

ORGANIC MARKET NEWS



AUGUST 13 - AUGUST 20, 2021

NEW CROP ORGANIC APPLE OUTLOOK



The 2021 USA fresh crop **Organic Apple** season is about to begin! The overall outlook in Washington is that it should be a good volume crop, but due to high heat during much of the summer, the sizing profile will be much heavier to smaller apples. This means we can expect plenty of promo opportunities on 100ct and smaller bulk fruit, along with bags and pouches.

Organic Gala Apple 2020 storage crop and import supplies are wrapping up for the season and volumes will smoothly transition into new crop early **Galas** out of California and Washington across mid-August.

Organic Honeycrisp will clean up on the storage fruit and imports during the week of 8/16, just in time for fresh crop Washington **Organic Honeycrisp Apples** to arrive around 8/20. **Organic Sweetango Apples** should be in stock and ready to promote ahead of Labor Day.



Out of Oregon, **Heirloom Orchard Apples** have begun shipping with their first variety of the season, **Gravenstein**. **Organic Pink Pearls** and **Ribston Apples** are due the first week of September.

On import **Organic Apples** from New Zealand:

Organic Diva Apples will sell out by during the third week of August. **Organic Fuji Apples** will continue to be available through early September. **Organic Pink Lady/Cripps Pink** are on the limited side but NZ supply should continue into September. Import **Organic Granny Smith Apples** are dwindling quickly and may sell out before new crop Washington starts in late September.



OG PEPPERS

Organic Color Bell Peppers supplies from Canada are bountiful. Improved aggressive pricing and superb quality is the makings of an August promotion!

Group **Red, Yellow** and **Orange Peppers** together on display at mix and match pricing to drive additional sales in August!

Local **Organic Green Peppers** remain plentiful in volume with excellent quality from Lady Moon's Pennsylvania farm for August.

Add a little spice to display by including PA **Organic Jalapeños** from Lady Moon.

Local **Organic Mini Sweet Peppers** in 8/1pt clamshells from Lancaster Farm Fresh are selling well, plus local **Organic Chili Pepper** varieties are in season from growers in NJ and PA.



OG TOMATOES

Organic Beefsteak Tomatoes will be in season from Ohio grower coop, Green Field Farms. Quality will be excellent and supplies should be steady on this 15lb single layer tray pack as peak season has just begun.

Local **Organic Vine Ripened Tomatoes** remain available with promotable supplies this week from King Family Farms grown in Lancaster County, PA. Quality has been excellent.

Organic Heirloom Tomatoes will be available with promotable supplies this week from Lady Moon Farms grown in Pennsylvania. Quality has been exceptional.

Organic Grape, Cherry, and Rainbow Cherry Tomatoes will be promotable from Lady Moon Farms this week grown in Pennsylvania. Quality has been excellent and the flush is just beginning.

Organic Tomatoes on the Vine pricing remains steady this week out of Canada. Supplies are heavy and the quality has been excellent.



OG BERRIES

Organic Blackberries are in excellent supply out of California with some promotional opportunities available during mid to late August.

Organic Raspberries out of California are in good steady supply and improving quality.

Organic Blueberries out of the Pacific Northwest will be wrapping during August. After some rain they just had, expect pricing to take steep inclines until new crop import fruit begins in early September out of Peru and Chile.

Organic Strawberry supplies are firming, pricing is moving up as we are finishing in Salinas, CA and moving to new crop in Santa Maria and Oxnard, CA.



OG MANGOS

Organic Mangos are coming 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!

10/12ct sizing has tightened as larger 6-9ct fruit proves to be more prevalent as the season wanes. As August progresses look for opportunities to get non-hot water-treated fruit!

Organic Ataulfo Honey Mangos will be done in the middle to end of August from Mexico.



OG CORN

Organic Bi-Color Sweet Corn yields have drastically increased in early August. Promote! NY and PA grown product will be great additions to local displays.

Colder weather, followed by a heatwave, has pushed plantings together cause an abundance of supplies in mid-August.



OG SPECIALTY FRUITS

Mid-August will be the best time of the year to promote peak season **Organic Black Mission Figs** from California!

Popular Florida grown organic specialties that are back in stock for the week of 8/16 include **Organic Starfruit/Carambola, Longan Fruit, and Green Skin Avocados.**



OG MELONS

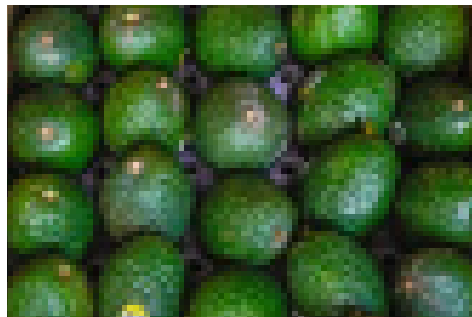
Organic Mini Watermelons pricing remains steady this week out of California. Quality has been outstanding and expected to stay excellent as new crops have started.

Organic Watermelons will be available this week in bins and cartons. Quality from California continues to be excellent. Pennsylvania harvests have started but are very limited so far.

California **Organic Cantaloupe and Honeydew** continue in peak season with nice quality and flavor.



ALERT! Organics Unlimited has announced they will be out of **Organic Plantains and Coconuts** from Mexico indefinitely until their trees can recover from the Tropical Storm that hit them about a month ago. The damage appears to be more serious than originally thought! Stay tuned for more information.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** have tightened considerably, and prices are rising fast. Rain and low maturity levels in the fruit have delayed harvests in Mexico's summer growing region. California volumes are not big enough to keep the price stable.

48ct and larger fruit is very tight! 60ct and smaller fruit is steadier. Consider taking 60ct fruit or product from Peru for the time being to stay in stock.



OG SQUASH

Local **Organic Zucchini** continues in peak production for August. Volumes, pricing and quality have all remained consistent in August.

Lady Moon PA **Organic Zucchini** continue to see superb quality and aggressive pricing; promote and highlight locally grown **Organic Squash!**

NOTE: **Organic Yellow Squash** is limited from all growing regions currently, however, **Organic Gold Bar Zucchini** is available to supplement the lack of Yellow Squash supply.



OG ARTICHOKES

Organic Artichokes from California are once again available in mid-August.

Make sure to add **Organic Artichokes** back to displays!



OG STONE FRUIT

Organic Peaches and Nectarines continue in peak season with great flavor and quality from California and Washington!

LAST CALL: Late crop **Organic Dark Sweet Cherries** will sell out during mid-August. Promote while you can!

Organic Black and Red Plums, as well as new Dapple Dandy Pluots, should be in good supply.



OG CUCUMBER

Organic Cucumber supplies from Pennsylvania and New York have slowed in August.

Pricing is expected to slightly increase with supply limitations, however, quality will remain top-notch.



OG SHIITAKE MUSHROOMS

ALERT! Mushroom growers are facing lots of difficulties in keeping up with **Organic Shiitake Mushroom** production. Most of the log blocks that product is grown on comes from Asia and these supply chains have been disrupted. We anticipate temporary price increase in September. Stay tuned.



OG PEARS

Organic Bartlett and Bosc Pears out of California are in season, and Washington/Oregon **Organic Bartlett** and **Starkrimson Red Pears** should be in stock by the week of 8/23.

The first **Organic Asian Pears** of the season will arrive from California the week of 8/16.



OG CAULIFLOWER

Organic Cauliflower continues to experience limited harvest yields causing gaps from some suppliers and limited overall availability.

NOTE: Pricing is expected to remain elevated through mid-August, and much like broccoli, quality is expected to be less than ideal from California.

Quebec supplies will also be available throughout August to supplement limited Western supplies.



OG BROCCOLI

Organic Broccoli from California will begin to see supplies tighten, and pricing increase.

NOTE: Due to growing conditions, harvests will remain limited and quality will be less than ideal.

ALERT! Organic Broccoli Crowns have seen supplies worsen already. Expect gaps in supplies and substantial price increases.



OG LETTUCE

Organic Romaine and **Leaf Lettuce** production from Quebec remains consistent in August.

Supplies and quality remain strong and consistency is expected throughout August. Supplementary supplies from both New York and California will also be available.

Organic Romaine Hearts and **Organic Iceberg** continue decent supplies from both California and Quebec at promotable pricing.

As the month continues, **Romaine Hearts** are expected to increase in price.

OTHER STORIES

- **Organic Celery** remains promotable in August. With abundant supplies and aggressive pricing, large displays should remain intact to encourage additional sales. **Organic Celery Hearts** have also seen promotable pricing in August.

- The **Organic Lemon** crop is finally starting to ramp up out of Mexico, we should see more consistency over the next few weeks with pricing easing some.

- **Organic Shallots** and **Okra** will be back in stock again the week of 8/16 from Coke Farms in California.

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

- **Organic Green Beans** from Elizabethtown, Pa are seeing plentiful supplies for the remainder of August. Expect improved pricing, excellent quality, and consistent supply for the perfect local product promotion. Include in-store prepackaged green beans as a grab and go option for consumers.

- We will see our first arrival of new crop **Organic Russet Potatoes** arrive to us this week from Washington state. Price will increase with the start of new crop but the quality is also expected to be very nice.

Smaller **Organic Russet Potatoes**, suitable for bagging, are more plentiful at the moment but with enough notice, there are enough count russets being generated to fulfill our needs.

LOCAL LIST

ORGANIC

CHRIST KING - LANCASTER, PA

- 41535 - OG Onions Sweet JBO PA 40 lb
- 41536 - OG Onions Sweet MD PA 40 lb
- 41036 - OG Squash Acorn Green 30 lb
- 41030 - OG Squash Buttercup 35 lb
- 41031 - OG Squash Butternut 35 lb
- 41050 - OG Squash Spaghetti 30 lb
- 41379 - OG Tomatoes Grape 12/1 pt
- 42305 - OG Tomatoes Roma 20 lb
- 41357 - OG Tomatoes Round 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
- 40510 - OG Bok Choy PREM 35 lb
- 40548 - OG Cabbage Green PREM 45 lb
- 40650 - OG Dandelion 12 ct
- 40644 - OG Eggplant 22 lb
- 40836 - OG Eggplant Graffiti 20 lb
- 40671 - OG Greens Collard 12 ct
- 40672 - OG Greens Kale 12 ct
- 219525 - OG Herb Mint 12 ct
- 40912 - OG Leeks Bulk PREM 20 lb
- 40859 - OG Peppers Cubanelle 10 lb
- 40838 - OG Peppers Jalapeno 10 lb
- 41255 - OG Peppers Poblano 10 lb
- 43430 - OG Peppers Suntan Choice 22 lb

HEPWORTH FARMS - MILTON, NY

- 40309 - OG Arugula 12 ct
- 40601 - OG Carrots Bunched 12 ct
- 41112 - OG Escarole 24 ct
- 40670 - OG Greens Collard 24 ct
- 40640 - OG Herb Cilantro 30 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

- 40454 - OG Cabbage Red PREM 45 lb
- 40462 - OG Corn Bi-Color 48 ct
- 40650 - OG Dandelion 12 ct
- 40670 - OG Greens Collard 24 ct
- 40675 - OG Greens Kale 24 ct
- 40210 - OG Herb Dill 24 ct
- 40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
- 220992 - OG Peppers Banana 10 lb
- 40859 - OG Peppers Cubanelle 10 lb
- 40796 - OG Peppers Green PREM 25 lb
- 40814 - OG Peppers Hungarian Wax 10 lb
- 228711 - OG Peppers Mini-Mix Sweet 8/1 pt
- 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
- 43785 - OG Watermelons Orange 45 ct 15# Avg Bin
- 228665 - OG Watermelons Orange Seedless 60 ct Bin

LADY MOON FARMS - CHAMBERSBURG, PA

- 41088 - OG Cucumbers PREM 20 lb
- 40639 - OG Eggplant PREM 24 lb
- 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

CEDAR MEADOW - LANCASTER, PA

23156 - CV Tomatoes Heirloom PA 15 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
2350 - CV Squash Acorn 35 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
2334 - CV Squash Zucchini Gold Bar 20 lb

JERSEY FRESH POTATOES - WOODBURY, NJ

4447 - CV Potatoes Gold 10/5 lb
4493 - CV Potatoes Red NJ 10/5 lb Bag
4643 - CV Potatoes Russet 10/5 lb
4404 - CV Potatoes White NJ 10/5 lb

JERSEY FRUIT - HAMMONTON, NJ

15470 - CV Nectarines 2 3/4" NJ 25 lb
15674 - CV Peaches 2 1/2" East 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

LANCASTER FARM FRESH COOP - LANCASTER, PA

21850 - CV Tomatoes Cherry 12/1 pt
23343 - CV Tomatoes Mini Snack Medley 12/1 pt

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
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
12035 - CV Watermelons Seeded 35 ct 20# Avg Bin
228638 - CV Watermelons Sugar Baby 45 ct Bin Seeded

CONVENTIONAL MARKET NEWS

AUGUST 13 - AUGUST 20, 2021

CALIFORNIA GRAPE SEASON

California **Grapes** are in peak season! August, September, and October will be an outstanding time to feature some of the best snacking **Grapes** of the year in prominent displays.

On **Green Seedless Grapes**, we will be promoting “Shee-gene”, “Sugar Drop”, and “Stella Bella” varieties in our premium XL lines; and “Sugarone” variety is abundant for the regular large line during August.

“Flame” **Red Seedless Grapes** have not colored up as well for many growers this year, so **Red Grapes** are a little tighter than usual, particularly on the premiums. By late August, we will be transitioned into “Scarlett Royal” and “Krissey” varieties, which should be much better.

August is a great time for **Specialty Grapes**. **Cotton Candy Grapes** are now in season, as well as **Gum Drops Grapes** from The Grapery. **Thomcord Grapes** (a seedless Concord) will be available from California in “Jammers” brand bags.



CV HASS AVOCADOS

ALERT! Hass Avocado prices have jumped significantly as Mexico experienced rain and fruit is not maturing as quickly as anticipated in the new growing region.

With the delays to growth, this means that large-sized fruit is not ready to be harvested. Markets have responded dramatically with huge jumps in price. Very little 48ct and larger fruit will be available in the marketplace during mid-August.

Peru and Colombia are in season, but there will not be enough retailers willing to switch over or supply to fill all the needs.

60ct **Hass Avocados** from Mexico will be expensive, but at least they will be available. Bags will be in ok supply since they're packed with 70-84ct fruit, which is mainly what is coming off the trees in Mexico right now.



CV FIGS & POMEGRANATES

Fresh Figs are in peak season from California!

The **Black Mission Fig** variety will be promotable in 12/8oz clamshells during August.

There will be other varieties coming along throughout the month and into September, including **Sierra** and **Kadota Green-skin Figs**, as well as **Striped Tiger Figs**. These specialty varieties are available for pre-book by request.

Early crop **Granada** variety **Pomegranates** are coming into season from California and are expected to arrive the week of 8/23.



CV BERRIES

Raspberries and **Blackberries** are in steady supply, but growers expect increased production throughout the end of August. Quality has been solid, and the pricing looks to remain steady as we head into September.

Blueberries are definitely in tighter supply heading into mid-August. Supplies from British Columbia are finishing much quicker than expected, and overall demand exceeds supply at the current time. New Jersey and Michigan are also coming to an end, and the Peruvian imports have been slow to get started. Expect higher pricing for the next couple of weeks.

NOTE: Supplies on **Strawberries** are starting to tighten as production winds down in the Salinas and Watsonville, CA areas. Pricing will begin to rise as we head into the middle of August. Promotions will be limited as we head into September. Quality continues to be good on all strawberries.



CV MANGOS

Mangos from Mexico are winding down for the season, and many grower shippers are finishing with the smaller 10 and 12ct fruit, leaving much larger 6-9ct fruit to finish the season.

By September, nice new crop fruit from Brazil is expected to start making its way into the marketplace.



CV SHIITAKE MUSHROOMS

ALERT! Mushroom growers will not be able to keep up with demand on **Shiitake Mushrooms** due to production challenges.

Most of the log blocks that the **Shiitake** variety is grown on come from Asia, and the supply chains for these logs have been drastically disrupted. We anticipate temporary price increases in September. Stay tuned.



CV ASPARAGUS

Asparagus pricing is starting to firm up as production out of Mexico and Peru begins to slow down.

Quality has been outstanding from both areas but supplies will continue to slow down.

Look for some promotable opportunities on the small size as well this week.



CV STONE FRUIT

Supplies are ample on local **Yellow** and **White Peaches** from New Jersey. NJ **Yellow Nectarines** are also available to include in displays for August.

There are also plenty of excellent quality and size **Peaches** and **Nectarines** out of California. **Pluots** have some of the best varieties of the year with **Green/Yellow, Red, Black,** and **Speckled** types in stock.



CV PEPPERS

Green Bell Peppers will remain promotable as harvests continue to be strong from local farms. Quality and size have been excellent.

11lb Hothouse Peppers pricing is coming down to promotable levels. Quality out of Canada has been very nice and supplies are coming in strong. Mexico is also harvesting new crops as well.

Locally Grown Hot Peppers are available from Pennsylvania and New Jersey farms. **Jalapeno, Poblano, Serrano, Cubanelle's,** and **Habaneros** are all available with good supplies and quality.



CV MELONS

California vine-ripened **Honeydews** from "King O'the West" are in peak season! Sizing is peaking on 5ct and 6ct, and we'll be into some Jumbo 5ct for mid-August promotions. Expect some of the sweetest and most fragrant fruit of the year.

California **Cantaloupes** in the Peacock brand have great quality and are sizing mostly to 9ct for August-September promotion. Delaware is winding down on **Bin Athena-style Cantaloupes** for the season.

Tuscan-style Cantaloupes continue in season with beautiful 8ct fruit.



CV CHERRIES

Mid-August still provides an opportunity to promote high quality, late season, high-altitude grown **Dark Sweet Cherries**. These special **Cherries** come from Stemilt Hill as part of the "A Half-Mile Closer to the Moon" program.



CV PINEAPPLES

Pineapples pricing will stay higher as the summer continues here on the East Coast. Expect to see more limited fruit in larger sizing as well.



CV LETTUCE

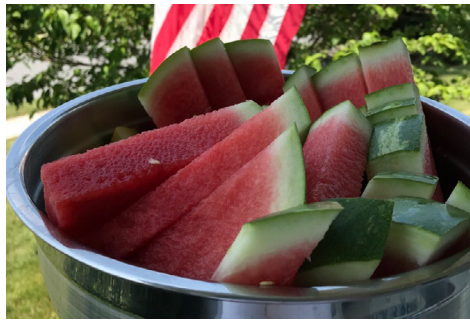
Quebec **Leaf** and **Head Lettuce** has full availability and great quality through the middle of August, including **Cello Romaine Hearts** and **Iceberg Lettuce**.

California is tighter on **Romaine** and **Romaine Hearts** due to tip burn in the fields.



CV BROCCOLI

Beautiful quality **Broccoli Crowns** continue to flow out of Maine and Canada throughout August.



CV LOCAL WATERMELONS

Watermelons remain promotable this week from Delaware, Maryland, and Pennsylvania. Quality has been excellent in all regions.



CV LOCAL SWEET CORN

Sweet Corn pricing remains very affordable and promotable this week. Multiple local growing regions are harvesting excellent quality and strong supplies leading to a surplus of products available.



CV GREEN BEANS

Green Bean pricing got a little stronger this week, however, they still remain promotable out of Pennsylvania, New Jersey, and New York.

Quality has been exceptional with great vibrant color and crisp, snappy beans.



CV DRAGON FRUIT

Dragon Fruit have increased in popularity over recent years. Now is peak time for our domestic fruit from both Florida and California!

White and **Red/Magenta** fleshed **Dragon Fruit** will be available with promotable pricing over the next few months.



CV LOCAL TOMATOES

Locally grown **Heirloom Tomatoes** are available from Cedar Meadow Farms grown here in Pennsylvania! Quality has been outstanding as harvests continue to flush.

Local PA and NJ **Vine Ripe, Grape, and Cherry Tomatoes** are in season and promotable!



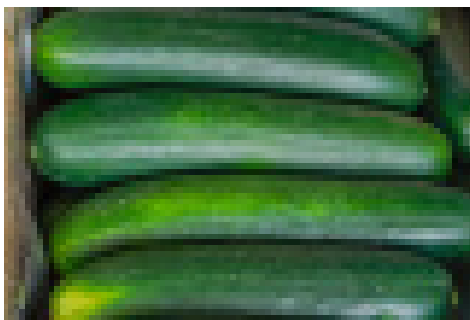
CV GREENHOUSE TOMATOES

NatureSweet Snacking Tomato supplies have improved significantly and look to remain steady for the foreseeable future. After a challenging year so far, this is welcome news. The quality has been very nice.

Beefsteak Tomato demand remains weak but supplies are also very short leading to higher prices for this time of year.

NOTE: Pricing for **Cluster Tomatoes** will be high and very short this week from USA and Canadian greenhouses. Multiple shippers are extremely short on product due to replants for fall and winter.

Brown Rugose Virus in some tomato plants continues to be an issue from greenhouses as well, leading to less availability. When they find that disease, they pull the whole crop and replant.



CV CUCUMBERS

Super Select Cucumber prices are easing off as production continues to pick up from Pennsylvania, New Jersey, and New York farms. The quality has been very nice. Sizing is more in the 65ct range vs 72ct.

Seedless Cucumber pricing will be very promotable this week as harvests begin to flush from Canada. Quality has been excellent.

Mini Seedless Cucumber pricing will continue to be promotable this week as harvests continue to flush out of Canada. The quality has been very nice.

Mucci **"CuteCumber" Poppers** will be back for the week of 8/16. Check out this great snacking item.



CV RUSSET POTATOES

The transition over to new crop **Idaho Russet Potatoes** will be happening during mid-August.

NOTE: There may be a day or two gap in supply on both **Bagged Green Giant Idaho Potatoes** and **Count Idaho Russet Potatoes**. We'll fill in with **Russets** from other regions in the meantime.

It is expected that pricing across the board will jump up a couple of dollars once the new crop supplies start shipping.