

ORGANIC MARKET NEWS

JULY 30 - AUGUST 6, 2021

CALIFORNIA ORGANIC GRAPE SEASON!



Organic Grapes from California are in peak season! August and September will be the best time of the year to promote while the crop is at its best.

Organic Red and **Green Seedless Grapes** are expected to be in steady supply well into the fall with organic production up 10-20% over last year.

Right now, to kick off the season, the **Reds** are “Flame” variety, and the **Greens** we’re offering are “Sugarone” and “Ivory”. **Organic Black Seedless** are the “Summer Royal” and “Sable” varieties.

Four Seasons will be partnering primarily with Air Chief and Home-grown Organics brands out of the San Joaquin Valley of California.

NEW: Organic Champagne Grapes are now in stock and ready to promote for the month of August. This baby red seedless variety has such tender stems that some of those parts are edible too.

NEW: Organic Thomcord Grapes will be in stock the week of August 2 and promotable through mid-September. Thomcords are a Thompson and Concord cross that is seedless, yet has that classic grape jelly flavor.

Mexican **Organic Cotton Candy Grapes** have officially finished for the season. There is no California option for this year.



OG TOMATOES

Organic Vine Ripe Round and **Roma Tomatoes** from local grower, King Family Farms, in Lancaster County, PA continue in peak season for August, and quality has been excellent.

Local **Organic Grape, Cherry, and Rainbow Cherry Tomatoes** from Lady Moon Farms will be available in steadier supplies for early August from their PA farm. Quality has been excellent. Other NJ and PA product is in season too.

Organic Heirloom Tomatoes will be limited for early August as local growers have just begun harvesting. Lady Moon will be offering **Heirlooms** again this year, and harvests are expected to start in early August and peak by mid-August.

NOTE: Organic Beefsteak Tomatoes remain very limited from Canada and Mexico for August. Sizing has been on the smaller size as crops are rotating.

Organic Cluster Tomatoes are available from Canada and Mexico. Quality have been nice, and supplies are steady.



OG WATERMELONS

Organic Mini Seedless Watermelon prices remain steady out of CA and AZ. Quality has been very nice.

Organic Seedless Watermelons are available in cartons from CA. Quality has been very nice.

LOCAL OUTLOOK: PA farmers are beginning with small harvests of **Organic Mini Seedless** and **Mini Seeded Watermelon** varieties. PA supplies should increase during August with limited amounts of **Organic Yellow Watermelon** varieties available as well.

PA and Ohio farmers are expected to begin harvests in early August with limited Bins becoming available. PA farmers also grow some different varieties offering limited amounts of **Yellow, Seeded Sangria, and Seedless Sugar Baby Watermelons** all expected to be available by mid-August.



OG BERRIES

Organic Blueberry supplies out of the Pacific Northwest continue to supply a bumper crop with very promotable prices. This will continue through early August, and then is expected to come to a screeching halt and prices will climb fast and high towards the end of August.

Organic Raspberry supplies are expected to remain firm and steady.

Organic Strawberries are in steady supply to kick off August with decent quality. Volumes are expected to become very limited with rising prices towards the end of the month, so promote in the first part of the month while you can.

Organic Blackberry supplies out of California are beginning to improve just in time as the local crop has finished for the season. Expect steady prices in August.



OG SQUASH

Organic Zucchini and **Yellow Squash** local production is in peak season to begin August. Supply volumes are strong, pricing is promotable, and quality is superb.

Locally grown PA new crop **Organic Acorn** and **Butternut Squash** are getting started for the beginning of August.

Organic Spaghetti Squash and other varieties will start closer to September.



OG LETTUCE

Organic Romaine and **Leaf Lettuce** is in peak production from Quebec in early August. Steady supplies and strong quality are expected to continue through mid-August. Supplies will also be available from both New York and California.

Organic Romaine Hearts and **Organic Iceberg Lettuce** continue to see strong supplies from both California and Quebec. Promotable pricing, strong supplies, and superb quality make for the perfect time to promote! Supplies are expected to remain strong through mid-August.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli supplies from California are becoming limited heading into August with prices on the rise. The good news is that harvests from Quebec and New York will provide some relief to the east coast supply chain.

NOTE: Organic Broccoli Crowns and **Organic Sweet Baby Broccoli** have seen substantial increases in pricing and decreased availability for the beginning of August.

Organic Cauliflower from California continues with limited availability for the beginning of August. Pricing is expected to remain elevated in August. Supplies from Quebec will be available in August to supplement limited Western supplies.



OG PEPPERS

Organic Red, Yellow, and Orange Bell Peppers from Canada and Holland continue to have nice quality and steady pricing. Expect for promotional opportunities in August.

Organic Mini Sweet Peppers from Mexico are beginning to see supplies slow as August begins. Fortunately, local supplies from Pennsylvania and Ohio will begin in mid-August.



OG GREENS

Expect **Organic Greens** (Kales, Collards, Chards) in August to be sourced from various growing regions such as New York, Quebec, and California.

Lady Moon Farms has finished harvesting their local PA **Organic Greens** for the summer. **PA Organic Greens** will return again as we get closer to fall!



OG LOCAL PEPPERS & EGGPLANT

Local **Organic Green Peppers** and **Organic Eggplant** has begun to be harvested from Lady Moon Farms in PA. Expect supplies to increase quickly in early August!

Steady supplies, stable pricing, and top-notch quality are expected from Lady Moon during August. Highlight and promote local product while available!



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from California and Mexico will be more available in August.

NOTE: Bagged Organic Brussels Sprouts are in a gap.



OG CELERY

Organic Celery from California continues strong supplies for the beginning of August. Promotable pricing, strong quality, and stable supplies in August makes for a great time to promote.



OG KIWIFRUIT

Organic Kiwifruit from New Zealand is in full swing! Bulk and clamshell **Organic Green** and **SunGold Kiwifruit** will be available.



OG HASS AVOCADOS

Organic Hass Avocados have seen prices rise as old crop supplies have dropped in Mexico and the late summer Flor Loca season is just beginning.

California and Peru still have organic fruit in the marketplace as well, which is keeping the Mexico prices from driving even higher.



OG STONE FRUIT

Good supplies of **Organic Peaches** and **Nectarines** are coming out of both California and Washington. Promote away!

Organic Plums and **Pluots** will be in peak season from California into much of September.

Washington **Organic Dark Sweet Cherries** from Stemilt will be available through mid-August.

NOTE: Organic Apricots are done for the season.



OG PEARS

New crop California **Organic Barlett Pears** are now in season, and **Organic Bosc Pears** will get started the first week of August.

The import **Organic Pear** season is over.

California volumes will begin to improve and will be quickly followed by Washington growers getting started later in August. More varieties are on their way!



OG APPLES

Organic Apples will be in a time of transition during much of August.

Washington growers will begin harvesting some of their early varieties (like **Gala** and **Honey-crisp**) as we approach September, and are still packing some of their storage 2020 crop.

Other varieties will be supplied by remaining import volumes, like **Organic Fuji** and **Pink Lady Apples**.

Generally, prices will be higher until the new crop volumes really kick in.

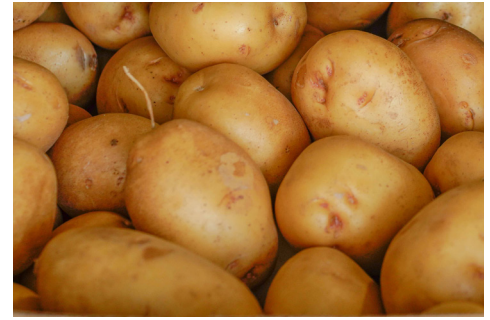


OG MANGOS

Organic Mangos from Mexico are in good supply with fruit sizing much larger as we start August. 10/12ct sizing will give way to more 8/9ct sizing, and in some cases even larger fruit now that we're into the peak of the Kent variety.

Organic Ataulfo Honey Mangos will decrease steadily as we head into August. There will be a little fruit around until the middle of the month.

OUTLOOK: Later in August, look for opportunities to get non-hot water treated fruit! This fruit comes from portions of Mexico that have been determined as "Fruit Fly Free Zones" and do not require a hot water dip before entering the United States. This enables growers to let fruit on the tree just a little longer to capture full flavor and ripeness!



OG POTATOES

We have completed the transition over into new crop Washington grown **Organic Red** and **Gold Potatoes**. Quality looks very nice and is expected to look even better at the skin sets more as we progress further into the season.

Organic Russet Potatoes out of Washington have been extremely slow to start. For the end of July, the size profile was extremely small on some of the first run new crop potatoes, which has caused some shippers to wait a couple weeks to continue their fall harvest.

Until the new crop Washington harvest is packing enough volume with the right sizing, old crop Colorado product will be what is used to keep **Organic Russet Potatoes** in stock during early August.

OTHER STORIES

- **NEW! Organic Shallots** will be available for the beginning of August from Coke Farms in California.
- **NEW! Organic Okra** from Coke Farms will also be available around the middle of August!
- **Organic Lemongrass** will be available again in limited supply for the first time in a little while.

- **NOTE: Organic Artichokes** from California are in limited supplies as August begins. Expect limited conditions or gaps in supplies through mid-August.
- **Organic Asparagus** prices continue to ease off some for the beginning of August as production continues to pick up out of Mexico and demand remains soft. Quality has been very nice.

- **NOTE: Organic Mini Seedless Cucumber** supplies remains very short as Canadian supplies are very tight, and quality has not held up due to extremely high temperatures.
- **Organic Green Smooth Skin Avocados, Starfruit/Carambola, and Longan Fruit** will be available from Florida.

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
41379 - OG Tomatoes Grape 12/1 pt
42305 - OG Tomatoes Roma 20 lb
41357 - OG Tomatoes Round 20 lb

CLARION RIVER - SLIGO, PA

40454 - OG Cabbage Red PREM 45 lb
40518 - OG Cabbage Savoy 35 lb
41091 - OG Cucumbers 20 lb
40644 - OG Eggplant 22 lb
41255 - OG Peppers Poblano 10 lb
40297 - OG Squash Yellow 20 lb

EASTERN FRESH - CEDARVILLE, NJ

41385 - OG Tomatoes Cherry Rainbow 12/1 pt
41379 - OG Tomatoes Grape 12/1 pt

FLAIM FARMS - VINELAND, NJ

40513 - OG Bok Choy Baby PREM 20 lb
40548 - OG Cabbage Green PREM 45 lb
40515 - OG Cabbage Napa 35 lb
40454 - OG Cabbage Red PREM 45 lb
40644 - OG Eggplant 22 lb
40836 - OG Eggplant Graffiti 20 lb
40671 - OG Greens Collard 12 ct
40672 - OG Greens Kale 12 ct
40889 - OG Greens Kale Lacinato 12 ct
219525 - OG Herb Mint 12 ct
40838 - OG Peppers Jalapeno 10 lb
41255 - OG Peppers Poblano 10 lb

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
40210 - OG Herb Dill 24 ct
40209 - OG Herb Dill 12 ct
40995 - OG Kohlrabi Green Bunched 12 ct
40857 - OG Kohlrabi Purple 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
40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
40864 - OG Radishes Red Bunched PREM 24 ct
40900 - OG Spinach Bunched 24 ct
41101 - OG Squash Gold Bar 20 lb
40297 - OG Squash Yellow 20 lb

LANCASTER FARM FRESH COOP - LANCASTER, PA

40376 - OG Beans Green 25 lb
40462 - OG Corn Bi-Color 48 ct
41091 - OG Cucumbers 20 lb
40675 - OG Greens Kale 24 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
40814 - OG Peppers Hungarian Wax 10 lb
42324 - OG Peppers Purple 10 lb
41015 - OG Squash Green 20 lb
41032 - OG Squash Patty Pan 22 lb
40297 - OG Squash Yellow 20 lb

41358 - OG Tomatoes Heirloom 10 lb
41357 - OG Tomatoes Round 20 lb
41434 - OG Watermelons Mini 30 lb 8 ct
227515 - OG Watermelons Mini Seeded 30 lb 8 ct

LADY MOON FARMS - CHAMBERSBURG, PA

41088 - OG Cucumbers PREM 20 lb
40628 - OG Dandelion PREM 24 ct
203430 - OG Dandelion Red 12 ct
40639 - OG Eggplant PREM 24 lb
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
41346 - OG Tomatoes Cherry 12/1 pt Clamshell
41385 - OG Tomatoes Cherry Rainbow 12/1 pt
41336 - OG Tomatoes Grape Premium 12/1 pt
41358 - OG Tomatoes Heirloom 10 lb

REED FAMILY FARM - ELIZABETHTOWN, PA

40376 - OG Beans Green 25 lb

PEDERSEN FARMS - SENECA CASTLE, NY

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



LOCAL LIST

CONVENTIONAL



BENEDICT FARMS - CHAMBERSBURG, PA

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
2338 - CV Squash Yellow MD Local 20 lb

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
1985 - CV Peppers Serrano 8 lb
1995 - CV Peppers Poblano 20 lb
2255 - CV Squash Green MD Local 20 lb

HESS FARMS - WAYNESBORO, PA

480 - CV Beans Green 25 lb
2845 - CV Cucumbers Kirby 40 lb
2819 CV Cucumbers Super Local 72 ct
1837 - CV Peppers Green JBO Local 22 lb
1967 - CV Peppers Jalapeno 35 lb
1965 - CV Peppers Jalapeno 10 lb
2255 - CV Squash Green MED 20 lb
2338 - CV Squash Yellow MD Local 20 lb

JERSEY FRUIT - HAMMONTON, NJ

211774 - CV Nectarines 2 1/2" NJ 25 lb
15679 - CV Peaches 2 3/4" NJ 25 lb
15685 - CV Peaches White 2 3/4" NJ 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

11059 - CV Cantaloupes 110ct Bin
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
1837 - CV Peppers Green JBO Local 22 lb
228499 - CV Tomatoes Vine Ripe XL/JBO 25 lb
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 30 - AUGUST 6, 2021

SPECIALTY FRUIT FOR SUMMER



The end of summer is an exciting time for many **Summer Specialty Fruit** favorites, including these:

NEW ZEALAND KIWIFRUIT:

While Zespri brand **Kiwifruit** has been available since May, August has become the prime time to promote and build big displays!

Zespri is excited about some new branding, packaging, and increased fruit availability over previous years. The **SunGold** variety is proprietary to Zespri, and is widely regarded as the best kiwifruit around! It is a beautiful piece of fruit with a pleasing sweet mellow flavor. **SunGold** sales have exploded over the past few years driving huge year over year growth within the category. **Green Kiwifruit** does well merchandised with **SunGold**, increasing sales for one another. Also include popular clamshells for grab and go convenience on both varieties.

FRESH FIGS:

Fresh Figs are a delicacy of late summer! California **Fresh Figs** are about to ramp up for the rest of August and early September. A good season is expected, and if temperatures do not get too hot we should be in for great quality fruit. **Fresh Figs** are tender, must be sold quickly, with the cold chain protected from farm to shelf.

The **Black Mission** variety is the most popular and will be our primary offering all the way through the fall. **Brown Turkey**, and some green varieties, such as the **Sierra**, **Kadota** and **Tiger Stripe**, will also be available during pockets of the summer season. Each provides a unique eating experience. Please contact your rep if you're interested in pre-booking any of the specialty **Figs**.

DRAGON FRUIT:

Dragon Fruit has increased in popularity during recent years. August and into early September is peak time for our domestic fruit from both Florida and California! **White** and **Red/Magenta** fleshed **Dragon Fruit** will be available to promote the rest of summer. Import **Yellow Pitahaya Dragon Fruit** will also be available from Ecuador.



CV STONE FRUIT

California **Peaches**, **Nectarines**, and **Plums** are all in good supply, with steady prices. Quality has been very nice on the Prima label 2-layer tray packs, and Family Tree Farms is into their best **Specialty Stone Fruit** and **Pluot/Plumcot** varieties.

Dark Sweet Cherries out of Washington are starting to run a little smaller, so there is more of a price spread between the big and the small sized fruit. For some growers, the beginning of August will be the last days of packing, while others like Stemilt will keep going into later August with high altitude harvests.

Rainier Cherries will pretty much sell through for the season during the first week of August.

Eastern Peaches from NJ, PA, and SC will be in good supply for most of August. There are some NJ **Nectarines** available now too.



CV MELONS

Watermelons remain stable for the beginning of August. In addition to Delaware, new areas in Maryland and Pennsylvania are starting, and quality is excellent.

The **Cantaloupe** market has been flat for the past few weeks, but it will pick in the first week of August. Demand is higher as east coast business increased with **Eastern Melons** finishing up. Quality from California has been very good with good color and high brix (sugars) on the Peacock brand fruit.

Honeydew prices have been steady. Arrivals have been nice, with clean fruit, good cuts, and good sugar on the King of the West brand.

Sugar Kiss Melons continue in season. This is one of the sweetest melons available!



CV BERRIES

Driscoll's late crop variety **Blueberries** out of NJ are expected to continue through mid-August. Other NJ **Blueberry** growers are basically wrapped up for the season.

Blueberries out of the Pacific Northwest are flushing with volume, but large amounts of fruit are being sent to the freezer and processors. Expect some really sharp promotable deals during the first week of August on 12/1pt and 8/18oz, but then prices will inch back up the rest of the month.

Driscoll's **Blackberry** supplies are improving daily with good steady supplies expected in August. Other east coast brands of **Blackberries** are in steady supply and should continue until the of August.

Driscoll's **Raspberries** are in good supply and quality is beginning to improve with less heat in the growing region.

Strawberries should be in good supply for August.



CV BROCCOLI & CAULIFLOWER

CA **Broccoli Crown** harvest numbers are dropping, but Maine and Quebec are well supplied, so pricing isn't going crazy just yet.

CA **Cauliflower** pricing is on the rise as demand is good and much of the Maine crop is pre-booked. Quebec is still in season, so this high market will likely not last long.

Orange and Purple Cauliflower are available!



CV LETTUCE

CA continues to tighten on **Iceberg, Romaine,** and **Romaine Hearts**. Quebec pricing is slowly increasing as demand transitions.

Expect unstable **Lettuce** markets as the west coast plants less in anticipation for the east coast harvests, and the east coast tries to balance price with demand.



CV SWEET CORN

Sweet Corn prices remain very promotable as all local farms are now in full harvest. Volumes have been excellent with both high yields and exceptional quality.



CV TROPICALS

Larger sized **Mangos** are promotable - we've even got 6ct jumbos to complement our normal 10 and 12ct lines.

Hass Avocado prices have stabilized just a bit as some growers have just begun to pick some of the Flor Loca crop! Supplies should be steady as growers begin to transition to the new crop fruit.

Pineapples prices will stay higher than they were in the end of June and early July. Larger fruit will command a higher price as the summer continues. We will have Del Monte **Honeyglow** available.



CV GRAPES

Grape prices are steady here at the beginning of the summer peak season.

The best **Grapes**, like what we're sourcing from Pretty Lady, are getting a couple dollar premium for their branding and varieties. Quality overall has been good on the other labels too. Prices are very promotable on standard variety larges.

Cotton Candy and **Candy Hearts Grapes** should start shipping from The Grapery during early to mid-August.



CV GREEN BEANS

Locally grown **Green Bean** prices remain promotable from PA, NJ, and NY harvests have just begun as well. Quality has been excellent, with crisp, snappy beans.

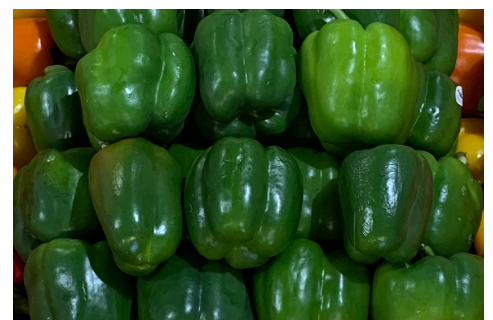


CV POTATOES

We are just about to the transition into new crop **Idaho Russet Potatoes**. With most sheds finishing up packing their old crop supply, the new crop potatoes will be a welcome addition to the Idaho marketplace.

Expect pricing on counts and bags to continue to strengthen and stay that way for at least August on all **Russet Potatoes** out of Idaho.

On 5lb bagged **Red and White Potatoes**, we're moving from the Red Eagle brand out of VA and into new crop Jersey Fresh brand out of NJ.



CV PEPPERS

Green Pepper prices continue to fall as more harvests become available from DE, PA, NJ, and NY farms. Quality and size have been excellent.

11lb **Yellow, Orange,** and **Red Pepper** prices are beginning to rise as Canadian crops continue to slow down. Quality has been excellent. Mexico is beginning, but after an extremely hot summer so far, harvests are limited.



CV ARTICHOKE

12ct Jumbo **Artichokes** continue to be limited, and pricing is still inching up as demand surpasses supply.



CV SQUASH

Green and Yellow Squash prices remain steady for early August. PA and NY continue to offer steady volumes, as some NJ farms begin to harvest new plantings as well. Quality has been very nice.



CV CILANTRO

ALERT! Cilantro is remains extremely limited. Some vendors expect limited numbers for all of August. Pricing remains very high.



CV CABBAGE

Green Cabbage prices remain promotable from local farms. PA will begin to finish up, New Jersey will continue harvests, and New York farms have just begun and should be available through August.



CV FIELD GROWN TOMATOES

Local PA **Grape Tomatoes** volume continues to increase and should become promotable in August.

Locally grown **Vine Ripe Tomato** prices are staying steady, and quality has been excellent from Lancaster County, PA; New Jersey; and Delaware. We will also offer jumbo-size Alabama product as sizing and quality are excellent, and is affordable.

Cedar Meadow Farms in Lancaster County, PA is ramping up their **Heirloom Tomato** program for August and early September.

Roma Tomato prices remain steady out Tennessee and Mexico. Quality has been excellent.



CV GREENHOUSE TOMATOES

Beefsteak Tomatoes from US and Canadian hothouses will be fairly limited for early August. Growers are in a brief transition, and sizing has been very small, causing the shortage. This is caused by intentional replants as most demand goes into locally grown tomatoes this time of year.

Cluster Tomatoes continue to be steady. Supplies are steady, and quality has been excellent from Canadian and USA greenhouses. Mexico is also beginning to harvest new crops very lightly.

Grape Tomato prices will remain strong for this time of year. The Brown Rugose virus, in greenhouse grown product, continues to leave overall supplies very short. Demand remains strong across the country as foodservice business continues to pick back up as well.

NOTE: **Cocktail Tomato** prices spiked for the beginning of August as picks are down and demand remains strong. Quality out of Canada has been very nice but supplies are very short.



CV CUCUMBERS

Mini Seedless Cucumbers will be promotable for the beginning of August out of Canada. Harvests are beginning to peak and should remain promotable into early August. Quality has been exceptional.

Euro Seedless Cucumbers from US and Canadian greenhouses continue to be very short. Crop rotations paired with unfavorable growing conditions have left this market extremely tight the past few weeks. Supplies are expected to improve by mid-August.

Super Select Cucumber prices remain steady from PA, NJ, and NY farms. Quality has been very nice, and supplies are just steady.

CV SALAD FILL-RATES

ALERT! It has been a frustrating July in terms of fill-rates in the conventional **Packaged Salad** category and August may not give us immediate improvement. Most of the cuts to daily orders are related to lack of labor at the packing facilities, but some growers are also battling quality and availability from their west coast lettuce sourcing.

ALERT! Fresh Express prorates and cuts have been the most noticeable, with some days as low as 50% fill-rate coming from their Harrisburg facility.

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.

