

ORGANIC MARKET NEWS



JULY 24 - JULY 31, 2020



OG GRAPES

The California **Organic Grape** season has begun! California growers are now shipping **Summer Royal Black Seedless**, **Sugarone** and **Ivory Green Seedless**, and **Flame Red Seedless Organic Grapes** from the Delano area. Demand is strong and growers are light on field labor due to COVID, so pricing is starting out at a higher level than the Mexican season finished at.

Organic Champagne Grapes are now in season! These sweet mini red seedless grapes have tender stems and are sold in 1lb clamshells.

The last of the season Mexican **Organic Cotton Candy** and **Sweet Sapphire Grapes** will wrap up in mid-July.



OG STONE FRUIT

We are transitioning much of our **Organic Yellow Nectarines** and **Peaches** to new crop Washington grown fruit and will continue with some California. Washington growers are expecting a nice crop to last well into September. Keep your eyes open for Stemilt's new "Top Pick" premium 15lb pack.

California **Organic White Nectarines** and **Peaches** are in firmer supply as we move through varieties and should see some Washington fruit in late July.

Washington **Organic Apricots** continue in season through the end of July.

Washington **Organic Dark Sweet Cherries** continue in season with nice quality. Demand remains very strong, keeping pricing elevated.

California **Organic Verry Cherry Plums** are in good supply.

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

California **Organic Pluots** are available with some of the Dapple variety on its way.



OG BERRIES

Organic Blueberries are in excellent supply out of the Pacific Northwest in 6 oz, pints, and 18 oz. Supplies are expected to be good through mid-August. Local New Jersey Organic Blueberries are finished harvesting for the season.

Organic Blackberries out of California and Mexico are expected to be steady for the rest of July. Local **Organic Blackberries** continue with very nice quality but could be interrupted at any moment due to heat and rain. Expect sporadic supplies.

ALERT! Organic Raspberry supplies got extremely tight and are expected to continue this way with steep price increases, sporadic volumes, and prorates.

NOTE: Organic Strawberry growers are battling through quality challenges created by the high heat in California. Pricing is up some and there is generally less promotable volume.



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in PA is set to begin harvests in late July. Look for steady supplies and good pricing to start the season. As we enter August, expect supplies to continue to improve and pricing to remain promotable.

Organic Mini Mix Peppers continue to see limited availability, supply gaps, and elevated pricing.

Organic Red, Yellow, and Orange Peppers are seeing steady availability, however we still have not seen a break in price. With demand remaining strong and continued limited flights for import peppers, expect to see pricing remain elevated for the near future.



OG MELONS

Organic Cantaloupes are in good supply on 9ct and some 12ct. Quality has been excellent and prices firm.

Organic Honeydew supplies have been very tight. Growers have been in a gap and hope to get back for the end of July.

Organic Seedless Watermelon prices are steady. Quality from California has been excellent.

Organic Mini Seedless Watermelons prices remain high as volumes have been very light.



OG MANGOS

Organic Round Mangos are in plentiful supply and at promotable pricing this week, and should remain that way for another week before we see that price start to creep up closer to August.

Organic Ataulfo Mangos are also starting to wind down for the season. We should see maybe one more week of arrivals at which point we will be at the end of the season.



OG ROMAINE HEARTS

Organic Romaine Hearts have seen supplies tighten in late July and pricing is on the rise. With demand outpacing supplies, expect pricing to continue to rise into early August. After starting strong, Quebec is a little more limited in supplies for the end of July. Look for continued good quality, however pricing will be elevated.



OG EGGPLANT

Organic Eggplant remains limited in late July as the heat has slowed the early season. Expect to see supplies for New Jersey in the final week of July, as Lady Moon Farms will only begin harvest in a limited way during the final week of July. Expect pricing to remain elevated until early August.



OG SWEET CORN

Organic Bi-color Sweet Corn from Pedersen Farms in New York is coming into excellent availability in late July. With an attractive price point and great quality, it's a good item to promote!



OG CUCUMBERS

Local **Organic Cucumbers** continue to start slowly due to all the hot temperatures. Expect supplies to be limited as we close out July, however August looks to have good volumes and pricing! Lady Moon Farms will begin harvesting in the last week of July and volumes will build as the weeks go on.

Organic Euro and Mini Seedless Cucumbers from Canada continue to be expensive due to quality issues and lack of labor from COVID.



OG CAULIFLOWER

Organic Cauliflower continues in steady supply for late July. Quebec is limited in supplies, and California is not yielding as much because of quality. Although demand has increased, pricing has yet to take any steps up.

However, because of the extra demand and some quality issues, pricing is expected to rise in early August.



OG BROCCOLI

Organic Bunched Broccoli and **Broccoli Crowns** continue to see steady supplies in late July. However, Quebec is still light in supply, and California product is not yielding as much because of quality issues. With extra demand shippers are facing, combined with yields being down, expect to see pricing take a tick up in the final week of July and into early August. Expect to see continued steady availability and good quality during this time at an elevated price.

Organic Sweet Baby Broccoli is back in steady supplies and pricing is much improved.

Organic Broccoli Rabe continues in steady supplies and pricing.



OG GREEN BEANS

Organic Green Beans from Pennsylvania are in steady supply. Look for excellent quality with steady availability and pricing for the remainder of July. Expect volumes to grow in August.



OG SQUASH

Organic Green and Yellow Squash from Lady Moon Farms are in strong supplies to start the PA season. Expect to see outstanding quality, excess supplies, and promotable pricing on both items.

OTHER STORIES

Organic Celery and **Celery Hearts** continue to see steady pricing and availability. As we head towards the end of July, we may see a spike in price before it levels off again in early August. Quality continues to be excellent and availability has been steady.

California **Organic Bartlett Pears** are expected to begin during late July and then right into Washington in early August.

We will gap this week on **Organic Garnet Sweet Potatoes**. New crop is expected to be available by 7/31.

The Mexican **Organic Hass Avocado** market has been tighter this week with more limited supplies crossing the border.

Locally grown **Organic Red Onions** will get started this week as we will see a smooth transition from western **Organic Red Onions** into the locally grown PA Reds.



FOUR SEASONS PRODUCE LOCAL LIST: July 24 - July 31, 2020



NARDELLI LAKE VIEW FARMS



HESS FARMS



COPENHAVER FARMS



STAUFFER HULING FARMS



EPHRAIM ZOOK

CONVENTIONAL

CEDAR MEADOWS - Lancaster, PA

- 23206 CV Tomatoes Cherry Rainbow PA 15/1 pt
- 23156 CV Tomatoes Heirloom PA 1.5 lb

COPENHAVER FARMS - Lebanon, PA

- 480 CV Beans Green 25 lb

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
- 23036 CV Tomatoes Vine Ripe Jumbo 25 lb

EPHRAIM ZOOK - Lancaster, PA

- 23036 CV Tomatoes Vine Ripe Jumbo 25 lb
- 23070 CV Tomatoes Vine Ripe XL PA 25 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
- 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
- 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
- 3127 CV Radishes Red Bunched NJ 24 ct
- 2205 CV Spinach Bunched 24 ct
- 2334 CV Squash Zucchini Gold Bar 20 lb

FIFER ORCHARDS - Dover, DE

- 1062 CV Corn Bi-Color 48 ct
- 15674 CV Peaches 2 1/2" 25 lb
- 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

- 15470 CV Nectarines 2 3/4" NJ 25 lb
- 15679 CV Peaches 2 3/4" NJ 25 lb
- 15684 CV Peaches 3" NJ 25 lb
- 15685 CV Peaches White 2 3/4" 25 lb

JOSH WEAVER - Lancaster, PA

- 750 CV Cabbage Green PA 50 lb
- 780 CV Cabbage Red 50 lb
- 1065 CV Corn White PA 50 dz 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
- 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
- 2205 CV Spinach Bunched 24 ct

JERSEY FRESH POTATOES - Woodbury, NJ

- 4493 CV Potatoes Red NJ 10/5 lb Bag
- 4404 CV Potatoes White NJ 10/5 lb

VINCENT FARMS - Laurel, DE

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

SAM ZOOK - Lancaster, PA

- 23305 CV Tomatoes Grape PA 12/1 pt

STAUFFER HULING FARMS - Lancaster, PA

- 2806 CV Cucumbers Super 72 ct
- 4106 CV Onions Sweet JBO PA 40 lb
- 4628 CV Onions Sweet PA 14/3 lb
- 2240 CV Squash Green MED 20 lb
- 2326 CV Squash Yellow MED 20 lb



FOUR SEASONS PRODUCE LOCAL LIST: July 24 - July 31, 2020

ORGANIC

CENTRAL PA PRODUCE COOP - Tyrone, PA

40485 OG Beets Red 25 lb

CHRIST KING - Lancaster, PA

41535 OG Onions Sweet JBO PA 40 lb
41536 OG Onions Sweet MD PA 40 lb
42305 OG Tomatoes Roma 20 lb
41359 OG Tomatoes Round 2-Layer 20 lb

EASTERN FRESH GROWERS - Cedarville, NJ

40462 OG Corn Bi-Color 48 ct
40644 OG Eggplant 22 lb
40796 OG Peppers Green PREM 25 lb
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

40601 OG Carrots Bunched 12 ct
40666 OG Chard Green PREM 24 ct
40628 OG Dandelion PREM 24 ct

41112 OG Escarole 24 ct
40676 OG Greens Kale Lacinato 24 ct
40995 OG Kohlrabi Green Bunched 12 ct
40857 OG Kohlrabi Purple Bunched 12 ct
41150 OG Lettuce Butter Green 24 ct
40886 OG Radishes French Breakfast 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
40639 OG Eggplant PREM 24 lb
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)
40796 OG Peppers Green PREM 25 lb
40838 OG Peppers Jalapeno 10 lb
41020 OG Squash Green PREM 20 lb
40297 OG Squash Yellow 20 lb

LANCASTER FARM FRESH COOP - Lancaster, PA

40376 OG Beans Green 25 lb
40454 OG Cabbage Red PREM 45 lb
40462 OG Corn Bi-Color 48 ct

41091 OG Cucumbers 20 lb
40784 OG Peppers Anaheim 10 lb
220992 OG Peppers Banana 10 lb
40859 OG Peppers Cubanelle 10 lb
42324 OG Peppers Purple 10 lb
41015 OG Squash Green 20 lb
41101 OG Squash Gold Bar 20 lb

PEDERSEN FARMS - Seneca Castle, NY

40548 OG Cabbage Green PREM 45 lb
40454 OG Cabbage Red PREM 45 lb
40462 OG Corn Bi-Color 48 ct
40675 OG Greens Kale 24 ct

REED FAMILY FARM - Elizabethtown, PA

40376 OG Beans Green 25 lb

SAM ZOOK - Lancaster, PA

41535 OG Onions Sweet JBO PA 40 lb
41536 OG Onions Sweet MD PA 40 lb

SAMUEL K STOLTZFUS - Millville, PA

41535 OG Onions Sweet JBO PA 40 lb
41536 OG Onions Sweet MD PA 40 lb



JOSEPH WEAVER



LANCASTER FARM FRESH



LADY MOON FARMS



CHRIST KING

CONVENTIONAL MARKET NEWS

JULY 24 - JULY 31, 2020



CV BLUEBERRIES

Blueberries are in steady supply at this time, but we're certainly experiencing quite a bit of transition in multiple growing areas.

The New Jersey crop is now finished for the season, and fruit is now being harvested in Michigan and British Columbia. Although BC was expecting a record crop, weather conditions are now creating a challenging situation. Between heat and rain, the yields and quality are struggling, and most fruit might not make good delivery to the east coast. Believe it or not, Peruvian imports have started, and for quality reasons we'll be making the switch to Peruvian fruit here in late July. Quality will be excellent!

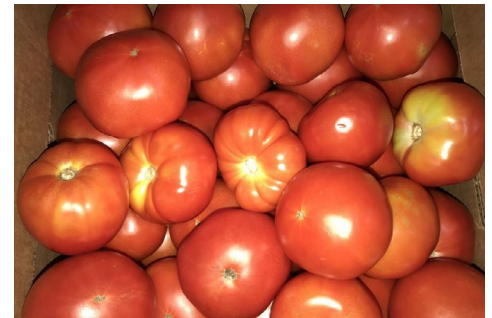


CV BERRIES

Blackberries are in better supply from California, and we also have steady supplies from some local growers here in Pennsylvania. Look for good supplies and quality on both options.

Strawberries will be in tighter supply this week from Watsonville, Salinas, and Santa Maria, CA growing areas. Quality arrivals have been nice, but due to lighter supplies, we will begin to see pricing move higher each week.

Raspberries will continue to be in tighter supply from California. We continue to receive prorates each day, and this will continue for the next couple weeks. Pricing will continue to be higher than usual due to this shortage.



CV TOMATOES

Round Tomatoes from Delaware are increasing in supply. Prices are staying steady as demand is very strong still. PA volume very light but available. Prices are high due to very high demand.

Beefsteak Tomato prices will begin to spike as labor issues continue due Covid-19. Volume is also becoming limited as extreme heat hurts quality. **Cluster Tomato** prices are going up again with lower than normal volumes.

Virginia **Grape Tomato** production is going strong and quality is excellent. Promotable prices are expected in early August. PA production is coming in very lightly. Quality is excellent and volumes are expected to increase weekly.

Alabama **Jumbo Round Tomatoes** will be available as well this week. Quality looks great.



CV GRAPES

California **Red, Green, and Black Seedless Grapes** are available, and quality has been very good.

Prices remain steady. The struggle for growers has been the extreme heat in the upper 90's and low 100's letting them pick for only a few hours a day, along with a shortage of labor. We may not see much lower prices until they can step up their picking and build some inventory.



CV MANGOS

Ataulfo Honey Mangos are just about done for the season. There will be some sporadic availability in the marketplace, but the quality will not be the best. Typically, **Ataulfo Mangos** should be available through the first week of August. We are wrapping up about 3 weeks early this season.

We will begin the transition over to **Keitt Mangos** out of Mexico. Early quality reports are indicating nice quality with a little bit of mottling. Expect the Keitt size profile to be smaller this year due to less rain in the north - mostly 9, 10, and 12ct. We expect pricing to start firming up a little bit in early August.



CV STONE FRUIT

Dark Sweet Cherries are in good supply here in late July with good quality and prices. This will turn around as many growers will pack their last fruit the week of July 27th. Prices will start to trend back up as they clean up on inventory, depending on demand.

Yellow Peaches from New Jersey and Pennsylvania are dealing with a short crop and heavy demand. Prices will remain high through the remainder of the season with gaps in supply. Next week we will see some Nectarines and White Peaches, again with light supplies and sporadic inventory.



CV ONIONS

PA Simply Sweet Onions are in season! Supply is limited this week and will stay that way for another week. We should see this improve once we get into the week of 8/3.



CV APPLES

Eastern Apples are down to just **Evercrisp** and **Fuji** varieties. It will be the middle of August before we see any new crop starting with **Gala**, **Gingergold**, and **Honeycrisp Apples**.



CV SWEET CORN

Sweet Corn is promotable as PA, NJ, DE, and NY are all harvesting good numbers. Quality has been excellent on bins and crates from all regions.



CV GREEN BEANS

Green Beans continue to be promotable from NJ, PA, and VA. Quality is excellent.



CV SQUASH

Green, Yellow, and Gold Bar Squash remains very promotable from all local states. NJ, PA, and NY are all producing very high numbers with great quality.



CV CAULIFLOWER

Cauliflower supplies are becoming limited and pricing is headed upwards.



CV BROCCOLI

Broccoli Crown supplies are slowly starting to tighten due to warmer temperatures on the east coast. Prices are starting to increase, and it's possible they'll just a few dollars higher.



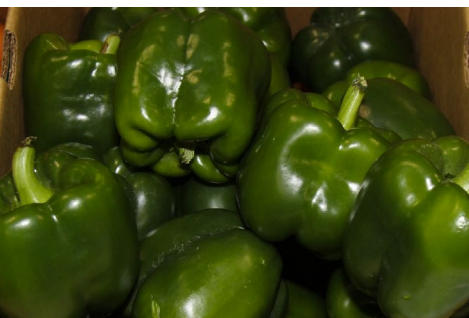
CV LETTUCCES

Lettuces are still available from California and Quebec. Quality has been great. Pricing seems to be unstable as it makes its way back up.



CV EGGPLANT

Eggplant supplies are tight with shortages. NJ and PA have started with limited harvests. Specialty Eggplant varieties from NJ are now available as well from Flaim Farms.



CV PEPPERS

Green Peppers are becoming more promotable as NJ and PA have started. Quality looks great.

11lb **Orange Peppers** remain tight and prices very high. Red and Yellow Peppers are coming down with better availability.



CV MELONS

Cantaloupes and **Honeydew** supplies are better, and prices have gradually been falling down. The peak size on Cantaloupes is 9ct and larger, and a fair amount of 12ct. Honeydews are peaking on 5ct and larger, with adequate amounts of 6ct.

Seedless Watermelons are starting this week out of Delaware.

OTHER STORIES

The California **Lemon** market is steady with no signs of going up. There are plenty of imports in the marketplace.

We are finished with California **Navel Oranges**, except for a few 8/4lb bags while supplies last. Import **Navel Oranges** are on hand with good supplies and quality. We will have 9/3lb bags for the end of July.

Clementine Mandarins are in good supply, and quality has been very nice with better pricing.

Pineapples are expected to be in good supply here for the next couple of weeks.

Celery remains limited and prices are higher.



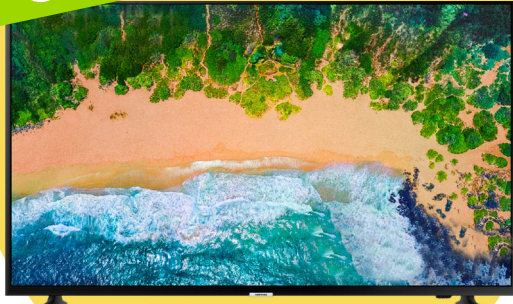
ZESPRI ORGANIC SUNGOLD KIWI CONTEST

AUGUST 3 - AUGUST 31, 2020

Four Seasons Produce has once again teamed up with Zespri to bring you a "golden" opportunity to bring some "green" to your registers! August is a prime month to promote and display kiwi, so lets have a little fun while we do just that! Fruit quality is again OUTSTANDING this year, so build some great displays and win some REALLY cool prizes!

* Unlike the past couple of years where the crop size and promotional opportunities have been leaning heavier to the organic side, this year it is just the opposite. The promotional opportunities this year will be with the conventional fruit HOWEVER organic kiwi fruit will still be allowed in as entries provided the contest criteria below is met.

GRAND PRIZE!



55" TV

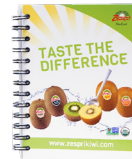
- 2ND MOUNTAIN BIKE 
- 3RD CHROMEBOOK 
- 4TH GRILL & GRILLING TOOL KIT 
- 5TH STAINLESS STEEL COOKWARE SET 

2 HONORABLE MENTIONS WILL RECEIVE A \$75 GIFT CARD!



EVERYONE IS A WINNER!

Each participating store will receive a Zespri swag bag!



CONTEST CRITERIA:

- Build an awesome display of Zespri kiwifruit in your departments.
- All fruit MUST be purchased from Four Seasons Produce.
- Your Zespri kiwifruit display must remain up for at least one (1) week.
- You must carry both colors of Zespri kiwifruit to qualify as an entry.
- Displays must include Zespri logo signage. You can use the bins, sign cards or super colorful boxes the fruit comes in. POS packets will be available through your Four Seasons sales rep or merchandiser.
- Send all display pictures to Steph Mayer (stephf@fsproduce.com) by September 3, 2020.

IN-STORE MERCHANDISING SUPPORT

Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597
www.fsproduce.com





ZESPRI ORGANIC SUNGOLD KIWI CONTEST

AUGUST 3 - AUGUST 31, 2020

ZESPRI KIWIFRUIT LINES FOR THE PROMO PERIOD:

- 17567 CV Green VF
- 225074 CV Green 12/1lb Clam
- 224710 CV Sungold VF
- 224712 CV Sungold 8/1lb Clam

POS MATERIAL IS AVAILABLE!

- 211229 POS Demo Kit Zespri 1 ea
- 23391 POS Demo Station Zespri 2018 1 ea
- 221165 POS Sleeve Display Empty 1 ea
- 23388 POS Big Stand Up Zespri Sign 1 ea
- 225669 POS Display Bin 1 ea Zespri
- 221149 POS Display Box Formed Sungold 1 ea Zespri



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