

ORGANIC MARKET NEWS



OUTLOOK FOR AUGUST 27 - SEPTEMBER 3, 2015

ORGANIC HASS AVOCADOS PROMOTABLE

Opportunity! Mexican 48 ct **Organic Hass Avocados** continue to be in great supply due to the late summer crop coming on extremely strong. Appearance has been nice and eating quality is fantastic.

Prices are expected to be very promotable through mid-September on larger sized fruit. Pre-conditioned **Organic Hass Avocados** are also available by request.

60 ct continue to draw a premium due to the limited availability on this size. Imports from Chile are also available but most customers have been seeking the Mexican fruit.



OG BERRIES

ALERT!

California **Organic Raspberries** are extremely tight with pricing continuing to rise.

California **Organic Blackberries** are extremely firm with strong markets and seasonal quality. We expect gaps until Baja begins late fall.

Pacific Northwest **Organic Blueberries** are very limited with prices continuing to rise. We expect most growers to transition from 6 oz to 4.4 oz packs in early September.

Organic Strawberry supplies are much lighter overall, quality is weaker, and shelf-life is becoming shorter. This market is expected to continue to deteriorate for the next couple of months until Baja begins in the late fall.



OG TOMATOES

Organic Round Tomatoes are in good supply out of PA, NJ, WI, and CA. The round market the last couple of weeks has been flat as growers try to move product in timely fashion. More fields are expected to come on out of Lady Moon Farms in PA at the beginning of September.

Organic Grape and **Cherry Tomatoes** are in abundant supplies this week out of PA. **Organic Rainbow Cherry Tomatoes** currently in adequate supply out of both PA and MEX.

Organic Roma Tomatoes are in good supply out of PA, while most other regions show limited supplies.

Organic Heirloom Tomatoes are in good supply out of PA, NY, CA, WI, and OH.

ALERT! **Organic Cluster Tomatoes** are very tight right now, mainly coming out of CA and Mexico. Canada is in a gap situation and VA won't be back in until late September.



OG MELONS

California **Organic Cantaloupes** are having a very short term flush with promotional opportunities now through the first week of September. Supplies will tighten shortly there after. Quality and flavor on these melons is fabulous.

Organic Honeydew supply is steady.

Organic Mini Seedless Watermelons are in steady supply from the Southeast and from California. The fruit has been cutting with dark red color and a thin rind.

Regular sized **Organic Seedless Watermelons** from Maryland are expected to be available for a short time in early September.



OG POTATOES

Organic Russet Potatoes out of Washington state are in good supply this week and quality has been top notch recently.

Good quality **Organic Red Potatoes** are very limited this week and sizing will be smaller than we usually see. We are about two weeks away from some gorgeous red potatoes out of Manitoba Canada. We will transition **Organic Yellow Potatoes** from Washington state to Canadian grow potatoes as they are much better prices and the quality will be very nice.



OG SQUASH

Organic Zucchini is in adequate supplies out of both Pennsylvania and Georgia. California shippers are reporting very limited supplies at high prices. Expect markets to stay on the strong side going into September.

Organic Yellow Squash is in good supply out of Georgia, while New Jersey and California growers are reporting very limited supplies. Quality has been very good out of Georgia.



OG LETTUCE

Supplies are tight on all varieties of **Organic Lettuce** out of California. This week's heat will not help the quality. Some rib rust is apparent on almost all shippers' product. **Organic Romaine Lettuce** is the tightest of the group.

Organic Green and **Red Leaf Lettuces** are still limited in supply. Quality has been good, though box weights are running lighter than usual.



OG MANGOS

ALERT! **Organic Mangos** continue to be in limited supply as the season comes to an end in Mexico. Prices have gone up significantly.

This late season fruit is "non-hot water treated" and are some of the most flavorful mangos of the season. NOTE: Please expect some firm-ripe to ripe fruit. This fruit is left to ripen longer on the tree and generally yields to slight pressure when shipped. The skins also will show sap staining.



OG ONIONS

Locally grown **PA candy sweet onions** will begin to wind down but supply should last another couple weeks.

Locally grown **Organic Red Onions** are now done and we will transition over to California grown reds. **Organic Yellow Onions** are in good supply with excellent quality and market price remains steady this week. We will see Nevada **Organic Onions** start in the next 2-3 weeks and they will be steady on supply and quality through the fall.



OG BROCCOLI

Organic Broccoli continues to be in tight supply from California with hotter temperatures this week. We may begin to see some quality deficiencies in the product.

Organic Broccoli Crowns continue to be very tight out of California.

There have been some hit or miss supplies seen on both **Organic 14 ct** and **Broccoli Crowns** out of Canada.



OG SWEET CORN

Organic Bi-Color Sweet Corn is in abundant supply out of New York and Canada. Take advantage of promotional opportunities between now and Labor Day. **Organic Yellow Sweet Corn** will start out of Maryland next week.



OG GREENS

Organic Green Kale is tightening in supply out of CA. **Organic Lacinato Kale** is generally available in good supply, as is Organic Red Kale. NC will start next week with their crop.



OG PINEAPPLES

ALERT! **Organic Pineapples** remain in very tight supply. Prices are up due to low yields out of Costa Rica. A small supply of Mexican fruit is available, which is helping demand slightly. This shortage will likely last for several more weeks.



OG APPLES

New crop Washington **Organic Gala Apples** are now in full swing. The majority of the crop is 100 ct and smaller so bagged fruit will be quite promotable this season.

Washington **Organic Ginger Gold Apples** will finish up over the next couple of weeks and a short gap is expected until **Organic Golden Delicious Apples** begin.

New crop Washington **Organic Honeycrisp Apples** continue in limited quantities. Better volumes are expected next week but prices remain very high.

IMPORT APPLES:

- OG Fuji** - steady, CA & WA starting mid-Sept
- OG Granny Smith** - prices dropping, CA beginning
- OG Red Delicious** - abundant, cheap
- OG Pink Lady** - big supply, low price, promotable
- OG Braeburn** - cheap deals on 12/3 bags



OG KIWIFRUIT & KIWI BERRIES

New crop Local PA and Pacific Northwest **Organic Kiwi Berries** are expected to begin just after Labor Day and will be in season through early October.

New Zealand **Organic Green Kiwifruit** is in good supply. **Organic SunGold Kiwifruit** continues in good supply. This is expected to continue towards the end of September when we should have a seamless transition to Italian fruit.



OG GRAPES

Organic Red and **Green Seedless Grapes** are back in peak season supply with excellent quality. Pricing is steady and with back-to-school demand, now is a good time to promote.

Organic Green Grapes in clamshells will begin to arrive the beginning of September.

Organic Black Grape supply is expected to improve in early September when early varieties come on.

Organic Thomcord Grapes, all the flavor of classic concord without the seeds, are still in season, but will wrap up by Labor Day.



OG CITRUS

California **Organic Valencia** supply is tighter by the minute with prices on the rise.

Peruvian **Organic Satsuma Mandarins** have popped up with one last shot, but these will disappear again this week.

Peruvian **Organic Minneola Tangelos** are expected any day. If they arrive as good as last year, they will be a real treat!



OG STONE FRUIT

Washington **Organic Yellow Nectarines** are entering their peak harvests. Promotional opportunities will be available through late September. Quality has been very nice. Limited amounts of CA fruit are also available.

California & Washington **Organic Yellow Peach** supply is firm and expected to tighten even more next week. Jumbo sizes are prevalent, but the peach season will wrap up by mid-September.

California **Organic White Peaches** and **White Nectarines** continue to be extremely limited.

California & Washington **Organic Red Plums** are in light supply with small gaps between varieties and seasons wrapping up.

California **Organic Pluots** are set to wind down for the season, but we will have some Flavor Grenade (yellow/green with red blush) variety this week.



OG PEARS

Washington **Organic Bartlett Pears** are in firm supply as shippers ramp up. Large size fruit is expected to remain very tight with high prices for the duration of the season. Small fruit in bulk and bags will provide excellent promotional opportunities.

California **Organic Asian Pears** are back in extremely limited supply but will gap for about a week until the Northwest begins.

California **Organic Bosc Pears** and Washington **Organic Starkrimson Pears** remain firm and steady.

IN TIGHT SUPPLY

- **Organic Scallions** are in fairly tight supply out of CA this week. Multiple growers just do not have enough supply to meet demand.

- Growers continue to battle mildew and lower yields on **Organic Spinach**. Prorates have been light, but we are seeing some prorates especially in the 1 lb. and larger pack sizes.

- **Organic Cucumbers** from PA, WI, and CA are limited. Georgia harvests have started but will not fill the supply chain until closer to Labor Day.

- **Organic Chard** has been tight the past week out of California. Supplies out of Canada are in limited supply. Most Eastern product is finished.

- **Organic Lemon** supply continues to be almost nonexistent with prices skyrocketing. Seasonal quality should be expected. Some Mexican fruit is expected to pop up over the next couple of weeks in limited supply.

READY FOR FALL?

CIDERS

COUNTRY ACRES CIDER

The Garber Brothers of Waynesboro, PA located in the heart of Pennsylvania apple country, produce a sweet tasting apple cider that's become quite popular throughout the region.

06195 CV COUNTRY ACRES APPLE CIDER	4/1 GAL
06197 CV COUNTRY ACRES APPLE CIDER	9 1/2 GAL



ZEIGLER'S CIDER

Even though it's considered a national brand these days, Zeigler's, based in Lansdale, PA outside of Philadelphia, still gets considerable support from consumers throughout the mid-Atlantic. They also produce several flavored blends to add to your fall cider set.

06226 CV ZEIGLER'S APPLE CIDER	9-1/2 GAL
06247 CV ZEIGLER'S APPLE CIDER	4/1 GAL
06222 CV ZEIGLER'S SPICED APPLE CIDER	9-1/2 GAL
06230 CV ZEIGLER'S CRANBERRY APPLE CIDER	9-1/2 GAL
06231 CV ZEIGLER'S POMEGRANATE APPLE CIDER	9-1/2 GAL
06223 CV ZEIGLER'S PEACH APPLE CIDER	9-1/2 GAL
42999 OG ZEIGLER'S APPLE CIDER	9/64 OZ - <i>available mid-September!</i>



OYLER'S ORGANIC ORCHARDS

There are not many certified organic orchards on the East Coast, but Oyler's of Biglerville, PA has carved out a nice niche. Based on their crop outlook, much of their harvest this year will go to fresh cider production. The cider is run by a UV light, but not heated or pasteurized.

46090 OG OYLER APPLE CIDER LOCAL O	9-1/2 GAL
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Expected to begin in late September!



CANDY APPLES

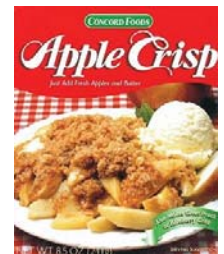


06150 TASTEE CARAMEL W/NUTS	12/3 CT
06164 TASTEE CARAMEL W/NUTS	24/1 CT
06160 TASTEE CANDY W/NUTS	12/3 CT
06165 TASTEE CANDY W/NUTS	24/1 CT
06163 TASTEE JELLY W/COCONUTS	24/1 CT
06162 TASTEE JELLY W/COCONUT	12/3 CT
06152 TASTEE TURTLE CHOCOLATE	12/3 CT
06174 TASTEE TURTLE CHOCOLATE	24/1 CT
06173 TASTEE PLAIN CARAMEL APPLES	24/1 CT
06153 TASTEE PLAIN CARAMEL APPLES	12/3 CT

In stock beginning 8/28!

KITS, DIPS, & MORE!

With peak apple season beginning, help your customers find more ways to enjoy fresh apples. Four Seasons Produce stocks a full line of Marzetti, Lite-House, and Concord caramel dips, apple crisp kits, apple wraps, and more! Talk to your sales rep for more information about regular stock and special display shippers.



New!

AT FOUR SEASONS



CODE: 41869

PEPPERGREENS

greens with a peppery kick

organic ingredients:

arugula, baby green mustard, baby red mustard, cress, baby spinach, baby green bok choy, baby green chard, baby red chard, baby red bok choy, mizuna, komatsuna. ingredients may vary by season.



CODE: 41868

sweet pea

the magic of fresh sweet pea shoots

organic ingredients:

sweet pea shoots, baby green romaine, tango, baby green oakleaf, baby greenleaf, baby green bok choy, lolla rosa. ingredients may vary by season.

Labor Day Schedule

Thur. 09/03 through Sat. 09/05 – Standard delivery and office schedules.

Sun. 09/06 – Sales office open 8:30am to 1pm for order changes and add-ons for your Tuesday 09/08 deliveries.

Mon. Labor Day 09/07 – **Offices closed for the holiday. No deliveries.**

Tues. 09/08 – Standard delivery and office schedule.

Wed. 09/09 – Extra deliveries made in most regions to support post-holiday refill.

For clarification or special requests on this schedule, please contact me, your Sales Rep. or Merchandiser.

Have a safe and enjoyable Labor Day!

LOCAL PRODUCE



GROWER LIST

AUGUST 27 - SEPTEMBER 3, 2015

ORGANIC



MARYLAND

HOMESTEAD FARMS

Poolesville, MD

- 43800 - OG W/Melon Bin SDLS MD 700 lb.
- 40524 - OG Corn Yellow MD 48 ct

NEW YORK

PEDERSEN FARMS

Seneca Castle, NY

- 40550 - OG Cabbage Green NY 45 lb.
- 40462 - OG Corn Bi-Color NY 48 ct

NEW JERSEY

EASTERN FRESH

Cedarville, NJ

- 41277 - OG Eggplant NJ 22 lb.

PENNSYLVANIA

ISAAC STOLTZFUS

Millville, PA

- 41531 - OG Onion Red Jumbo PA 40 lb.
- 41525 - OG Onion Red Medium PA 40 lb.

CHRIST KING

Ephrata, PA

- 41535 - OG Onion Sweet Jumbo PA 40 lb
- 41536 - OG Onion Sweet Med PA 40 lb.
- 41314 - OG Tomato Roma PA 20 lb.

CLARION RIVER FARMS

Sligo, PA

- 41036 - OG Squash Acorn Green PA 30 lb.
- 41031 - OG Squash Butternut PA 35 lb.
- 41044 - OG Squash Kabocha PA 35 lb.

LADY MOON FARMS

Chambersburg, PA

- 40639 - OG Eggplant Premium PA 24 lb
- 40796 - OG Peppers Green LG/XLG PA 25 lb.
- 41346 - OG Tomato Cherry Clam PA 12/1 pt
- 44467 - OG Tomato Cherry Orange PA 12/1 pt
- 41385 - OG Tomato Cherry Rainbow PA 12/1 pt
- 41336 - OG Tomato Grape PA 12/1 pt
- 40139 - OG Tomato Grape PA 18/1 lb.
- 41389 - OG Tomato Heirloom PA 10 lb.
- 41351 - OG Tomato Roma PA 20 lb.
- 41359 - OG Tomato 2-lyr Large PA 20 lb.
- 41354 - OG Tomato Yellow PA 10 lb.

MOCKINGBIRD HILL FARM

Washington, PA

- 40485 - OG Beet PA 25 lb.

MOUNTAIN VIEW ORGANICS

Newport, PA

- 41138 - OG Cabbage Red PA 35 lb.

REED FAMILY FARMS

Elizabethtown, PA

- 40376 - OG Beans Green PA 25 lb.

SAM STOLTZFUS

Logantown, PA

- 41036 - OG Squash Acorn Green PA 30 lb.
- 41050 - OG Squash Spaghetti PA 30 lb.

STAUFFER HULING FARMS

Enola, PA

- 41535 - OG Onion Sweet Jumbo PA 40 lb
- 41536 - OG Onion Sweet Med PA 40 lb.

HESS BROS. FRUIT

Lancaster, PA

Operated by the Hess Family in Lancaster, PA

Beginning in 1962, the tradition is being carried out by the second generation of the Hess Family

Harvest 1.5 million bushels of apples per year

HESS BROTHERS FRUIT

Leola, PA

- 05168 - CV Apples Gala Tote PA 8/5 lb.
- 05030 - CV Apples Gala 2-1/2 PA 12/3 lb.
- 05471 - CV Apples Gala 100 ct PA 40 lb.
- 05475 - CV Apples Gala 88 ct PA 40 lb.
- 05472 - CV Apples Gala 80 ct PA 40 lb.
- 05175 - CV Apples Ginger Gold Tote PA 8/5 lb.
- 05017 - CV Apples Ginger Gold PA 12/3 lb.
- 05290 - CV Apples Ginger Gold 100 ct PA 40 lb.
- 05294 - CV Apples Ginger Gold 88 ct PA 40 lb.
- 05019 - CV Apples Honeycrisp 2-1/2 PA 12/3 lb.
- 05477 - CV Apples Honeycrisp 100 ct PA 40 lb.
- 05476 - CV Apples Honeycrisp 80/88 ct PA 40 lb.
- 05469 - CV Apples Honeycrisp 72 ct PA 40 lb.
- 05167 - CV Apples McIntosh Tote PA 8/5 lb.
- 05040 - CV Apples McIntosh Tote PA 2-1/2 12/3 lb.
- 05680 - CV Apples McIntosh 100 ct PA 40 lb.
- 05672 - CV Apples McIntosh 72/88 ct PA 40 lb.
- 05102 - CV Apples Paula Red Tote PA 8/5 lb.
- 05224 - CV Apples Paula Red 100 ct
- 05007 - CV Apples Paula Red 2/1-2 PA 12/3 lb.
- 05224 - CV Apples Paula Red PA 88 ct

- 05199 - Apple East Graphic Bin Display 1EA - FREE

CONVENTIONAL

PENNSYLVANIA

BENEDICT FARMS

Chambersburg, PA

01838 - CV Peppers Green XLG PA 22 lb.

01842 - CV Peppers Green Display Pack PA 48 ct

CEDAR MEADOWS FARM

Holtwood, PA

23147 - CV Tomato Heirloom PA 8/1 quart

23206 - CV Tomato Rainbow Cherry PA 12/1 pt

CHRIST L. ESH

Holtwood, PA

01075 - CV Corn Bi-color Bin PA 50 dz

01065 - CV Corn White Bin PA 50 dz

COPENHAVER

Lebanon, PA

00482 - CV Beans Green PA 25 lb.

COUNTRY GARDENS (LABAN GARBER)

Waynesboro, PA

01820 - CV Peppers Green Bag M/L PA 18/2 lb.

02350 - CV Squash Acorn PA 35 lb.

02372 - CV Squash Butternut PA 35 lb.

02390 - CV Squash Spaghetti PA 35 lb.

CRAMERS FARM

Lancaster County, PA

23156 - CV Tomato Heirloom PA 15 lb.

23163 - CV Tomato Heirloom Slicer PA 8/3 ct

EPHRAIM ZOOK

Lancaster County, PA

23004 - CV Tomato VR 4x4 PA 20 lb.

23070 - CV Tomato VR Jumbo PA 25 lb.

HESS FARMS

Waynesboro, PA

02845 - CV Cucumber Kirby 40 lb.

01261 - CV Eggplant PA 24 lb.

01842 - CV Peppers Green Display Pack PA 48 ct

01964 - CV Peppers Jalapeño PA 10 lb.

01970 - CV Peppers Jalapeño PA 35 lb.

01981 - CV Peppers Serranos PA 8 lb.

02256 - CV Squash Green Fancy PA 20 lb.

02258 - CV Squash Green Medium PA 20 lb.

23044 - CV Tomato VR Jumbo PA 25 lb.

HOOVER FARMS

Port Trevort, PA

02256 - CV Squash Green Fancy PA 20 lb.

02258 - CV Squash Green Medium PA 20 lb.

IVAN ZIMMERMAN

Stevens, PA

00758 - CV Cabbage Green Bin PA 60 ct

02320 - CV Squash Medium PA 20 lb.

JOSH WEAVER

Denver, PA

00780 - CV Cabbage Red PA 50 lb.

01065 - CV Corn White Bin PA 50 dz

LESTER WEAVER

Lancaster County, PA

01065 - CV Corn White Bin PA 50 dz

SAM ZOOK

Ephrata, PA

23305 - CV Tomato Grape PA 12/1 pt

STAUFFER HULING FARMS

Enola, PA

00482 - CV Beans Green PA 25 lb

01062 - CV Corn Bi-Color PA 48 ct.

02803 - CV Cucumber Super Select PA 72 ct

04106 - CV Onion Sweet Jumbo 40 lb.

STAUFFER HULING FARMS

Enola, PA

00482 - CV Beans Green PA 25 lb

01062 - CV Corn Bi-Color PA 48 ct.

02803 - CV Cucumber Super Select PA 72 ct

04106 - CV Onion Sweet Jumbo 40 lb.

BUTTER VALLEY HARVEST

Bally, PA

03000 - CV Lettuce Boston Hydro PA 12 ct

Cantaloupe Bins from Lancaster County, PA -

Contact your sales rep for specific grower bin counts.

Harnish Farms - Pequea, PA

Joseph Weaver - Ephrata, PA

Lester Weaver, Ephrata, PA

Watermelon Bins from Lancaster County, PA -

Contact your sales rep for specific grower bin counts.

Frank Sensenig - Ephrata, PA

Harnish Farms - Pequea, PA

Josh Weaver - Denver, PA

NEW JERSEY

EASTERN FRESH GROWERS

Cedarville, NJ

02812 - CV Cucumber Select NJ 72 ct

02806 - CV Cucumber Super Select NJ 72 ct

02803 - CV Cucumber Super Select NJ 72 ct

02910 - CV Lettuce Naked NJ 24 ct

02255 - CV Squash Green Medium NJ 20 lb.

FLAIM FARMS

Vineland, NJ

00205 - CV Arugula NJ 24 ct

00455 - CV Basil NJ 15 ct

00560 - CV Beets Gold Bunch NJ 12 ct

00551 - CV Beets Red Bunch NJ 12 ct

00591 - CV Bok Choy NJ 30 lb.

00592 - CV Bok Choy (Shanghai) NJ 30 lb.

00770 - CV Cabbage Green Bin NJ 55/65 ct

00790 - CV Cabbage Chinese NJ 30 lb.

01675 - CV Cabbage Napa NJ 30 lb.

01362 - CV Chard Green Swiss NJ 12 ct

01355 - CV Chard Rainbow Swiss NJ 12 ct

01368 - CV Chard Red Swiss NJ 12 ct

01020 - CV Chives Bunch NJ 12 ct

01040 - CV Cilantro NJ 30 ct

01170 - CV Dandelion Bunch NJ 12 ct

01200 - CV Dill NJ 24 ct

01201 - CV Dill NJ 12 ct

01261 - CV Eggplant Premium NJ 24 lb.

01273 - CV Eggplant Sicilian NJ 20 lb.

01274 - CV Eggplant White NJ 15 lb.

01275 - CV Eggplant Graffiti NJ 12 lb.

01285 - CV Eggplant Italian NJ 10 lb.

02905 - CV Escarole NJ 24 ct

02885 - CV Endive/Chickory NJ 24 ct

01308 - CV Greens Collard 18 ct NJ 18 lb.

01315 - CV Greens Kale 18 ct NJ 18 lb.

01346 - CV Greens Mustard NJ 18 lb.

01350 - CV Greens Turnip NJ 18 lb.

01462 - CV Kohlrabi Green 12 ct

01478 - CV Leeks Bunched NJ 12 ct

03042 - CV Lettuce Boston NJ 24 ct

03028 - CV Lettuce /.Boston Red NJ 12 ct

03065 - CV Lettuce Red Leaf NJ 24ct

01516 - CV Mint Box NJ 12 ct

01706 - CV Parsley Curly NJ 30 ct

01712 - CV Parsley Italian NJ 30 ct

01720 - CV Parsley Root NJ 12 ct

01960 - CV Peppers Anaheim NJ 10 lb.

01975 - CV Peppers Cubanelle NJ 18 lb.

01977 - CV Peppers Cubanelle NJ 9 lb.

01834 - CV Pepper Green XLG NJ 22 lb.

01967 - CV Peppers Jalapeño NJ 35 lb.

01965 - CV Peppers Jalapeño NJ 10 lb.

01980 - CV Peppers Long Hot NJ 16 lb.

01980 - CV Peppers Long Hot NJ 8 lb.

01802 - CV Peppers Suntan NJ 22 lb.

03127 - CV Radish Red Bunch NJ 24 ct

03205 - CV Scallions NJ 48 ct

02200 - CV Spinach Bunched NJ 24 ct

02238 - CV Squash Green Fancy NJ 20 lb.

23121 - CV Tomato VR JBO NJ 25 lb.

JERSEY FRESH

Glassboro, NJ

04404 - CV Potatoes White NJ 10/5 lb.

JERSEY FRUIT

Glassboro, NJ

15475 - CV Nectarines 2 1/2" NJ 25 lb.

15679 - CV Peaches 2 3/4" 25 lb.

15498 - CV Peaches Yellow Clam NJ 10/2 lb.

VIRGINIA

Crown Orchard

Batesville, VA

15733 - CV Peaches Donut 2-1/2" VA 16/20 oz.



CONVENTIONAL MARKET NEWS

OUTLOOK FOR AUGUST 27 - SEPTEMBER 3, 2015

PEAK SEASON FOR HONEYDEW MELONS



Late August and early September mark peak season for some of the best tasting **Honeydew Melons** of the year!

In California, supplies are much better than cantaloupes. Smaller sizes allow for a better pricepoint but Jumbo 5 ct and 4 ct are simply impressive.

Additionally, **Honeydew** growers in Mexico have some bountiful harvests that are allowing retailers to put out some sharp pricepoints the next couple of weeks.



CV APPLES

The Washington **Granny** and **Fuji Apple** deal is tight as old crop is cleaning up. There are a few new crop **Grannies** being packed. New crop **Gold Apples** are just starting to be packed and there are also some **Supreme Golds**. (Note - with the crop size on **Golds** estimated to be down 24% and sizes appear to be running smaller, we will see strong pricing on **Cell Gold 80** and larger through the season.) The **Honeycrisp Apple** market will probably change this week as more shippers jump in.

On the Eastern front, new crop **McIntosh Apples** have started along with **Paula Reds**, and **Honeycrisp Apples** should be available for delivery Saturday (8/29).



CV WATERMELONS

The past two weeks **Watermelon** demand had been fairly light with supplies exceeding, which pulled the market down this week. Going into next week and the Labor Day pull, prices got a little bit of a bump and will go the other way with the increase in demand.

With the increase of demand, supplies will start to fall off as the Northeast supplies start to dwindle with many growers coming to a finish the week after Labor Day and supplies move back down to North Carolina and the fall crop or fruit from Mexico.



CV STONE FRUIT

We are coming down to the last weeks for **Peaches** and **Nectarines** from New Jersey and Pennsylvania. **Nectarines** and **White Peaches** will be day to day as far as availability through the end of next week, then finish. **Yellow Peaches** could go through the middle of September, depending on how strong the demand is the remaining few weeks.

California **Peaches** still has a way to go as they go much further into September on their later varieties, both yellow and white, with some of those being the best of the season. **Nectarines**, which have been tight are on their last push.

The **Plum** market has been very strong this season due to a smaller crop overall, so with demand strong on **Plums** and **Nectarines**, the finish will be early.



CV BRUSSELS SPROUTS

Brussels Sprouts remain extremely limited and are expected to remain limited until approximately mid-September. The main growing region right now is the California Coast around the Salinas area. Excessive heat has slowed growth.

We think mid-September there will be more volume when the temperatures cool and that is also when more growers start.



CV CANTALOUPE

Local **Athena Cantaloupes** are close to the end. Cooler weather has slowed many growers down and demand exceeds current supplies. Most growers will finish next week. The market on California fruit continues to be strong, with mostly smaller sizes available and large fruit getting a three to four dollar premium. Supplies and size has been mostly dictated by the lack of water to most growers.



CV RASPBERRIES & BLACKBERRIES

Raspberries and **Blackberries** are in better supply, and just like strawberries, quality has really improved. Look for increased volumes, and pricing to slide this week as more fruit is available headed towards Labor Day.



CV BROCCOLI CROWNS

Western **Broccoli Crowns** are extremely limited. We will have nice product from Maine, but pricing will be a bit higher. The limited California supplies are putting pressure on the Maine shippers. There are Mexican crowns on the market, but not a significant price advantage.



CV BLUEBERRIES

Blueberries are making the switch this week to 6 oz. from pints, mostly on fresh crop from Peru. British Columbia is all but finished for the season, and domestic fruit will only last for another week or so. We may see a gap in supplies until Chile and Argentina get started for the season.



CV CUCUMBERS

Super Select Cucumbers remain limited from PA, NJ, and NY due to cool nighttime temperatures. Select Cucumbers are lower in price.

Cello Wrapped Cucumbers and **12/6ct Mini Seedless Cucumbers** remain abundant with promotable volumes.



CV TOMATOES

Beef Tomatoes are lower in price with nice quality from Canada.

Cluster Tomatoes are abundant with nice quality. This remains a great item to promote.

Round 25lb Vine Ripe Tomatoes remain on the limited side.

Grape Tomatoes are steady. **Cherry Tomatoes** are extremely limited.



CV CAULIFLOWER

We will start 60ct PA grown **Jacket Cauliflower** in bins this week. Production will start in a slow way, but we will have it heading into the Labor Day weekend. Supplies are limited, so please be sure to check with your sales rep on details and to pre-book.

California **Cauliflower** is very limited with higher pricing this week. Canadian volume remains limited as well.



CV STRAWBERRIES

Strawberries are in better supply this week and quality has really improved. Pricing is not exactly promotable, but no longer spiking.

We're now sourcing the majority of our fruit out of Santa Maria, CA, and it's been great! We'll continue to source from this area for the next couple months, and within two more weeks, harvest crews will begin new acreage in Oxnard.



CV POTATOES

New crop **Idaho Russet Potatoes** are here! The market has increase slightly this week on both bulk and bagged new crop russets out of Idaho.

New crop **Red** and **Yellow Green Giant Bagged Potatoes** are in good supply with a sharp price and outstanding quality out of MN.

Promotable supplies are available on **New Jersey White Potatoes** in 5 lb. bags!



CV GRAPES

The **Grape** market has pretty much stabilized, with the run of the mill **Thompson Seedless** and **Flames Grapes** running four to five dollars less than the premium/proprietary varieties such as green **Luiscos**, **Princess**, and **Esteem**, as well as red **Scarlet Royals** and **Red Emeralds**.

So it's a matter of choice to go for price or top of the line on what retailers wish to promote. There is plenty of good fruit to fit both.



CV ICEBERG LETTUCE

Iceberg Lettuce remains limited in volumes with steady pricing. Quality has still been decent, and we will continue to have California and Canadian options, with a price advantage on nice Canadian product.



CV LEAF LETTUCE

Romaine Hearts, **Green Leaf**, **Red Leaf**, and **Romaine Lettuces** are steady from California and Canada.

ALERT! California **Romaine Lettuce** might have some minor tip burn on heads due to the excessive heat in the past few weeks.



CV FALL ITEMS

Fall seasonal speciality items from California are coming into season! The first **Pomegranates** are in stock this week.

Quince, **Persimmons**, and domestic **Kiwifruit** are set to begin by mid-September.



CV HARD SQUASH

There is good supply of PA grown **Acorn**, **Butternut**, and **Spaghetti Squash** heading into the fall. **Varietal Hard Squashes** will start within a few weeks too!

IN OTHER NEWS:

CV ASPARAGUS & PEAS

Asparagus, **Snow Peas**, and **Snap Peas** will remain in tighter supply this week out of Peru. It looks like this market shortage will last through the Labor Day holiday.

CV ONIONS

We received our first arrival on Idaho **Onions** this week and quality is outstanding. Overall the **Onion** market is soft with sporadic deals on jumbo **Yellow Onions**.

CV EGGPLANT

New Jersey **Eggplant** is in good supply with nice quality and steady to lower pricing this week.

CV CILANTRO

Cilantro remains limited and pricing is still high, but steady.

CV GREEN BEANS

Green Bean volume picked up this week, but is slowing down again. We may see a bump in pricing the second half of the week, but should be steady the first half.

CV PEPPERS

Green Peppers are steady from New Jersey.

15lb and 25lb **Red Peppers** remain limited. 25lb **Yellow** and **Orange Peppers** remain limited.

11lb **Red**, **Yellow**, and **Orange Peppers** are limited, and we can have product from Canada or Holland depending on availability, but both high steady pricing.

Mini Mixed Sweet Peppers are steady from Canadian hothouse shippers.



For more info on what's in season, check out producegeek.com!