacific Northwest, continue to decrease.

ALERT! **Organic Raspberry** supplies have significantly dropped, causing prices to rise. Expect the situation to continue to get worse over the next few weeks. High heat continues to cause weakness in the fruit.



OG KIWIFRUIT

New Zealand **Organic Green Kiwifruit** supply continues to be steady with excellent quality.

Zespri **Organic SunGold Kiwifruit** are now in good supply – it's time to promote this amazing piece of fruit!



OG MELONS

California **Organic Cantaloupes** are back in steady supply out of Northern California and should be through the end of the July.

Organic Honeydew and **Galia Melon** supplies are better this week with some of the best fruit of the season.



OG GRAPES

California **Organic Black, Green, and Red Grape** supplies are improving by the day. Expect prices to continue to ease off slightly in the upcoming weeks.

Organic Thomcord Grapes have begun in a limited way. Supplies should improve over the next few weeks and go through the end of September.



OG LEMONS

ALERT! California **Organic Lemon** supply continues in a severe decline and prices continue to increase sharply. Expect large fruit to virtually disappear.

140/165ct fruit will be the new normal. We may see a small gap over the next few weeks. Mexican fruit is expected in late July or early August.



OG SWEET CORN

Organic Sweet Corn is due in this week out of Pedersen Farms in NY.

We are also expecting smaller volume of locally PA grown **White Sweet Corn** this week as well from Crawford Organics.



OG HASS AVOCADOS

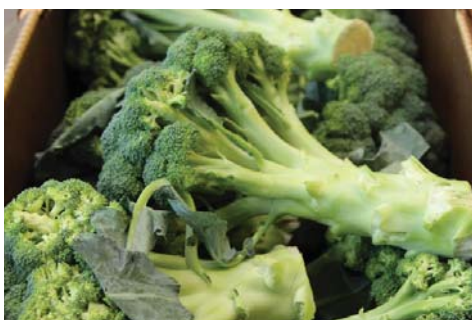
The **Organic Hass Avocado** market is hot right now! Prices continue to remain extremely high. We are expecting to see that trend continue at least until the first week of August.

Gradually more fruit will become available out of Mexico helping to satisfy the demand we are seeing. This will also help ease pricing downward.



OG KALE

Lady Moon Farms will have excellent supplies of **Organic Green Kale** this week. Quality here is excellent, and product is PA grown.



OG BROCCOLI

Organic Broccoli is also extremely promotable this week. We will have excellent volume deals on both 14s and crowns.



OG EGGPLANT

Organic Eggplant is in excellent supply out of New Jersey. We will have beautiful fancy **Organic Eggplants** counting 24-28ct all week.



OG CUCUMBERS

Organic Cucumbers are in adequate supply from NY and PA. Expect supplies to improve even more this upcoming week. Look for promotable supplies of Mexican product this week.



OG CAULIFLOWER

Organic Cauliflower will be promotable once again this week. The harvests in CA are yielding both 9's and 12's this week. We will also have excellent availability out of Canada as well.



OG ROMAINE HEARTS

Organic Romaine Hearts are very promotable this week. Supplies out of California are excellent and the quality can't be beat.



OG MANGOS

Organic Mangos will be in good supply through next week. After that, supplies will start to dwindle. Expect to see prices climb a bit.

One exciting note is that we will have **Non-Hot Water Treated (NHWT) Mangos** available to us as early as next week!

Because of where these mangos are grown in Mexico, they are not required to be hot water treated. This allows the fruit to be tree ripened longer, giving this fruit an exceptional taste! Look for more NHWT options in the next few weeks.



OG APPLES

ALERT! Import **Organic Gala, Pink Cripps,** and **Red Delicious Apples** are extremely limited with high and rising prices.

The first California **Organic Gala Apples** have arrived in limited supply. Washington fruit should be following in just a few more weeks. The crop is expected to have good sizing this year and will be predominantly bigger fruit.

ALERT! Juice grade **Organic Granny Smith and Fuji Apples** continue to be very limited. Supplies will wind down over the next few weeks. Expect a short gap until domestic fruit gets started.



OG POTATOES

Organic Yellow and Red Potatoes out of Bakersfield, CA should continue through the month of July. We will continue to support this product as long as the quality stays nice.

We will see our first arrival of new crop Washington **Organic Russet Potatoes** towards the end of this week. Quality is reported to be great and price will be better than California new crop but slightly higher than Colorado old crop.

OTHER STORIES:

- New crop **CA Organic Garnet and Jewel Sweet Potatoes** have now started. Now is a good time to keep turns tight and rotations moving on these varieties.

- **Organic Oriental Sweet Potatoes** will gap this week but should be back in supply when new crop starting in about a week.

- **Organic Zucchini** is in excellent supply out of California and Pennsylvania.

- **Organic Watermelon** supplies and prices are steady this week out of California.

- **ALERT!** **Organic Green Beans** will remain in tight supply this week. Look for pricing to remain higher again this upcoming week.

- **Organic Green Peppers** are in much better supply this week out of PA.

- **Organic Black Mission and Calimyrna** (green variety) **Figs** will be available next week!

- **Organic Young Thai Coconuts** are in great supply. Pricing will be down next week, making it a good time to promote them heading into August.

- Locally grown **Organic PA Candy Sweet Onions** are in full swing with promotable supplies. **Local Organic Red Onions** have begun and should last through August. Quality will improve as we get further into this crop.

- The majority of all California **Organic Red Onions** are now done.

- California **Organic Bartlett Pears** arrived and sold out quickly, but expect more this weekend. Washington fruit is right around the corner – expected to start in the beginning of August.



LIST FOR WEEK OF JULY 22 - JULY 29, 2016

ORGANIC



NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 40644 - OG Eggplant NJ 22 lb
- 40659 - OG Eggplant 9 ct NJ 11 lb

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 41095 - OG Cucumber NY 20 lb
- 44553 - OG Cucumber Asian Jade NY 10 lb
- 40148 - OG Cucumber Pickle NY 18 lb
- 40626 - OG Eggplant Round Oriental NY 12 lb
- 41183 - OG Lettuce Romaine NY 24 ct
- 40859 - OG Peppers Cubanelle NY 10 lb
- 40343 - OG Squash 8 Ball NY 18 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40520 - OG Corn White NY 48 ct

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA

- 41531 - OG Onion Red Jumbo PA 40 lb
- 41536 - OG Onion Candy Sweet Med PA 40 lb
- 41535 - OG Onion Candy Sweet Jumbo PA 50 lb

CLARION RIVER - SLIGO, PA

- 40386 - OG Cabbage Green PA 45 lb
- 40562 - OG Cabbage Red PA 40 lb
- 40518 - OG Cabbage Savoy PA 35 lb
- 41044 - OG Squash Kabocha PA 35 lb
- 41050 - OG Squash Spaghetti PA 30 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 40666 - OG Chard Green Premium PA 24 ct
- 40680 - OG Chard Rainbow Premium PA 24 ct
- 40667 - OG Chard Red Premium PA 24 ct
- 41088 - OG Cucumber Premium PA 20 lb
- 40639 - OG Eggplant Premium PA 24 lb
- 40628 - OG Greens Dandelion Premium PA 24 ct
- 40893 - OG Greens Dandelion Red PA 24 ct
- 40811 - OG Greens Kale PA 24 ct
- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40723 - OG Parsley Curly Prem PA 30 ct
- 40724 - OG Parsley Italian Flat Prem PA 30 ct
- 40767 - OG Peppers Green Medium PA 22 lb
- 40796 - OG Peppers Green Premium PA 25 lb
- 41026 - OG Squash Yellow PA 20 lb
- 41015 - OG Squash Zucchini PA 20 lb
- 41346 - OG Tomatoes Cherry Clam PA 12/1 pt
- 41385 - OG Tomato Cherry Rainbow PA 12/1 pt

- 41336 - OG Tomato Grape PA 12/1 pt
- 41389 - OG Tomato Heirloom PA 10 lb

SAM STOLTZFUS - LOGANTON, PA

- 41098 - OG Cucumber PA 45 lb

SAM ZOOK - LANCASTER COUNTY, PA



- 41535 - OG Onion Sweet Jumbo PA 50 lb

VIRGINIA



RED SUN FARMS - DUBLIN, VA

- 41080 - OG Cucumber European VA 12 ct



CHRIST KING  

EPHRATA, PA

CHRIST KING IS AN AMISH FARMER LOCATED IN LANCASTER COUNTY, PA
HIS FARM IS 100% ORGANIC

CROPS:
ORGANIC GRAPE, ROMA, AND ROUND TOMATOES, ORGANIC CABBAGE &
ORGANIC SWEET ONIONS

ASK YOUR SALES
REPRESENTATIVE OR
MERCHANDISER FOR
LOCAL GROWER POS
SIGNAGE FOR YOUR STORE!



LIST FOR WEEK OF JULY 22 - JULY 29, 2016

CONVENTIONAL

DELAWARE

VINCENT FARMS - DELMAR, DE

01084 - CV Corn White Bin DE 50 dz

Cantaloupe Bins from Delaware & Maryland

Contact your sales rep for specific grower bin counts!

Vincent Farms - Delamr, DE

Wesco Farms - Hurlock, MD

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

02855 - CV Cucumber Carton NJ 24 ct

02799 - CV Cucumber Super NJ 72 ct

FLAIM FARMS - VINELAND, NJ

00205 - CV Arugula NJ 24 ct

00455 - CV Basil NJ 15 ct

00560 - CV Beets Gold Bunch NJ 12 ct

00551 - CV Beets Red Bunch NJ 12 ct

00590 - CV Bok Choy NJ 15 lb

00591 - CV Bok Choy NJ 30 lb

00592 - CV Bok Choy Baby (Shanghai) NJ 30lb

00790 - CV Cabbage Chinese NJ 30 lb

00745 - CV Cabbage Green NJ 50 lb

00780 - CV Cabbage Red NJ 50 lb

00795 - CV Cabbage Savoy NJ 30 lb

01362 - CV Chard Swiss Green NJ 12 ct

01355 - CV Chard Swiss Rainbow NJ 12 ct

01368 - CV Chard Swiss Red NJ 12 ct

01034 - CV Cilantro NJ 30 ct

01170 - CV Dandelion Bunch NJ 12 ct

01200 - CV Dill NJ 24 ct

01275 - CV Eggplant Graffiti NJ 12 lb

01285 - CV Eggplant Italian NJ 10 lb

01260 - CV Eggplant Premium NJ 24 lb

01273 - CV Eggplant Sicilian NJ 20 lb

01308 - CV Greens Collard NJ 18 lb

01315 - CV Greens Kale 18 ct NJ 18 lb

01346 - CV Greens Mustard NJ 18 lb

01350 - CV Greens Turnip NJ 18 lb



- 01462 - CV Kohlrabi Green NJ 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 01516 - CV Mint Box NJ 12 ct
- 01715 - CV Parsley Italian Flat Leaf NJ 30 ct
- 01711 - CV Parsley Italian Flat Leaf NJ 60 ct
- 01975 - CV Peppers Cubanelle NJ 18 lb
- 01828 - CV Peppers Green Choice NJ 22 lb
- 01839 - CV Peppers Green XLG NJ 22 lb
- 01965 - CV Peppers Jalapeño NJ 10 lb
- 01967 - CV Peppers Jalapeño NJ 35 lb
- 01980 - CV Peppers Long Hot NJ 16 lb
- 01982 - CV Peppers Long Hot NJ 8 lb
- 01995 - CV Peppers Poblano NJ 20 lb
- 01996 - CV Peppers Poblano NJ 10 lb
- 01985 - CV Peppers Serranos NJ 8 lb
- 01180 - CV Radish Daikon NJ 40 lb
- 01185 - CV Radish Daikon NJ 20 lb

JERSEY FRESH - WOODBURY, NJ

04404 - CV Potatoes White NJ 10/5 lb

PENNSYLVANIA

CEDAR MEADOWS - LANCASTER COUNTY, PA

23147 - CV Tomato Heirloom PA 8/1 quart

23206 - CV Tomato Rainbow Cherry PA 15/1 pt

COPENHAVER - LEBANON, PA

00482 - CV Beans Green PA 25 lb

COUNTRY ACRES - WAYNESBORO, PA

01820 - CV Peppers Green Bag M/L PA 10/2 lb

CRAMERS FARM - LANCASTER COUNTY, PA

23156 - CV Tomato Heirloom Pa 15 lb

JOSH WEAVER - LANCASTER COUNTY, PA

00751 - CV Cabbage Green PA 40 lb

00780 - CV Cabbage Red PA 50 lb

00781 - CV Cabbage Red PA 20 lb

01065 - CV Corn White Bin PA 50 dz

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

00751 - CV Cabbage Green PA 40 lb

00758 - CV Cabbage Green Bin PA 60 ct

02320 - CV Squash Yellow Medium PA 20 lb

HARLAN HESS - ZIONSVILLE, PA

02845 - CV Cucumber Kirby PA 40 lb

02258 - CV Squash Green Medium PA 20 lb

02334 - CV Zucchini Gold Bar PA 20 lb

HOGELAND FARMS - NEWMANSTOWN, PA

00482 - CV Beans Green PA 25 lb

02803 - CV Cucumber Super Select PA 72 ct



KEITH BENEDICT - CHAMBERSBURG, PA

02812 - CV Cucumber Select PA 72 ct

02803 - CV Cucumber Super Select PA 72 ct

02258 - CV Squash Green Medium PA 20 lb

02334 - CV Zucchini Gold Bar PA 20 lb

LESTER WEAVER - LANCASTER COUNTY, PA

01065 - CV Corn White Bin PA 50 dz

MIKE FINK - GERMANSVILLE, PA

00618 - CV Broccoli Crowns PA 20 lb

01062 - CV Corn Bi-Color DE 48 ct

STAUFFER HULING FARMS - LANCASTER, PA

04106 - CV Onions Sweet Jumbo PA 40 lb

04628 - CV Onions Sweet PA 14/3 lb

SUNNY HARVEST - COCHRANVILLE, PA

02165 - CV Rhubarb PA 20 lb

Cantaloupe Bins from Lancaster County, PA

Contact your sales rep for specific grower bin counts!

Chester Weaver - Ephrata, PA

Harnish Farms - Pequea, PA

Joseph Weaver - Ephrata, PA

Lester Weaver - Ephrata, PA

VIRGINIA

PARKER FARMS - OAK GROVE, VA

02812 - CV Cucumber Select VA 72 ct

01060 - CV Corn White VA 48 ct

01080 - CV Corn Yellow VA 48 ct

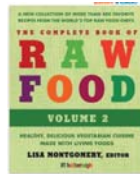
ZESPRI KIWIFRUIT CONTEST



JULY 25 - AUGUST 12



GRAND PRIZE



1 DEHYDRATOR KIT



4 HOODIES

A \$600+ VALUE!

2ND PLACE



1 AMAZON ECHO



1 \$100 AMAZON GIFT CARD



2 HOODIES

3RD PLACE



1 JOHN BOOS CUTTING BOARD



1 KNIFE SET



4 MUGS

EVERY PARTICIPANT IS A WINNER!

Each participating store will receive
2 Four Seasons 40th Anniversary T-shirts
for their department, just for entering the contest!



HOW TO ENTER

Between **Monday, July 25th** and **Saturday, August 12th**, Four Seasons Produce customers can participate by creating a Zespri Kiwifruit display using OG Green Kiwifruit and OG or CV SunGold Kiwifruit.

Displays will be judged based on the effectiveness and creativity of the display, usage of sampling, and social media/advertising.

We will have **FREE** "dump bin" & "bird bath" Zespri displays available!

Contact your sales rep or merchandiser while supplies last.

NOTE: These displays are not mandatory to enter the contest.



A FEW THINGS TO KNOW

1. Participants must buy Zespri Organic Green Kiwifruit and Zespri Organic or Conventional SunGold Kiwifruit from Four Seasons Produce, Inc.
2. Each participant must send in a photo of the final display to Steph Fleetman (stephf@fsproduce.com) by August 15th. Zespri will judge the contest and the winners will be announced in September.
3. Tips for creating a great display.
 1. Have clear & creative signage
 2. Explain how to cut, use, & eat kiwifruit
 3. Set up a sampling station - it's always a good idea
 4. Highlight the health and nutrition benefits of kiwifruit
 5. Highlight kiwifruit in your social media during August

#SunGold

#kiwifruit #zesprikiwi

#SunGoldDisplay2016

Any customer that incorporates green or gold kiwifruit into their juice or smoothie bar menu and displays the ZESPRI Kiwifruit logo during the contest period will be entered to win an **AMAZON GIFT CARD!**



CONVENTIONAL MARKET NEWS

OUTLOOK FOR JULY 22 - JULY 29, 2016

LOCAL MELON UPDATE



Delaware, Maryland, and Pennsylvania growers have all started with their **Cantaloupes**. Look for prices to ease down as all three growing regions harvest their fruit this week.

Watermelons will continue to ship this week out of North Carolina. Maryland and Delaware are going to get started this week. This should help to ease prices down.

Supplies and quality are excellent on **Cantaloupes** and **Honeydew** this week out of California with steady pricing.



CV CUCUMBERS

Cucumbers are plentiful from Pennsylvania and New Jersey, among other growing regions. This is a great item to promote with very nice quality.

12/6ct Mini Seedless Cucumbers are in a flush from Canada. Pricing is lower with nice quality and very aggressive pricing.



CV LETTUCES

Romaine, Green Leaf, and Red Leaf Lettuces are all plentiful. We will continue to have California and Canadian options for each item. All pricing is steady to lower with promotable volumes.

Romaine Hearts are extremely plentiful from California with excellent quality. Pricing is very aggressive and this is a great item to promote.

Iceberg Lettuce is plentiful from California with steady pricing and very nice quality and good weights. Canadian **Iceberg Lettuce** is still plentiful as well, with nice quality and aggressive pricing.



CV PEPPERS

Green Peppers are in good supply. New Jersey and Pennsylvania product is kicking into gear with very nice quality. Pricing will be lower this week.

11lb Red, Yellow, and Orange Peppers are becoming more available from Canada and Holland. Pricing will be lower this week.



CV SWEET CORN

Sweet Corn remains limited from multiple growing regions, but supply is expected to improve by the middle to end of the week.



CV GREEN BEANS

Green Beans are extremely plentiful from Pennsylvania with very nice quality. Pricing is steady to lower - this is a great item to promote!



CV STRAWBERRIES

We are seeing the seasonal **Strawberry** volume decline beginning in Salinas, CA. Supplies will get a little tighter over the coming weeks. Look for prices to move up slightly.



CV BERRIES

Blueberries will continue to ship out of both Michigan and the Pacific Northwest for the coming weeks. Prices are expected to move up slightly as New Jersey wraps up for the season.



CV CABBAGE

Cabbage is in good supply from New Jersey, Pennsylvania, and Canada, among other regions. Pricing is steady to lower.



CV NJ POTATOES

New crop **NJ White Potatoes** have started this week and **NJ Red Potatoes** will start next week. Pricing and quality on both will be pretty sharp.



CV CHERRIES

ALERT! We are down to the final week, maybe two, on Northwest **Cherries**.

The remaining crop is in the hands of a few growers, who have struggled with supplies due to rain over last weekend. They should be back in late this week and expect to pick and pack some nice large fruit to finish off the season. Prices will be much higher, double to triple the price we saw just a week ago.



CV EASTERN PEACHES

ALERT! It's been a huge struggle with Peach growers in New Jersey. After getting started last week with some nice sized **Peaches**, they are now in a big gap caused by freeze damage early in the growing season. This caused a great deal of damage in Virginia up through New York State with some growers losing their entire crop.

South Carolina and Georgia have had a handful of fruit to help fill in the gap, but they are close to being finished. New Jersey will not see a better supply until the last week of July.



CV HASS AVOCADOS

Hass Avocado The volume in CA continues to decline but Mexico should rebound to fill the void. There is a steady, but not huge supply, coming in from Peru through the rest of this month before declining in August.

Prices will remain high until demand and supply are more in balance when Mexico fully recovers from the dismal performance of the past few weeks. Size will continue to be a challenge as smaller sizes will be the peak of what is being harvested. Expect a big price difference between 48's and larger and 60 counts and smaller.



CV BROCCOLI

Broccoli Crowns are abundant from California and Maine. Pricing will be steady to lower. Quality is outstanding.

Bunched Broccoli is also very aggressive in pricing with nice quality.



CV CAULIFLOWER

Cauliflower is beautiful from California. Pricing is aggressive, making it a great item to promote.

Green, Orange, and Purple Cauliflower are also in good supply with lower pricing this week.



CV TOMATOES

Beef and Cluster Tomatoes are steady. Two-layer and 25lb **Vine Ripe Tomatoes** are limited.

Roma Tomatoes are up a bit in pricing since production is down.

Grape Tomatoes are plentiful from PA and VA with steady to lower pricing.



CV APPLES

Eastern growers are down to **Red Delicious** and **McIntosh Apples** with only two weeks left on the **McIntosh**. Washington growers are mostly down to **Red, Granny Smith, and Fuji Apples**, with a few growers left with a handful of **Gala** and **Gold Delicious Apples**.

With that said, we are only a few weeks away from making the gradual transition into "New Crop" **Apple** season. Below are the projected start dates for both Eastern and Washington **Apple** seasons.



CV PEARS

California is already two weeks into their new crop **Bartlett** and **Red Pear** season, with **Bosc Pears** another 2 weeks away from starting.

Washington could start **Bartlett Pears** as early as next week. Projected start dates for Washington are listed below.



CV CA STONE FRUIT

California is a good option to fill in on the shortage of **Eastern Peaches**. Supplies and quality are good with plenty of larger sizes.

The next few weeks there will be a strong push on **Nectarines** as this is the peak week, with plenty of big sizes.

White Peaches, Nectarines, and Plumcots. The **Plumcots**, with many different varieties have high brix and great flavor.

APPROXIMATE CV APPLE & PEAR START DATES:

EASTERN APPLES

Gala	08/09	Rome	10/04
Ginger Gold	08/17	Gold Delicious	10/04
Paula Red	08/21	Snap Dragon	10/17
Zestar	08/27	Stayman	10/17
Mcintosh	08/30	Granny Smith	10/18
Honeycrisp	08/30	Fuji	10/18
Red Delicious	09/15	Cameo	11/02
Cortland	09/21	Pink Lady	11/07
Jonagold	09/27	Lady Apples	11/07
Empire	09/27	Sweet Cheeks	11/14
Macoun	10/04	Ruby Frost	01/09

WASHINGTON APPLES

Ginger Gold	08/01
Gala	08/01
Honeycrisp	08/17
Granny Smith	08/28
Golden Delicious	08/31
Red Delicious	08/31
Fuji	08/31
Red Rome	09/01
Jonagold	09/08
Cameo	09/26
Braeburn	09/30
Cripps Pink	10/22

WASHINGTON PEARS

Bartlett	07/24	Anjou	08/24	Comice	09/18
Starkrimson	08/03	Red Bartlett	09/18	Asian	10/03
Bosc	08/20	Concorde	09/03	Red d'Anjou	10/20

OTHER STORIES:

- **Green Onions** are abundant from both Mexico and Canada. Pricing will be steady to lower with very nice quality.

- **Eggplant** is limited, but quality is very nice from New Jersey.

- New crop **Idaho Russet Potatoes** should start by the first week of August. We will see prices soften until that point and will likely firm back up once new crop starts.