

ORGANIC MARKET NEWS

JULY 23 - JULY 30, 2021

LOCAL ORGANIC TOMATO SEASON

PENNSYLVANIA

LADY MOON FARMS:

Lady Moon Farms will be starting with light volume during late July on locally grown PA **Organic Snacking Tomatoes: Cherry, Rainbow Cherry, Red Grape, and Golden Grape** varieties will be available. There is a lot of fruit on the plants, but they just haven't colored up quite enough yet. Expect very promotable volumes during August out of their Chambersburg, PA farm from our premiere organic local partner!



Lady Moon will also be offering an **Organic Mixed Heirloom** variety this year during August. The crop looks very good so far and are expecting nice quality.

KING FAMILY FARMS

King Family Farms, located in Lancaster County, PA, will be harvesting **Organic Vine Ripe Round, Roma, and Grape Tomatoes** again this year. All of their **Organic Tomatoes** are grown in high tunnels to help protect from the elements. Crops are looking very nice and expected to have excellent yields. Christ King harvests through October but expect very promotable volume through August during the peak season.



LANCASTER FARM FRESH COOP

Lancaster Farm Fresh Coop will have limited offerings on **Organic Tomatoes** this year. Due to weather and smaller yields expected, availability will be somewhat tight.



NEW JERSEY

EASTERN FRESH GROWERS

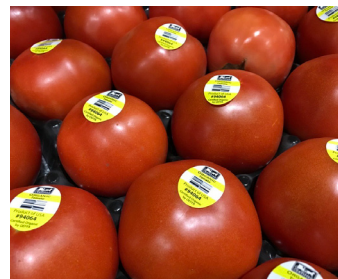
Eastern Fresh Growers in Cedarville, NJ is offering **Organic Mixed Yellow and Red Cherry Tomatoes** and **Organic Red Grape Tomatoes** again this year. The **Organic Mixed Cherry Tomatoes** have started and are available now with nice quality.

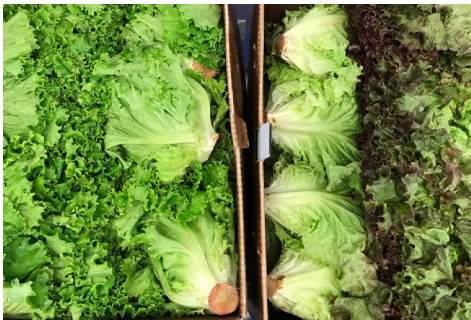
NEW YORK

Hepworth Farms, in the Hudson Valley of NY, will be harvesting **Organic Heirloom, Vine Ripe, Roma, and Snacking Tomato** varieties this season from New York. Harvests have been very light with tight availability but are expected to pick up in early August and have good availability.

OHIO

Green Field Farms in Ohio will start harvests at the end of July with light availability on **Organic Beefsteak (15lb), Roma, Mixed Heirlooms, and Red Grape Tomatoes**. Harvests will peak and flush in early to mid-August with promotable volume and quality. **Organic Mixed Heirlooms** are a new offering this season and early crops are looking excellent.





OG LETTUCE

Organic Leaf and Romaine Lettuces remain consistent from New York, Vermont, and Quebec for late July and early August. Quality, availability and pricing are customer friendly from all 3 growing regions.

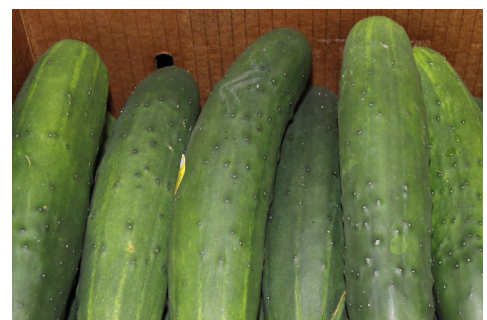
Organic Iceberg and Romaine Hearts are in good supply from both California and Quebec.



OG SQUASH

Organic Zucchini and Yellow Squash continue excellent local production in July. Lady Moon is seeing steady production, promotable pricing, and remarkable quality for an excellent grilling promotion!

Organic Patty Pan and Gold Bar Squash are available from Lancaster Farm Fresh.



OG CUCUMBERS

Organic Cucumbers from Pennsylvania and New York are beginning to see steady yields in the final week of July. Late July and into August is expected to have harvest yields strengthen and pricing will adjust accordingly as supplies improve.

Lady Moon Farms in PA has begun harvests and will see volumes quickly increase.



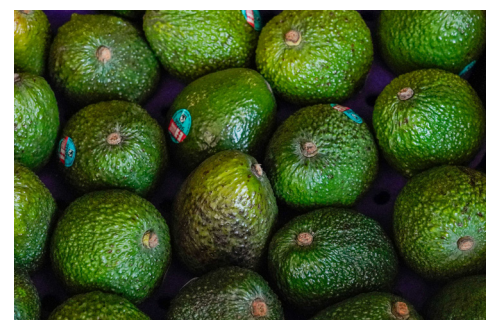
OG ONIONS

Locally grown **PA Organic Red and Sweet Onions** are now in full swing! This is a great item to promote as quality is fantastic.



OG GREEN BEANS

Organic Green Beans are yielding strong volumes to start the local season! Expect outstanding quality, strong supplies, and promotable opportunities for late July out of PA.



OG AVOCADOS

Organic Hass Avocados from Mexico are available, but supplies are down significantly, and field prices continue to rise. California fruit has been steady with good quality. Peru continues to have fruit available as well with some attractive lower price points.



OG GREENHOUSE TOMATOES

Organic Snacking Tomatoes from Wholesum will be promotable for late July. **Cherry on the Vine Poppies** and **Mixed Medley Kaleidos** will be available with steady supplies and excellent quality.

NOTE: **Organic Beefsteak Tomato** prices have risen quite a bit as Canada struggles to harvest big volume. Mexico has very limited availability as well.

Organic Cluster Tomatoes will be steady for late July. Canada and Mexico continue to offer excellent quality and supplies are steady.



OG PEPPERS

Local **Organic Green Peppers** from PA have begun, including the start of Lady Moon Farm's PA harvest in the final week of July!

Organic Purple Peppers will add a splash of color to local displays and **Organic Specialty Peppers** such as **Organic Poblanos, Banana,** and **Cubanelle Peppers** will round out a great local display. On the horizon, locally grown **Organic Mini Peppers** are expected in early August.

Organic Color Bell Peppers remain in good supply from Canada and Holland at steady pricing.



OG SWEET POTATOES

New crop California **Organic Sweet Potatoes** are on their way!

We are hoping to see the first of new crop **Organic Japanese Sweet Potatoes** by the beginning of August.

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

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



OG WATERMELONS

Organic Mini Seedless Watermelons continue to be available for late July from Arizona and California farms. Quality has been excellent.

Regular **Organic Seedless Watermelons** will be available for late July in cartons from California as we patiently await the local PA bin season to begin in August. Quality looks excellent with deep red color and high sugar content from CA.



OG BERRIES

Organic Blueberries are in surprisingly good volume for late July and early August out of the Pacific Northwest as it appears that the excessive heat in early July did not damage yields as much as expected. Promo pricing is available on pints and 18oz packs.

Good news! **Organic Strawberries** are back in steady supply with improved quality for late July.

NOTE: Organic Blackberries are in limited supply here in mid-summer. **Organic Raspberries** are in decent volume, but due to earlier heat, the shelf-life is shorter than usual.



OG EGGPLANT

Organic Eggplant supplies from New Jersey and South Carolina have been consistent. Pennsylvania and New York growers are expected to begin in August, and specifically Lady Moon's PA harvest should start at the final week of July.

Expect improved pricing, strong quality, and consistent supplies for the remainder of the summer.



OG GRAPES

Fresh crop California **Organic Green & Red Seedless Grapes** are now in peak season!

Organic Black Grapes and **Champagne Grapes** (baby red seedless in a clamshell) are also in season from late July and early August. The next specialty variety to come into season will be the **Organic Thomcord Grape**. An excellent crop is expected with some newer premium varieties.

Organic Cotton Candy Grapes from Mexico will sell out during the last week of July.

- **Organic Kiwifruit** from New Zealand are in full swing all summer long. Look to stay in stock with **Green** and **SunGold** fruit in both bulk and clamshell options!

- **ALERT! Organic Lemons** have been extremely tight with little to no fruit crossing from Mexico. The early crop has seen a few quality issues. Crop size is expected to be down this year due to a freeze a few months ago. Volumes from Mexico should start to increase by the beginning of August, but don't expect to see a significant drop in price any time soon.

- **Organic Celery** from California continues to experience strong supplies and aggressive pricing.



OG TROPICALS

We are in full swing promoting **Organic Mangos**. It's the last week to join the Four Seasons and Crespo Organics Mango Display Contest!

Organic Ataulfo Mangos will come to an end in the next few weeks. There may be a small amount of non-hot water treated fruit available later this summer.

6ct and 8ct **Organic Pineapples** will be steady through July.

OTHER STORIES

ing. Freight cost remains the largest obstacle as it inflates the cost of goods, however with strong supplies and excellent quality, late July is a great time to promote **Organic Celery**.

- **Organic Green** and **Red Cabbage** from Pennsylvania are approaching the end of the season. Supplies remain strong in late July but will dwindle quickly as most vendor finish harvesting by the start of August. Transitioning should be seamless as New York supplies are beginning to grow in volumes.

- **Organic Artichokes** from California have seen volumes decrease and pricing has begun to rise in mid-July. Quality remains outstanding, however prepare for limited supplies for the remainder of July.



OG SPECIALTY FRUIT

Organic Green Smooth Skin Avocados will be available from Florida starting the last week of July!

Other popular Florida grown specialty items that will start at the end of July are **Organic Starfruit/Carabola** and **Longan Fruit!**

Organic Black Mission Figs will come back into season out of California and be in stock around 7/30.

- **Organic Asparagus** prices will ease off as harvests continue to pick up out of Mexico. Quality has been very nice, and supplies are steady.

- **Organic Broccoli** from California remains in steady supplies for late July.
- **Organic Sweet Baby Broccoli** has seen supplies tighten in mid-July, and subsequently pricing rise in late July.

Organic Cauliflower from California has nice quality, however price is inching up headed towards the end of July as some growers are short on volume.

LOCAL LIST

ORGANIC



HEPWORTH FARMS - MILTON, NY

- 40309 - OG Arugula 12 ct
- 40601 - OG Carrots Bunched 12 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
- 40670 - OG Greens Collard 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
- 40864 - OG Radishes Red Bunched PREM 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

- 40376 - OG Beans Green 25 lb
- 41091 - OG Cucumbers 20 lb
- 40650 - OG Dandelion 12 ct
- 40670 - OG Greens Collard 24 ct
- 40857 - OG Kohlrabi Purple Bunched 12 ct
- 220992 - OG Peppers Banana 10 lb
- 40859 - OG Peppers Cubanelle 10 lb
- 40796 - OG Peppers Green PREM 25 lb
- 40859 - OG Peppers Cubanelle 10 lb
- 40836 - OG Eggplant Graffiti 20 lb
- 40814 - OG Peppers Hungarian Wax 10 lb
- 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
- 41357 - OG Tomatoes Round 20 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 41088 - OG Cucumbers PREM 20 lb
- 40628 - OG Dandelion PREM 24 ct
- 203430 - OG Dandelion Red 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)
- 40838 - OG Peppers Jalapeno 10 lb
- 41020 - OG Squash Green PREM 20 lb
- 41346 - OG Tomatoes Cherry 12/1 pt Clamshell
- 41385 - OG Tomatoes Cherry Rainbow 12/1 pt
- 41336 OG Tomatoes Grape Premium 12/1 pt

REED FAMILY FARM - ELIZABETHTOWN, PA

- 40376 - OG Beans Green 25 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40462 - OG Corn Bi-Color 48 ct
- 40675 OG Greens Kale 24 ct

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
- 41357 - OG Tomatoes Round 20 lb

CLARION RIVER - SLIGO, PA

- 40369 - OG Beans Yellow 10 lb
- 40518 - OG Cabbage Savoy 35 lb
- 41091 - OG Cucumbers 20 lb

- 40297 - OG Squash Yellow 20 lb

EASTERN FRESH - CEDARVILLE, NJ

- 41385 - OG Tomatoes Cherry Rainbow 12/1 pt

FLAIM FARMS - VINELAND, NJ

- 40510 - OG Bok Choy PREM 35 lb
- 40548 - OG Cabbage Green PREM 45 lb
- 40454 - OG Cabbage Red PREM 45 lb
- 40644 - OG Eggplant 22 lb
- 40671 - OG Greens Collard 12 ct
- 40672 - OG Greens Kale 12 ct
- 40209 - OG Herb Dill 12 ct
- 219525 - OG Herb Mint 12 ct
- 40838 - OG Peppers Jalapeno 10 lb
- 41255 - OG Peppers Poblano 10 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

1062 - CV Corn Bi-Color 48 ct
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
11997 - CV Watermelons 45 ct 15# Average Bin
11991 - CV Watermelons 60 ct 11# Average Bin





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 2 - AUGUST 30, 2021

Four Seasons Produce has partnered again with Zespri to bring you a “golden” opportunity to get some “green” in the registers! Kiwifruit, both green and gold, are very promotable with amazing quality, and ready to be the centerpieces in your next awesome display! Have fun, get creative, and let’s get the kiwi fun started with a chance to win some awesome prizes!

CONTEST CRITERIA

- Build a super cool display that even a kiwi bird would have been amazed with! All fruit must be the Zespri label and purchased through Four Seasons Produce. We will have both conventional and organic bulk kiwi and packaged kiwi.
- Utilize the super high graphic Zespri display bins and point of sale signage in your displays. Signage will be available through your Four Seasons Sales Rep or Merchandiser. Bins and signage this year are razor sharp!
- All display must remain up in your department for at least one week.
- All display photos must be submitted to Steph Mayer (stephf@fsproduce.com) by Thursday, September 2.



Also, while not a requirement, use of social media is a great way to get product info out to your customers.

CONTEST PRIZES

(Prizes will be awarded based on creativity, overall eye appeal and use of Zespri point of sales signage)

1ST PLACE
\$500 Gift Card



2ND Place - MOUNTAIN BIKE



3RD Place - SMART WATCH



4TH Place - CHROMEBOOK

5TH Place - BLUETOOTH SPEAKER



4 HONORABLE MENTIONS - \$50 GIFT CARD

PRODUCT CODES

- 228266 - CV Kiwi NZL 36 sz 102 ct Volume Filled
- 225074 - CV Kiwi 12/1 lb Zespri Clamshell
- 224710 - CV Kiwi Sungold NZL 13 lb 27 sz 44 ct
- 224712 - CV Kiwi Sungold NZL 8/1 lb Clamshell



- 228305 - OG Kiwi 36-39 sz 102/115 ct Volume Fill
- 225078 - OG Kiwi 12/1 lb Zespri Clamshell
- 208486 - OG Kiwi Sungold NZL 13 lb 22/25 sz 37/41
- 224713 - OG Kiwi Sungold NZL 8/1 lb Clamshell



- 228487 - POS Display Bin Zespri Sungold
- 225669 - POS Display Bin Zespri



PHONE: 1.800.422.8384

www.fsproduce.com



CONVENTIONAL MARKET NEWS

JULY 23 - JULY 30, 2021

SUMMER BLUEBERRY UPDATE



Blueberries are in excellent supply heading into August! Volumes are great from multiple growing regions, including New Jersey (with a late crop premium variety from Driscoll's), Michigan, Oregon, Washington, and British Columbia.

Now is a great time to promote all pack sizes, especially pints and 18oz. Quality on all **Blueberries** has been very nice.

Looking ahead, believe it or not, Peruvian import **Blueberries** will begin to arrive in late August!



CV BERRIES

Strawberries will remain steady heading into the final week of July, and the outlook looks good as August begins.

Growers are expecting promotable opportunities on **Strawberries** for the entire month of August. Most of the volume will continue to come from Salinas, Watsonville, and Castroville, CA, and the quality has been very nice.

NOTE: Blackberries have become extremely limited heading into the last week of August. Volumes simply aren't there, and pricing has jumped significantly. All growers are currently in a prorated situation.

Raspberries are in steady supply from California as we head into August. Shelf-life has been shorter than normal, so it's recommended to keep supplies turning quickly.



CV TOMATOES

Vine Ripe Tomatoes will be promotable for late July. Local production continues to increase from DE and PA growers. Quality has been outstanding from both areas.

Alabama has also started on their **Jumbo Round Tomato** program. Quality and size have been excellent on the 1st arrivals.

Grape Tomato prices are expected to ease off some for late July as local harvests are picking up. Tennessee production is picking up as well. Expect promotable prices in early to mid-August as local harvest begin to flush in PA & NJ. Quality from both areas have been excellent.

Roma Tomato prices have eased off as Tennessee production has picked up. Mexico continues to offer steady supplies as well. Quality has been very sharp from both areas.

PA local **Heirloom Tomatoes** are starting up from Cedar Meadow Farms in 15lb cases.



CV STONE FRUIT

Red and Black Plums are in good supply, peaking on 45ct and larger. There's a broad variety of **Pluots** in peak season. **Black Pluots** are still the **Plumogranate** variety, which run to smaller sizes 60ct and 70ct.

Promote **Rainier Cherries** while you can since they will finish packing in late July and sell out in early August.

Dark Sweet Cherries will go until early August with packing. Production is dwindling down, and many growers are all finished for the season. Prices are strengthening with fruit going forward in the hands of only a handful of growers.

Yellow & White Peaches and **Nectarines** out of CA are in good supply, all peaking on larger sizes with excellent quality.

Specialty offerings this week include **Yellow Peach Pie Donut**, **White Donut**, **Nectarine Donut**, and **Red Velvet & Midnight Rose Apriums**.

There are now good supplies of **Eastern Peaches** available from PA and NJ.



CV TROPICALS

Hass Avocado prices continued to rise this week, as demand has been greater than supply in many cases. Small fruit, such as 6Oct, have been scarcer since the end of the crop fruit has sized toward larger fruit. For eating quality, we are sticking with Mexican fruit.

Pineapples have seen supplies tighten as we get into the heart of the Summer. Pricing was up again slightly for the end of July.

Larger sized **Mangos** are promotable for the end of July. 12ct fruit has tightened quite a bit as crop size has been larger. This has driven the cost of 12ct cartons higher than the popular 10ct sizing.



CV KIWIFRUIT

Kiwifruit from New Zealand will be extra promotable as we approach August. Four Seasons is teaming up with Zespri in a display contest that is sure to drive sales!

Look for more details on how to enter and promote this exceptional quality **Green** and **Sun-Gold** fruit in August! Bulk and clamshell options will be included in the special display contest promotional pricing!



CV FIGS

Black Mission Figs are available at the end of July from Mexico. In August, California **Black**, **Brown**, and **Green Fig** varieties will come into peak season.



CV PEPPERS

The famous **Hatch Chili** season is getting started in New Mexico. Contact your rep to pre-book product for early August.

Locally grown **Green Bell Peppers** will be promotable for late July from PA and NJ. Quality has been excellent with great size as growers are in the crown pick. Prices are expected to stay promotable approaching August as farms have just begun harvesting. Local **Chili Pepper** varieties are also in peak season.

11lb Red, Orange, and Yellow Peppers markets will continue to be steady for late July.



CV WATERMELONS

Watermelon prices remain steady for late July. Georgia crops have now finished for the season, North Carolina continues to harvest good volumes, and Delaware growers have started lightly and are expected to pick up in early August with promotable volume. Quality has been excellent from all regions.

Lancaster County, PA **Watermelon** growers will start very lightly end of July. Volume will increase in August, peaking in mid-August.



CV LETTUCES

As CA supplies tighten on **Iceberg**, **Romaine**, and **Romaine Hearts**, Quebec pricing is increasing as demand transitions, but is still trading at an excellent value.



CV CUCUMBERS

Super Select Cucumber prices remain steady for late July. New Jersey availability has been very light as harvests are low. PA volume continues to be steady. Quality has been very nice from both regions.

Mini Seedless Cucumbers will begin to be promotable for late July as a flush is expected from greenhouses. Quality will be excellent.

NOTE: Euro Seedless Cucumbers from Canada are very tight and high for late July. A run of rough weather has hurt yields. Supplies are expected to get better in early August if the weather is favorable.



CV GRAPES

The transition continues from spring crop **Grapes** out of Mexico to summer crop **Grapes** from California.

In California, The first **Pretty Lady** premium **Green Seedless Grapes** are now available. The heat has delayed some of the early **Red Seedless Grapes** varieties.

Cotton Candy Grapes out of Mexico are done for the season. California will get started in late August.



CV CABBAGE

Green Cabbage prices remain promotable for late July from PA and NJ farms. Quality has been excellent. PA growers are expected to finish in early August for the season.



CV ASPARAGUS

Asparagus prices continue to ease off as more supplies from Mexico and Peru become available and overall demand slows down. Quality has been excellent from both regions.



CV SWEET CORN

Local **Sweet Corn** is very promotable for late July as farms in DE, PA, NJ, and NY are all harvesting excellent volumes with nice quality. Bins and crates are available.

Local NJ **Violet Bi-Color Sweet Corn** tray packs are available!



CV SQUASH

Green and Yellow Squash prices will stay steady for late July from mostly PA farms as other regions have finished. NY has just begun harvests as well. Expect steady supplies and markets heading into August. Quality has been very nice.



CV CAULIFLOWER & BROCCOLI

California **Cauliflower** is becoming more limited in supply, so we'll be adding more Quebec and Maine product into the mix for mid-summer.

Orange and Purple Cauliflower are available again out of California.

Nice quality **Broccoli Crowns** out of California and Maine will be our main supply for mid-summer. Pricing is reasonable.



CV GREENHOUSE TOMATOES

Beefsteak Tomato prices are easing off for late July out of Canada. As more local tomatoes become available, hothouse growers ease prices to continue to keep movement flowing. Quality has been excellent.

Cluster Tomatoes are steady for late July out of Canada and USA as greenhouses have replanted for the fall season. Quality has been excellent. Orange and Yellow varieties continue to be available as well to add some color to your tomato sets!



CV SALAD FILL-RATES

ALERT! It has been a frustrating July in terms of fill-rates in the conventional **Packaged Salad** category. Most of the cuts to daily orders are related to lack of labor at the packing facilities.

Fresh Express prorates and cuts have been very noticeable. Dole has had some occasional issues. ReadyPac is only producing the best-selling varieties right now on their Bistro Bowls. VegPro/Attitude is going through a computer issue which has impacted their shipping.

Production is back up and running at Bright Farms PA facility, but fill-rates have not recovered yet. There was a recall at their Illinois facility, but Four Seasons was **NOT** impacted.

OTHER STORIES

- **Brussels Sprouts** will have a range in pricing and an unpredictable market as we head into August - traditionally when **Brussels Sprouts** are out of season.
- **ALERT! Cilantro** is getting tighter out west. South Carolina and local eastern regions remain unavailable as the plants went to seeder, and Quebec growers are now having trouble crossing product. Prices are jumping fast!
- 12ct **Jumbo Artichokes** are more limited in volume, so prices are beginning to go up as we head towards August.

- **Green Beans** remain promotable from PA and NJ farms. Quality has been very nice from both states.
- California fresh crop **Bartlett Pears** are now in season! Import **Pear** supplies are dwindling, so the fresh crop **Bartletts** will be the main item for this part of your displays.
- The supply of import **Gala Apples** is dwindling quickly, which is driving up the price of the remaining storage crop Washington **Gala Apples**. New crop Eastern and Western **Galas** will start in mid to late August.

- Premium California **Cantaloupes** and **Honeydews** are now in season, along with **Tuscan Cantaloupes**.
- Eastern **Athena-style Cantaloupes** are mostly coming out of Delaware.
- Florida-grown **White and Red Flesh Dragon Fruit** is in season. **Yellow Pitahaya** is coming from Ecuador.
- North Carolina grown new crop **Gold, Red, and White Potatoes** in 10/5lb bags are now in season and trading at a value vs. the branded Green Giants. Jersey Fresh **White Potato** 10/5lb bags will start the first week of August.