

ORGANIC MARKET NEWS

JULY 16 - JULY 23, 2021

ORGANIC MELONS OUTLOOK



Organic Seedless Watermelons continue in season from California. Quality has been nice, however extremely high freight rates have kept prices much higher than past years.

PA local **Organic Seedless Watermelon** production is expected to start with light volume by the end of July and pickup in August. Traditional **Organic Red Seedless**, a few **Yellow** and **Orange Seedless**, and **Sangria-style Seeded Watermelon** varieties will be available.

PA locally grown **Organic Mini Watermelons** will start as early as mid-July with very light volume. Supplies are expected to ramp up in early August with **Organic Red Seedless**, **Yellow Seedless**, and **Red Seeded** varieties.

Organic Mini Seedless Watermelons continue in season from Arizona and California. Quality is excellent and harvests are expected to remain steady through August.

“Navajo Pride” **Organic Mini Melons** from New Mexico will be available at the end of August. Quality is excellent on this melon program while also helping support the Navajo Agricultural Products Industry. Look for more information in mid-August as to when the program will begin.

Organic Cantaloupes are steady but not in heavy supply right now. Sizing is standard with 9s and 12s overall. Average pricing is steady on 9s and a couple of bucks higher on 12's.

Organic Honeydews are slightly more limited with 5ct and a few 6ct available.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli production from California continues to have excellent volume in mid-July. Main supplies have shifted back to California during July after a very strong PA season! Québec growers have begun harvesting and to supplement the CA supplies. Pricing remains promotable and quality has been outstanding from California.

Organic Cauliflower from California continues to yield strong volume and excellent quality. Mid-July has seen some vendors tighten on supplies, however overall supplies are plentiful, and pricing has remained promotable.



OG BERRIES

Organic Raspberries are in good supply with improving quality now that the temperature has cooled down, and we are through the heat-stressed fruit.

Organic Strawberries are firming as well now that the heat has subsided. Expect prices to begin to increase, and quality should improve.

California **Organic Blackberries** have become very limited due to heat damage with great product loss, sporadic product gaps, and rising prices. There is a small amount of New Jersey fruit available.

Organic Blueberries have ended out of New Jersey, but good supplies are now available out of the Pacific Northwest and are expected to continue in good supply through mid-August. Peru is expected to kick in with a good crop at the end of August or early September, and then right into Chilean product.



OG PEPPERS

Local **Organic Purple Peppers** from Pennsylvania have begun, make sure to add this specialty item and pop of color to your pepper line up today!

Organic Red, Orange, and Yellow Bell Peppers from Canada and Holland are seeing supplies increase in late July. Quality from both growing regions have been outstanding throughout July and with aggressive pricing, late July is the perfect time to promote **Organic Peppers!**

Organic Green Peppers continue production from the Carolinas and are yielding excellent quality. Local production is expected to begin in late July!

Organic Mini Sweet Peppers are tightening from Mexico as we approach late July. Expect significant price increases and supplies to become limited as we move deeper into the summer. Look for local supplies in late July or August!



OG ONIONS

Locally grown **Organic Sweet Onions** are now available! Locally grown **Organic Red Onions** should get started the week of 7/19, once we cleanup CA grown **Organic Red Onions**.

Organic Yellow Onions will continue to come out of CA, and there shouldn't be a gap in supply until Nevada-grown **Organic Onions** get started. But time will tell the effects of the hot weather out west – the good news is onion plants like hot heat when growing. Medium-sized are a bit limited and cost almost as much as the jumbos.



OG BEANS

Organic Green Beans from Pennsylvania began harvests the week of July 11th. Although yields have remained limited in the first week, production is expected to increase quickly.

Also look for PA grown **Organic Yellow Beans** and **Fava Beans!** These specialty beans will add additional options for customers and a pop of color to your displays!



OG CABBAGE

Local **Organic Cabbage** remainS in strong production! As we approach August, expect supplies to begin to shift to New York production. Peak supply volume and quality are expected to remain throughout the summer months!



OG CUCUMBERS

Organic Cucumber production from Pennsylvania and New York have begun! Promote locally grown **Organic Cucumbers** in late July as supplies will increase quickly. Expect steady, plentiful supplies and strong quality in late July and early August.

Lady Moon Farm's Pennsylvania **Organic Cucumber** crop is expected to begin in late July. Expect consistent supplies and excellent quality from Lady Moon!

Organic Euro Seedless Cucumber prices are rising some here in mid-July as supplies slow down due to a stretch of rain and cloudy weather. Quality has been nice.



OG MANGOS

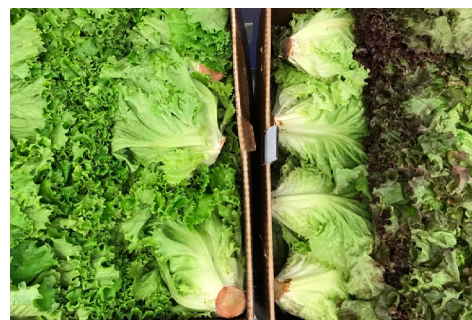
July is an exciting month to promote **Organic Mangos**. Four Seasons and Crespo Organics are teaming up with a great Display Contest through the month of July.

Organic Ataulfo Honey Mangos will see supplies tighten as the July progresses. Many growers are now done for the season.



OG EGGPLANT

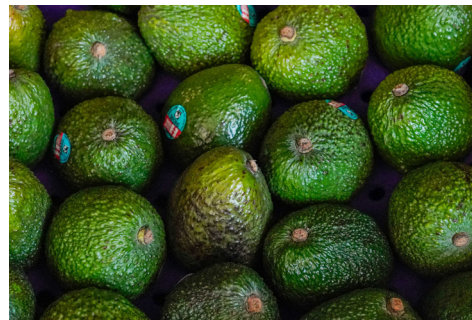
Organic Eggplant harvests have begun in New Jersey in mid-July and will be followed shortly by Pennsylvania and New York! In mid-July, expect to see a mix of Carolina and New Jersey product as northern production is still growing. Expect improved pricing, strong quality, and consistent supplies in July. Lady Moon Farms' PA crop is expected to start at the end of July!



OG LETTUCE

Organic Leaf and **Romaine Lettuces** are now in strong consistent supplies from New York, Vermont, and Canada. For the remainder of July, expect to see steady supplies and improved pricing! Quality and availability from all 3 growing regions are strong - expect no interruptions in supplies for the rest of the month!

Organic Iceberg and **Romaine Hearts** will have steady production from both California and Québec in July. Quality from California has been outstanding in July, while Québec product is only beginning but is expected to be equally strong. Promotional opportunities on both will be available during July.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico saw field prices spike sharply as supplies were down for the middle of July. There is a short gap expected between the Negra Crop and the Flor Loca crop out of Mexico, and this has affected field prices by \$4-5/case at the border. California and Peru are also viable options for those looking for a steady supply on fruit.



OG LEMONS

Organic Lemons have arrived in a very limited supply out of Argentina and the first new crop out of Mexico is expected here in mid-July. Supplies out of Mexico are expected to ramp up weekly and prices should stay high due to 30-40% of the crop was lost to a freeze a few months ago.



OG SQUASH

Organic Zucchini and **Yellow Squash** are in peak local production as late July approaches! Strong harvests, steady pricing, and outstanding quality make for the perfect summer promotion.



OG JACKFRUIT

Organic Jackfruit from Florida are now available and will be steady through the month of July! Be sure to take advantage of this domestic organic season to try this popular meat substitute.



OG GRAPES

Fresh crop California **Organic Black Grapes**, **Champagne Grapes**, **Green Grapes**, and **Red Grapes** are starting to arrive to the East Coast here in mid-July. An excellent crop is expected with some newer premium varieties.



OG STONE FRUIT

Organic Apricots have transitioned to Washington and are expected to wrap up for the season by the end of July.

Organic Dark Sweet Cherries are in good supply with nice quality. Prices are expected to be steady until the end of July when supplies will dwindle quickly, and prices will rise. **Organic Rainier Cherries** are done for the season.

Organic Peaches and **Nectarines** will be available from both California and Washington for July as we move into the Washington peak season in August with promotional opportunities expected.

Organic White Peaches and **Nectarines**, **Red Plums**, **Black Plums**, and **Pluots** should be in steady supply out of California.



OG TOMATOES

Organic Grape Tomatoes continue to be steady from North and South Carolina. Tennessee farms have just begun new harvests as well. Lady Moon Farms will begin with very light volume here in mid-July and volume will ramp up in early August. Quality has been nice from all areas.

Organic Cherry Tomatoes continue to be available from South Carolina in the Watsonia label. Quality has been excellent. Lady Moon Farms will begin from their PA farm on **Organic Cherry** and **Rainbow Cherry** varieties with light volume but should increase heading into August. New Jersey has also started with light harvests.

Organic Vine Ripe Tomatoes will be available with light volume from PA grower King Family Farms. Quality is expected to be excellent on the crown picks with big sizing. Volume will increase heading into August.

Organic Roma Tomatoes will continue to be available from North and South Carolina here in mid-July. Quality has been nice. Locally grown product will start with light volume by the end of July and ramping up heading into August.



OG SWEET POTATOES

An **Organic Sweet Potato** transition to new crop is right around the corner!

Organic Murasaki (Japanese Sweets) Sweet Potatoes will be the first variety to transition into new crop. These fields have been targeted as the highest priority due to the shortage of inventory and therefore will be started first. They should be available for the end of July.

Organic Red (Garnets) and Orange (Jewels) Sweet Potatoes will transition between the 2nd and 3rd weeks of August. **Organic White Sweet Potatoes** will transition toward the end of August or early Sept. There shouldn't be a gap in supply between old crop and new crop on the **Orange, Red, and Whites**.

Organic Purple Stoke Sweet Potatoes should be starting back up the 2nd week of September.

OTHER STORIES

- We should see new crop **Organic Russet Potatoes** get started out of the Pacific Northwest in late July. **Organic Red** and **Gold Potatoes** will also get started in mid-July and will also bring some slight pricing relief to the higher priced California product.

- **Organic Asparagus** prices will ease off more here in mid-July as production out of Mexico continues to ramp up. Quality has been excellent, and supplies will be steady.

- **Organic Pineapples** will be steady through July. We will offer both 6ct and 8ct Pines during this time.

- **Organic Black Mission Figs** will be available 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 July.

- **Organic Celery** and **Celery Hearts** from California remains plentiful in supplies, and quality has been stellar with promotable pricing through-

out the month of July. Build large displays and partner with other promotable veg items to generate additional sales during the Summer.

- **Organic Baby Bok Choy** production from Pennsylvania and New Jersey has slowed down in July. Look for main supplies to switch back to production from California.

LOCAL LIST

ORGANIC

CHRIST KING - LANCASTER, PA

40548 - OG Cabbage Green PREM 45 lb
41535 OG Onions Sweet JBO PA 40 lb
41536 OG Onions Sweet MD PA 40 lb

CLARION RIVER - SLIGO, PA

40376 - OG Beans Green 25 lb
40369 - OG Beans Yellow 10 lb
40297 - OG Squash Yellow 20 lb

EASTERN FRESH - CEDARVILLE, NJ

41385 - OG Tomatoes Cherry Rainbow 12/1 pt

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
40600 - OG Carrots Bunched 24 ct
40684 - OG Chard Green 12 ct
40682 - OG Chard Rainbow 12 ct
40685 - OG Chard Red 12 ct
40644 - OG Eggplant 22 lb
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
219525 - OG Herb Mint 12 ct
40485 - OG Red Beets 25 lb

HEPWORTH FARMS - MILTON, NY

40601 - OG Carrots Bunched 12 ct
40666 - OG Chard Green PREM 24 ct
40680 - OG Chard Rainbow PREM 24 ct
40667 - OG Chard Red PREM 24 ct
41091 - OG Cucumbers 20 lb
41112 - OG Escarole 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
41165 - OG Lettuce Red Leaf 24 ct
41180 - OG Lettuce Romaine 24 ct
40726 - OG Parsley Curly 15 ct
40723 - OG Parsley Curly PREM 30 ct
40729 - OG Parsley Flat Leaf (Italian) 15 ct
40886 - OG Radishes French Breakfast 24 ct
40864 - OG Radishes Red Bunched PREM 24 ct
40897 - OG Spinach Bunched 12 ct
40900 - OG Spinach Bunched 24 ct

JOSEPH WEAVER - EPHRATA, PA

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

LANCASTER FARM FRESH COOP - LANCASTER, PA

40379 - OG Beans Fava 10 lb
40680 - OG Chard Rainbow PREM 24 ct
40667 - OG Chard Red PREM 24 ct
41091 - OG Cucumbers 20 lb
40650 - OG Dandelion 12 ct
40670 - OG Greens Collard 24 ct
40857 - OG Kohlrabi Purple Bunched 12 ct
41165 - OG Lettuce Red Leaf 24 ct
42324 - OG Peppers Purple 10 lb
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



LADY MOON FARMS - CHAMBERSBURG, PA

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
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

REED FAMILY FARM - ELIZABETHTOWN, PA

40376 - OG Beans Green 25 lb



LOCAL LIST

CONVENTIONAL



COPENHAVER - LEBANON, PA

480 - CV Beans Green 25 lb

DRISCOLL'S - HAMMONTON, NJ

10101 CV Blueberries 12/1 pt Driscoll's

EASTERN FRESH - CEDARVILLE, NJ

1060 - CV Corn White 48 ct
2819 - CV Cucumbers Super Local 72 ct
1260 - CV Eggplant PREM 24 lb
1837 - CV Peppers Green JBO Local 22 lb
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
228499 - CV Tomatoes Vine Ripe XL/JBO 25 lb

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
1260 - CV Eggplant PREM 24 lb
1275 - CV Eggplant Graffiti NJ 12 lb
1262 - CV Eggplant Italian 11 lb
1273 - CV Eggplant Sicilian NJ 20 lb
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
1975 - CV Peppers Cubanelle 18 lb
1967 - CV Peppers Jalapeno 35 lb
1965 - CV Peppers Jalapeno 10 lb
1995 - CV Peppers Poblano 20 lb
2255 - CV Squash Green MD Local 20 lb

HESS FARMS - WAYNESBORO, PA

2845 - CV Cucumbers Kirby 40 lb
2819 CV Cucumbers Super Local 72 ct
1837 - CV Peppers Green JBO Local 22 lb
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
15674 - CV Peaches 2 1/2" East 25 lb
15672 - CV Peaches 2 3/4" East 25 lb

JOSH WEAVER - LANCASTER COUNTY, PA

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

MIKE FINK - GERMANSVILLE, PA

2255 - CV Squash Green MD Local 20 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
225739 - CV Corn Purple Violet 12/4 ct Tray
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

SAM ZOOK - LANCASTER, PA

23305 - CV Tomatoes Grape PA 12/1 pt

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

STAUFFER HULING FARMS - LANCASTER, PA

4106 - CV Onions Sweet JBO PA 40 lb PA Simply Sweet
4628 - CV Onions Sweet PA 14/3 lb PA Simply Sweet

SUNRISE ACRES/EPHRAIM ZOOK - LANCASTER, PA

228499 - CV Tomatoes Vine Ripe XL/JBO 25 lb
228501 - CV Tomatoes Vine Ripe 4x5 20 lb 2-Layer

VINCENT FARMS - DELMAR, DE

1084 - CV Corn White Local 50 dz Bin4
1060 - CV Corn White 48 ct
1086 - CV Corn Bi-Color Local 50 dz Bin
1062 - CV Corn Bi-Color 48 ct



Driscoll's Berry Bonanza Display Contest Winners

May 17 - June 14, 2021

The results are finally in for Driscoll Display Contest! What an AWESOME month for selling berries and building some super cool displays. We would like to give a big thank you to everyone who participated in this display contest. We look forward to seeing future displays as creative as these. Take a peak at some of the winners through our different categories below. For more information on current and upcoming display contests contact your sales rep or merchandiser today!

1st



GRAND PRIZE WINNER!
Brattleboro Food Co-op - Brattleboro, VT



LARGEST DISPLAY CATEGORY WINNERS

1st



2nd



3rd



FIRST PLACE SECOND PLACE THIRD PLACE

Henning's Supermarket - Harleysville, PA McCaffery's Food Market - West Windsor Township, NJ Yoder's Country Market - New Holland, PA



PHONE: 1.800.422.8384 | www.fsproduce.com





Driscoll's Berry Bonanza Display Contest Winners

May 17 - June 14, 2021

BEST DESIGN DISPLAY CATEGORY WINNERS



FIRST PLACE

Weaver's Farm Market - Morris, NY

SECOND PLACE

Hudson Greene Market - Jersey City, NJ

THIRD PLACE

Dawson's Market - Rockville, MD

BEST ORGANIC DISPLAY CATEGORY WINNERS



FIRST PLACE

GreenStar Food Co-op - Ithaca, NY

SECOND PLACE

Leg Up Farmers Market - York, PA

THIRD PLACE

Sheepshead Bay Marketplace - Brooklyn, NY



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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!



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

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CONVENTIONAL MARKET NEWS

JULY 16 - JULY 23, 2021

PEAK SEASON SPECIALTY STONE FRUIT



WHITE DONUT PEACHES



PEACH PIE DONUT PEACHES



GOLDEN TREAT PLUOTS



PLUMOGRANATE PLUOTS



NECTAPIES



FLAVOR GRENADE PLUOTS

California **Stone Fruit** and specialty varieties are in peak season.

AVAILABLE FOR MID-JULY:

- Yellow & White Peaches
- Yellow & White Nectarines
- White Donut Peaches
- Black Plumogranate Pluots
- Red Pluots
- Pluots Golden Treat (16/11lb clamshell)
- Pluots Golden Treat 12 lb Euro
- Peach Pie Donut Peaches (14/14oz clamshells)

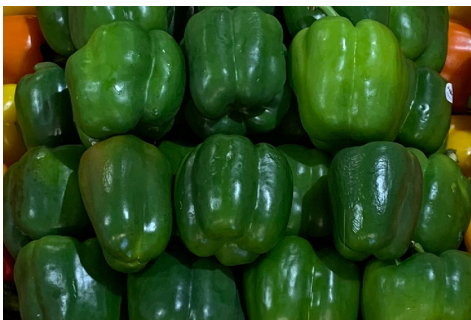
AVAILABLE FOR LATE JULY:

- Crimson Apriums
- Red Rose Apriums
- Midnight Rose Apriums
- Black Apriums
- Nectapies (12/2lb baskets & euros)
- Flavor Grenades Pluots

NEW JERSEY PEACHES:

New Jersey **Yellow Peaches** are in good supply on 2 1/2" and 2 3/4" and limited on 2 1/4" and 3", but they are starting to size up more.

White Peaches have not come in yet, most likely to pop up in late July.



CV PEPPERS

Green Pepper prices will be steady here in mid-July. Locally grown production from NJ and PA have started. Quality and size will be excellent from the crown picks.

11lb **Red, Yellow, and Orange Peppers** remain steady here in mid-July out of Canada. **Orange** and **Yellow** varieties keep higher prices as there is less volume available. Red will be rising some as harvests begin to slow down. Quality has been very nice. Mexico will also begin with light volume.

Mini Sweet Pepper prices will be high mid-July with tight supplies. Extreme heat out west and rain back east has supplies very tight right now. Quality has been nice on what is available.



CV BLUEBERRIES

Blueberries continue to be in good supply from New Jersey, and in mid-July we have the opportunity to carry the new **Barbara Ann** variety from Driscoll's. Get ready for these locally NJ grown, jumbo, flavorful, and simply phonemical **Blueberries**. These will be hands down the best of the season.

Michigan has also started to harvest along with growers in Washington and Oregon. From now, until August 1st, will be an excellent time to promote **Blueberries**.



CV BERRIES

Supplies on **Strawberries** are beginning to tighten slightly from Salinas, Watsonville, and Castroville, CA areas as we head into the week of 7/19. Quality has been improving over the past few weeks as these areas have had cooler weather. Look for pricing to rise slightly here in mid-July on both 8/1 lb and 4/2 lb **Strawberries**.

Blackberries and **Raspberries** will be in steady supply the week of July 19th. Quality has improved, but we're still seeing some soft fruit in our arrivals, and that's due to the growing conditions in California. Pricing will remain promotable on both berries.



CV CUCUMBERS

Super Select Cucumber prices will be rising in mid-July as farms are in transition to new plantings. Supplies will be tight, and demand has been strong. Quality has been very nice.

Mini Seedless Cucumber prices will start to ease off here in mid-July as Canadian production is expected to ramp up. Look for very promotable prices at the end of July. Quality has been excellent.

Euro Seedless Cucumber prices will ease off some here in mid-July as harvest numbers improve. Growing conditions are expected to improve, leading to better supplies. Quality has been nice.



CV GRAPES

California **Grapes** started shipping here in mid-July out of Arvin. We will get Pretty Lady Sugar Drops that will have the size and flavor expected from Dulcich on the road for in mid-July.

Red Flames don't have the size, so it will be the first or second week of August, before we see the high-end **Reds (Scarlett Royals)**. The heat has pushed everything off. For now, do not expect better than a large on **Red Seedless Grapes**.



CV TROPICALS

Mangos are promotable for the month of July! Take advantage of some cheaper prices this month and promote!

Hass Avocado prices jumped sharply here in mid-July as Mexico supplies were way down. There is a small gap expected in Mexico as a transition takes place in crops. There are plenty of deals on Peruvian fruit, especially larger sizes if needed.

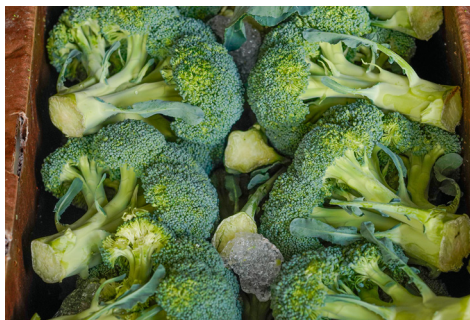
Pineapples have seen supplies tighten as we get into the heart of the summer. Pricing was up again slightly for in mid-July.



CV WATERMELONS

Watermelons will remain steady here in mid-July. Georgia is finishing up as North and South Carolina start up, keeping supplies steady.

Delaware and Maryland are expected to begin lightly very soon here in July. Pennsylvania is expected to start at the end of July with light volume as well. Quality has been exceptional with excellent taste and sugar.



CV BROCCOLI & CAULIFLOWER

CA **Broccoli Crown** quality has been top notch! Maine and Quebec have started to harvest.

California **Cauliflower** quality has been good. Quebec and Maine are harvesting but are starting with lower supply numbers than expected.



CV LETTUCE

California **Lettuce** is readily available, but pricing is unstable as weather has influenced production. Quebec had some rain that pushed back and limited harvests. **Iceberg Lettuce**, in particular, is starting to jump up in price.



CV ASPARAGUS

Asparagus prices will ease off here in mid-July as Mexico and Peru start to ramp up production. Quality has been excellent from both growing areas.



CV GREEN BEANS

Green Bean prices will be promotable here in mid-July from New Jersey and Pennsylvania. Quality has been excellent, and supplies are plentiful.



CV SWEET CORN

Sweet Corn will remain promotable as local regions continue to harvest excellent quality and supplies. PA, DE, and NJ are all in peak season.



CV CABBAGE

Green Cabbage remains promotable for mid-July from local PA and NJ farms. Quality continues to be excellent.



CV SQUASH

Green and Yellow Squash prices have firmed up here in mid-July as some areas begin to finish up harvests. PA growers continue to harvest, and quality has been very nice on arrival.



CV FIGS

Black Mission Figs are available in mid-July from Mexico. California fruit will return in a few weeks. **Black, Brown, and Green Fig** varieties will be available.



CV POTATOES

White Potatoes out of North Carolina will get started in mid-July. New crop NJ **White Potatoes** should begin in late August or early September. Prince Edward Island (PEI) Red, White, and Gold Potatoes are all but finished.

New crop **Red and White Potatoes** are transitioning here in mid-July from NC to VA – and there will be no gap in supply.

With our next loading on both bagged **Red and Gold Potatoes** we will be getting into new crop growing regions. 10/5lb **Gold Potatoes** out of VA, which will get started around (7/19). Expect a small gap between the PEI product and the new VA product. And the 10/5lb **Red Potatoes** will be product of VA and should arrive to us by mid-July.

Idaho Potatoes have tightened up here in mid-July as old crop **Potatoes** are winding down. New crop product is expected to start in mid-August and this market will likely tighten up a bit with even more limited supplies for the remainder of the season.



CV TOMATOES

Cluster Tomatoes will be steady here in mid-July. Quality from Canada and US have been excellent. New crops from Mexico will begin to come in with light volume as well.

Beefsteak Tomato prices will begin to ease off here in mid-July. Canadian greenhouses are beginning to replant, however new crops from Mexico are coming on and demand is easing off as local tomatoes continue to come on.

Roma Tomato markets have come up some as areas begin to transition. Tennessee is starting up and steady volume is expected going into late July. Quality is expected to be excellent.



CV LOCAL TOMATOES

Local Vine Ripe Tomato prices will ease off here in mid-July as production picks up from Delaware and PA. Quality has been excellent on these high-tunnel grown Tomatoes.

Grape Tomato prices are steady. Product is very tight as field growers continue to transition to new regions and weather delayed harvests. PA volume has been coming in light. Tennessee production has started, and quality should be excellent.