

ORGANIC MARKET NEWS



OUTLOOK FOR SEPTEMBER 23 - SEPTEMBER 30, 2016

ORGANIC HARD SQUASH PEAK SEASON

Organic Hard Squashes are in very good supply out of PA, NY, CA, and WI. Now through early November will be the best time of the year to promote.

Current PA varieties in-house include:

- **OG Green Acorn**
- **OG Butternut**
- **OG Spaghetti**
- **OG Strippetti**
- **OG Sweet Dumpling**
- **OG Delicata**
- **OG Kabocha**
- **OG Pie Pumpkins**

NEW! **Organic Honeynut Squash** is now available out of PA and NY. It's a newer, smaller butternut-type variety with more sweetness and bigger squash flavor.



OG SPECIALTY PEPPERS

Now is a good time for **Organic Specialty Peppers!**

Available out of NY:

- **OG Golden Ghost Habaneros**
- **OG Orange Habaneros**
- **OG Hungarian Wax Peppers**
- **OG Jalapeno Peppers**
- **OG Poblano Peppers**
- **OG Cubanelle Peppers**

Available out of CA:

- **OG Shishito Peppers in bags**
- **OG Anaheim Peppers**



OG BERRIES

Organic Strawberries will be in steady supply out of California this week and quality is improving. Next week will be another great week to promote.

Organic Raspberries will be in better supply next week. Berry sizing and overall quality is excellent right now out of California. Growers anticipate promotional supply coming for early October.

ALERT! **Organic Blueberries** will continue to be very limited next week and prices will remain very high. Most shippers are only packing in the 4.4 oz., and we are expecting prorates or occasional supply gaps until import season starts.

ALERT! **Organic Blackberries** will be in limited supply as well. Supplies are looking to improve in early October, but until then pricing will be higher.



OG HASS AVOCADOS

ALERT!

Organic Hass Avocados are in VERY TIGHT SUPPLY. Expect pricing to climb up EVEN MORE with limited supplies continuing to plague the marketplace for at least 2-3 more weeks!

Equal Exchange **Organic Fair Trade Hass Avocados** from Mexico will be limited this week as well.



OG WATERMELON

Organic Mini Watermelons could gap for a few days as growers transition to new fields.

They are still expecting good supplies for the month of October on their fall crop.



OG GREEN BEANS

There are still a few PA **Organic Green Beans** coming in once a week. Quality is very good. Maryland expects to have **Organic Green Beans** through the last week of September.

CA reports limited supplies of **Organic Green Beans**.



OG EGGPLANT

ALERT! **Organic Eggplant** is in very tight supply. PA is finishing their harvests for the season, while GA should start in early October. Supplies are very light out of CA, while there is no Mexican product at this time.



OG LETTUCE

All varieties of **Organic Lettuce** are in good supply out of Quebec, Canada, and quality has been slightly better than product from CA as they are still reporting some margin leaf browning on all varieties.

CA has good supplies of **Organic Green** and **Red Butter Lettuce** as well.

NY reports one more week of **Organic Romaine Lettuce**.



OG PINEAPPLES

We expect to have a nice supply of **Organic Pineapples** for next week and beyond.

Pricing will be down lower next week and we will be looking to deal on volume. Quality is very nice.



OG CABBAGE

Organic Green and **Red Cabbage** are still coming in from NY. **Organic Savoy Cabbage** is in adequate supply from NY.

WI reports large supplies of **Organic Green Cabbage**, but very little Red.

Organic Napa Cabbage is very limited out of CA.



OG MELONS

Organic Cantaloupes are in good supply with plenty availability on 9ct. **Organic Galia Melons** are finishing for the year.

Organic Honeydews were a little more limited towards the end of this week as growers had finished packing for the week, but they should have better availability in early October.



OG POTATOES

We will see **Cinacia Organic Fingerling Potatoes** out of Colorado get started in the next few weeks.

Organic Colorado Russet Potatoes will follow suit in a few weeks, which is a little later than normal, due to some challenges with quality at harvest. So, for the time being we will continue to promote the beautiful Washington **Organic Russet Potatoes**.



OG SUMMER SQUASH

GA reports adequate supplies of both **Organic Zucchini** and **Yellow Squash**. Demand is high right now because CA has no strong volume and MEX is not yet available. Florida will start harvesting in about 2 weeks.

Organic Summer Squash has all but finished out of PA, and supplies are limited out of NY.



OG CAULIFLOWER

Organic Cauliflower out of Canada is very nice quality. CA reports adequate supplies and pricing is down somewhat. Some shippers have had brown discoloration issues this week.

Also available in limited supply out of CA – **Organic Orange, Purple, and Green Cauliflower** varieties.



OG MID-ATLANTIC GREENS

We will see supplies out of PA this week on **Organic Dandelion, Red, Green, & Rainbow Chard, Collards, Bunch Beets, and Parsleys. Organic Green and Lacinato Kale** are more limited out of PA. **Organic Fennel and Red Kale** should be available next week out of PA.

NY reports good supplies of **Organic Kale** and **Italian Parsley**.



OG CUCUMBERS

ALERT! **Organic Cucumbers** are in very limited supply. PA is all but done, as is most volume in the mid-Atlantic. GA reports limited supplies of **Organic Cucumbers**. Mexico reports virtually no supply and there are a few pallets available from CA growers here and there.

Organic Hothouse Cucumbers are in adequate supply, though the market is up. **Organic Mini Cucumber Packs** and **Gherkin Cucumbers** out of CA are in limited supply.



OG CITRUS

GRAPEFRUIT

ALERT! **Organic Grapefruit** has been extremely limited – the small amount of product that was booked for the end of this week has either been cut drastically or canceled completely.

LEMONS

Organic Lemons have been challenging to load towards the end of this week, which made availability toward the end of this week a little spotty.

ORANGES

Organic Navel Oranges are now done, but **Organic Valencia Oranges** are in ample supply.



OG TOMATOES

OG Round Tomatoes – all but finished in PA, MEX reports very light supplies.

OG Cherry Tomatoes – PA finished, next in will be a Mexican pints

OG Rainbow Cherry & OG Grape Tomatoes – tight supplies out of PA

OG Roma Tomatoes – tight supplies out of PA; limited supplies out of CA; adequate supplies out of Mexico

OG Heirloom Tomatoes – finishing out of PA by first week of October; supplies are limited from NY; supplies are adequate out of CA.



OG ONIONS

Locally grown **Organic PA Candy Sweet Onions** will become more limited in the new few weeks. Price is expected to remain the same and should continue for a few more weeks, pending quality.

Local Organic Red Onions have abruptly ended out of PA due to quality in the last of the onions that were harvested later in the season. We will have a short gap on **Organic Red Onions** until we get started with Peri & Sons onions later this week.

We will get our first arrival of Peri & Sons Nevada grown **Organic Red and Yellow Onions** the last week of September. Quality is expected to be outstanding.

OTHER STORIES:

NEW! We have started carrying the **Organic Stokes Purple 12/3lb. bags**, in addition to the 40lb. Bulk #1 **Organic Stokes Purple Potatoes**.

Organic Ambrosia Apples will be available to start shipping towards the middle of next week out of Washington.

Organic Garlic is in good supply and of nice quality out of Spain. **Organic Hard Neck Garlic** is in limited supply out of NY.

Organic Snap Peas are in limited supply out of CA. Quality has been good and other small shippers out of CA should begin soon.

Organic Asparagus supplies have begun to come in from Argentina and Mexico. Quality has been very good and the market is steady.

Organic Black Mission Figs will wind down and come to an end soon. Supplies will be hit and miss as the season winds down.

ALERT! **Organic Baby Spinach, Baby Lettuces,** and other blends are a challenge as mildew and quality pose threats to 100% fill rates. This will likely last another week or 2. Expect prorates.

Organic Celery is in better supply this week, though the market is poised to go up. Quality is better this week in cartons and in packed **Organic Celery Hearts**.

Organic Broccoli prices have begun to move up in CA. Canada reports good supplies, but quality is not as strong. **Organic Broccoli Crowns** are in good supply out of CA and Canada.

Organic Keitt Non-Hot Water Treated (NHWT) Mangos continues to be in stock this week. Fruit will remain large with 6 and 7ct being peak sizing right now. This fruit will last for another week or 2 and then we will be gapping in **Organic Mangos** for a while.



LIST FOR WEEK OF SEPTEMBER 23 - SEPTEMBER 30, 2016

ORGANIC



NEW YORK

HEPWORTH FARMS - MILTON, NY

- 40550 - OG Cabbage Green NY 45 lb
- 40518 - OG Cabbage Savoy NY 35 lb
- 46811 - OG Garlic White NY 20 lb
- 41183 - OG Lettuce Romaine NY 24 ct
- 40838 - OG Peppers Jalapeno NY 10 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40386 - OG Cabbage Green NY 45 lb
- 40416 - OG Greens Kale NY 24 ct
- 40724 - OG Parsley Curly Prem NY 30 ct

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA

- 41536 - OG Onion Candy Sweet Med PA 40 lb
- 41535 - OG Onion Candy Sweet Jumbo PA 50 lb
- 40767 - OG Peppers Green Medium PA 22 lb
- 40779 - OG Peppers Red Large PA 22 lb
- 41031 - OG Squash Butternut PA 35 lb
- 46814 - OG Squash Stripetti PA 30 lb

CLARION RIVER - SLIGO, PA

- 40784 - OG Peppers Anaheim PA 10 lb
- 41053 - OG Squash Honeynut PA 40 lb
- 41037 - OG Squash Sweet Dumpling PA 35 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 40532 - OG Beets Red Bunch Prem PA 24 ct
- 41088 - OG Cucumber Prem PA 20 lb
- 41091 - OG Cucumber PA 20 lb
- 40684 - OG Chard Green PA 12 ct
- 40666 - OG Chard Green Premium PA 24 ct
- 40680 - OG Chard Rainbow Prem PA 24 ct
- 40667 - OG Chard Red Prem PA 24 ct
- 40639 - OG Eggplant Premium PA 24 lb
- 41007 - OG Greens Collards PA 24 ct
- 40628 - OG Greens Dandelion Prem PA 24 ct
- 40893 - OG Greens Dandelion Red PA 24 ct
- 40811 - OG Greens Kale PA 24 ct
- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40668 - OG Greens Kale Red Bore PA 24 ct
- 40724 - OG Parsley Curly Prem PA 30 ct
- 40767 - OG Peppers Green Medium PA 22 lb
- 40796 - OG Peppers Green Premium PA 25 lb
- 41359 - OG Tomato 2-Layer PA 20 lb
- 41346 - OG Tomatoes Cherry Clam PA 12/1 pt
- 41385 - OG Tomato Cherry Rainbow PA 12/1 pt
- 41336 - OG Tomato Grape PA 12/1 pt
- 41398 - OG Tomato Grape Gold PA 12/1 pt
- 41389 - OG Tomato Heirloom PA 10 lb
- 41351 - OG Tomato Roma PA 20 lb

MOCKINGBIRD HILL - MILLVILLE, PA

- 40485 - OG Beets Red PA 25 lb (Bubbling Brook)
- 41515 - OG Onion Red PA 16/3 lb
- 41531 - OG Onion Red Jumbo PA 40 lb
- 41525 - OG Onion Red Medium PA 40 lb
- 41514 - OG Onion Red Bag 1/3lb

REED FARMS - ELIZABETHTOWN, PA

- 40376 - OG Beans Green PA 25 lb

RUBEN PEACHEY FARM - TYRONE, PA

- 41036 - OG Squash Acorn Green PA 30 lb
- 41031 - OG Squash Butternut PA 35 lb
- 41050 - OG Squash Spaghetti PA 30 lb

SAM STOLTZFUS - LOGANTON, PA

- 46687 - OG Onion Yellow Jumbo PA 40 lb
- 41036 - OG Squash Acorn Green PA 30 lb
- 41031 - OG Squash Butternut PA 35 lb
- 41035 - OG Squash Delicata PA 35 lb
- 41044 - OG Squash Kabocha PA 35 lb
- 41220 - OG Squash Pie Pumpkin PA 35 lb
- 41055 - OG Squash Red Kuri PA 35 lb

FALL ORNAMENTALS & PUMPKINS

- 04934 - Straw Bales Small 24 ct
- 04931 - Straw Bales Mini Cello 50 ct
- 04944 - Pumpkin Little 20-25 ct
- 04965 - Pumpkin Face Carton PA 3 ct
- 04950 - Pumpkins Baby Pam (Pie) 8-12 ct
- 04930 - Gourds 1/2 Bushel 38 ct
- 04923 - Baby Pam Painted 8 ct
- 04901 - Indian Corn 16/3 ct

- 04902 - Rainbow Poppers (Assorted) 36/3 ct
- 04898 - Painted Cutie Transylvania 12 ct
- 04903 - Sticker-Me-Up-Pumpkin 10/3 ct
- 04925 - Color Me Pumpkin 10/3 ct
- 04921 - Painted Cutie Pie Animals 12 ct
- 04922 - Painted Cutie Pie Kids w/ Hat 12 ct
- 04939 - Painted Gourds Display 12 ct
- 04924 - Painted Mini Pumpkins 40 ct
- 04952 - Painted Face Pumpkin Display 60 ct
- 04927 - Hotel Transylvania 1/2 Pallet 240 ct

- 04940 - Pumpkin Jack Be Little 25-30 ct
- 04942 - Pumpkin Baby Boo White 32 ct
- 04920 - Pumpkin Little Bagged 14/3 ct
- 04929 - Jack-Be-Littles Bagged 14/5 ct
- 04928 - Ornamental Gourds Bagged 14/5 ct
- 04935 - Straw Bales Regular Size PA 1 ct
- 04945 - Corn Stalks 10 ct 1 bunch



- 04980 - Pumpkin **Fall Fantasy** Bin 35 ct
(Fairytale, White Flat, Cinderella)
- 04968 - Pumpkin **Autumn Mix** Bin 35 ct
(Blue Jarrahdale, Long Island Cheese, Peanut)

- 07386 - Pumpkin Mixed Bin 50 ct
- 04893 - Gourd Lunch Lady Bin 85 ct
- 07325 - Pumpkin Cinderella Bin 30 ct
- 04897 - Pumpkin Fairytale Bin PA 35 ct
- 07302 - Pumpkin Fairytale Bin 40 ct
- 04954 - Pumpkin Cheese Bin PA 60 ct
- 07326 - Pumpkin Neck Bin 80 ct
- 07374 - Pumpkin Peanut Bin 40 ct
- 07380 - Pumpkin Baby Pam (Pie) Bin 200 ct
- 04951 - Pumpkin Baby Pam (Pie) Bin 150 ct



- 07328 - Pumpkin Face Bin 14 ct
- 04963 - Pumpkin Face Bin 20 ct
- 07385 - Pumpkin Face Bin 35 ct
- 04984 - Pumpkin Face Bin 40 ct
- 07304 - Pumpkin Face Bin 45 ct
- 04982 - Pumpkin Face Bin 50 ct
- 04987 - Pumpkin Face Bin 60 ct
- 04959 - Pumpkin Face Bin 70 ct
- 07329 - Pumpkin Face Bin 80 ct

- 07401 - Pumpkin Pie Bin 200-250 ct
- 04986 - Pumpkin White Bin 60 ct
- 04969 - Pumpkin White 75 ct
- 07336 - Pumpkin White 85 ct
- 04995 - Pumpkin 150-200 lb. Prize Winner 1 ct

CONVENTIONAL

PENNSYLVANIA

BENEDICTS PRODUCE - CHAMBERSBURG, PA

- 01060 - CV Corn White PA 48 ct
- 01062 - CV Corn Bi-Color PA 48 ct
- 00999 - CV Cauliflower Jacket Bin PA 60 ct
- 01935 - CV Peppers Red Choice PA 25 lb
- 01802 - CV Peppers Suntan PA 22lb
- 02390 - CV Squash Spaghetti PA 35 lb

COPENHAVER - LEBANON, PA

- 00482 - CV Beans Green PA 25 lb

COUNTRY ACRES - WAYNESBORO, PA

- 01820 - CV Peppers Green Bag M/L PA 10/2 lb

CRAMERS FARM - LANCASTER COUNTY, PA

- 23156 - CV Tomato Heirloom PA 15 lb

EPHRAIM ZOOK - LANCASTER COUNTY, PA

- 00631 - CV Broccoli Bin w/Stem PA 110 ct
- 23031 - CV Tomato VR XLG PA 25 lb

HARLAN HESS - ZIONSVILLE, PA

- 02855 - CV Cucumber Carton PA 24 ct
- 02803 - CV Cucumber Super Select PA 72 ct
- 02845 - CV Cucumber Kirby PA 40 lb
- 02812 - CV Cucumber Select PA 72 ct
- 01975 - CV Peppers Cubanelle PA 18 lb
- 01993 - CV Peppers Habanero Orange PA 8 lb
- 02390 - CV Squash Spaghetti PA 35 lb
- 02320 - CV Squash Yellow Medium PA 20 lb
- 21450 - CV Tomato VR 4x5 w/PLU PA 20 lb
- 21880 - CV Tomato 3pk Tube Tray 10/3pk
- 23118 - CV Tomato 6x6 PA 25 lb
- 23379 - CV Tomato Roma Clam w/Recipe PA 9/2lb.
- 23220 - CV Tomato Roma XLG PA 25 lb
- 21440 - CV Tomato VR 4x4 w/PLU PA 20 lb

HESS BROTHERS FRUIT

- 05475 - CV Apples Gala 88ct East 40 lb
- 05471 - CV Apples Gala 100 ct East 40 lb
- 05480 - CV Apples Gala No PLU 100 ct 40 lb
- 05030 - CV Apples Gala East 2-1/2 12/3lb
- 05168 - CV Apples Gala Tote 8ct 40 lb
- 05294 - CV Apples Ginger Gold 88s East 40 lb
- 05290 - CV Apples Ginger Gold 100ct East 40 lb
- 05291 - CV Apples Ginger Gold 100ct No PLU 40lb
- 05017 - CV Apples Ginger Gold East 12/3lb
- 05175 - CV Apples Ginger Gold Tote 8/5lb
- 05476 - CV Apples Honeycrisp 80/88ct East 40lb
- 05019 - CV Apples Honeycrisp East 2 1/2" 12/3lb
- 05174 - CV Apples Honeycrisp 8 ct Tote 38 lb
- 05672 - CV Apples McIntosh 72/88 ct 40 lb
- 05680 - CV Apples McIntosh 100 ct PA 40 lb
- 05040 - CV Apples McIntosh 2-1/2 PA 12/3 lb
- 05167 - CV Apples McIntosh Tote 8 ct PA 38 lb
- 05205 - CV Apples Red Delicious 72/88ct 40 lb
- 05210 - CV Apples Red Delicious 100 ct 40 lb
- 05125 - CV Apples Red Delicious No Sticker 40 lb
- 05000 - CV Apples Red Delicious 2-1/2 12/3 lb
- 05166 - CV Apples Red Delicious Tote 8 ct 38 lb

HOGELAND FARMS - NEWMANSTOWN, PA

- 02855 - CV Cucumber Carton PA 24 ct

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

- 00758 - CV Cabbage Green Bin PA 60 ct



JOSH WEAVER - LANCASTER COUNTY, PA

- 00750 - CV Cabbage Green PA 50 lb
- 00780 - CV Cabbage Red PA 50 lb.

LEVI STOLTZFUS - LANCASTER COUNTY, PA

- 00631 - CV Broccoli Bin w/Stem PA 110 ct
- 02372 - CV Squash Butternut PA 35 lb

RICE FRUIT - GARDNERS, PA

- 05030 - CV Apples Gala East 2-1/2 12/3lb
- 05471 - CV Apples Gala 100 ct East 40 lb
- 05476 - CV Apples Honeycrisp 80/88ct East 40lb
- 05019 - CV Apples Honeycrisp East 2 1/2" 12/3lb

SAM ZOOK - LANCASTER COUNTY, PA

- 21806 - CV Tomato Grape Clam PA 24/1 lb

STAUFFER HULING FARMS - LANCASTER, PA

- 04106 - CV Onions Sweet Jumbo PA 40 lb
- 04628 - CV Onions Sweet PA 14/3 lb

SUBARASHII KUDAMONO - KEMPTON, PA

- 07290 - CV Pears Asian Brown 12 ct

NEW JERSEY

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 Baby (Shanghai) NJ 30lb
- 00790 - CV Cabbage Chinese NJ 30 lb
- 01670 - CV Cabbage Napa NJ 30 lb
- 00855 - CV Carrots Bunch NJ 24 ct
- 01362 - CV Chard Swiss Green NJ 12 ct
- 01355 - CV Chard Swiss Rainbow NJ 12 ct
- 01368 - CV Chard Swiss Red NJ 12 ct
- 01034 - CV Cilantro NJ 30 ct
- 01170 - CV Dandelion Bunch NJ 12 ct
- 01200 - CV Dill NJ 24 ct
- 01275 - CV Eggplant Graffiti NJ 12 lb
- 01285 - CV Eggplant Italian NJ 10 lb
- 01260 - CV Eggplant Premium NJ 24 lb
- 01273 - CV Eggplant Sicilian NJ 20 lb
- 02875 - CV Endive/Chickory NJ 18 ct

02901 - CV Escarole NJ 18 ct

- 01308 - CV Greens Collard 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 NJ 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 03050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
- 03065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
- 01516 - CV Mint Box NJ 12 ct
- 01960 - CV Peppers Anaheim NJ780 10 lb
- 01828 - CV Peppers Green Choice NJ 22 lb
- 01975 - CV Peppers Cubanelle NJ 18 lb
- 01839 - CV Peppers Green XLG NJ 22 l
- 01993 - CV Peppers Habanero Orange NJ 8 lb
- 01967 - CV Peppers Jalapeño NJ 35 lb
- 01980 - CV Peppers Long Hot NJ 16 lb
- 01985 - CV Peppers Serranos NJ 8 lb
- 01180 - CV Radish Daikon NJ 40 lb
- 03127 - CV Radish Red Bunch NJ 24 ct
- 02350 - CV Squash Acorn NJ 35 lb
- 02241 - CV Squash Green Fancy PA 20 lb
- 02372 - CV Squash Butternut NJ 35 lb
- 02390 - CV Squash Spaghetti NJ 35 lb

JERSEY FRESH - WOODBURY, NJ

- 04404 - CV Potatoes White NJ 10/5 lb
- 04493 - CV Potatoes Red NJ 10/5lb
- 04428 - CV Potatoes White NJ 100/10lb

NEW YORK

APPLE BIN FARM MARKET - ULSTER PARK, NY

- 06620 - CV Pears Bosc Local 2 1/2" NY 40 lb

HUDSON RIVER FRUIT COMPANY - MILTON, NY

- 05060 - CV Apples Empire East 2-1/2 NY 12/3lb
- 05432 - CV Apples Empire East 72/88 ct NY 40lb
- 05171 - CV Apples Empire Tote 8 ct NY 40 lb
- 05294 - CV Apples Ginger Gold 88s East 40 lb
- 05017 - CV Apples Ginger Gold East 12/3lb

TORREY FARM - ELBA, NY

- 00781 - CV Cabbage Red NY 20 lb
- 00795 - CV Cabbage Red NY 50 lb

GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



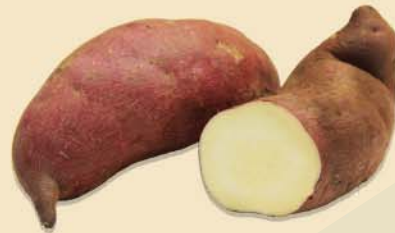
JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



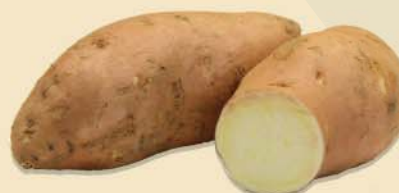
JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom or your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.

CONVENTIONAL MARKET NEWS

OUTLOOK FOR SEPTEMBER 23 - SEPTEMBER 30, 2016

FALL GRAPE OUTLOOK



For the last week of September, we will begin to transition from Dulcich's **Pretty Lady Grapes** into their **Hobgoblin** label. They will run through October.

In the Hobgoblin line, you can expect the biggest and best **Grapes!**

The **White Grape** will continue to be the **Emerald** variety through most of October, then the **Autumn King**. The **Red Scarlet Royal** and the black soon the **Autumn Royal**.

The more value lines (non branded California Grapes, medium-large) will be moving into the **Autumn King's** as well as **Crimsons** and **Scarlet Royals**. **Crimsons** will clean up quickly and prices on the **Scarlet Royals** will firm up next week, even on the smaller sizes. It could be up \$2-4 depending on size.



CV LETTUCE

ICEBERG LETTUCE

Western **Iceberg Lettuce** is in great supply again this week with very nice quality. Pricing will be steady to lower.

LEAF LETTUCES

Leaf Lettuce is steady from California, and New Jersey supply is steady as well. We will have both options for **Romaine**, **Green Leaf**, and **Red Leaf Lettuce**. Western **Romaine Lettuce** quality is outstanding.

ROMAINE HEARTS

Romaine Hearts are in excellent supply and are very promotable. Pricing will be steady to lower.



CV BERRIES

RASPBERRIES & BLACKBERRIES

Mexican supplies of **Blackberries** are expected to improve slightly this week. Prices will be down a little and will continue to adjust depending on the volumes.

Raspberry supplies are expected to improve "any day"... but it's anticipated to be this week. Prices will be slightly lower with the better expected volume.

STRAWBERRIES

Steady supplies and pricing will continue this week on **Strawberries**.

BLUEBERRIES

ALERT! Sporadic **Blueberry** arrivals and strong pricing will continue for the next few weeks out of Peru. Prices are going to remain high until vessels start arriving within the next month.



CV PINEAPPLES

Pineapple supplies seem to be loosening up. We are moving into the "new crop" so to speak, and supplies will stabilize and we won't see the shortages of the past couple months.

What we will see is a shortage of the smaller **Pineapple** sizes, 7 and 8 counts, and more larger sizes 6's and larger. This is the planted crop which will have the larger fruit as opposed to the renewal crop, which is the second round of harvesting that produces the smaller sizes.



CV SPINACH

Our "Ocean Mist" 12/10oz Spinach pack continues to sell very well. Ask us about September promotional opportunities.



CV ONIONS

We will see PA Simply Sweet Onions wind down in the next couple weeks.



CV EGGPLANT

Eggplant quality remains nice from New Jersey with an uptick in price this week due to lighter volume.



CV CABBAGE

Cabbage is steady. Local PA and NJ fall deals are starting.

Local Bin Cabbage, with large heads and wrap-per leaves, is available and promotable in price and supply.



CV MELONS

Keep promoting Honeydew and Cantaloupes. Good supplies will continue this week.



CV CUCUMBERS

Cucumber supplies are steady. The local season is winding down, but we'll be able to transition to Georgia and/or Mexico smoothly.

Cello-wrapped Cucumbers are steady.



CV PEPPERS

11lb Red, Yellow, and Orange Pepper supplies are picking up as Mexico is starting.

15lb Red and Yellow Peppers are available again this week in good supply.

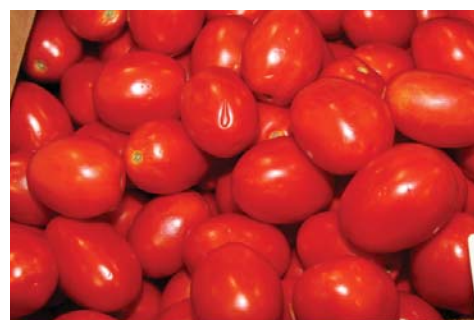
Green Peppers remain limited with steady to higher pricing.



CV POTATOES

The new crop Idaho Russet Potatoes in larger sizes have continued to decrease this week in price. There are abundant supplies of large product and the majority of the size profile of the Norkotah crop is big (40-70ct).

New crop NJ White and Red Potatoes continue to go strong and will continue through October.



CV TOMATOES

Beef and Cluster Tomatoes from Canada are winding down. Within a couple of weeks will we have Mexican product more consistently. Pricing will be steady to lower this week.

Vine Ripe Tomatoes remain limited for two layers and 25lb packs.

Roma Tomatoes will be lower in price this week as Mexican production kicks in.

Grape and Cherry Tomatoes are steady.



CV CAULIFLOWER & BROCCOLI

Cauliflower quality is excellent, but the market is better. Pricing will be higher this week, but still very reasonable.

Broccoli Crowns remain limited, but quality is nice. **Broccoli Bins** are available again this week.



CV HARD SQUASH

All **Hard Squash** is plentiful and great to promote. We will continue to have all the varietal **Hard Squashes**.



CV BRUSSELS SPROUTS

Brussels Sprouts quality is very nice with steady pricing.

Brussels Sprouts Stalks and **1 lb. mesh bags** look nice and steady in price and supply.



CV HASS AVOCADOS

The **Hass Avocado** market has peaked and backed off a little from last week, leveling off.

Supplies will begin to pick up over the next two weeks and prices will begin to drop by the beginning of October. We won't see these drops on fruit loading next week, but on the fruit loading the week after. We should soon see prices down to a more normal level.



CV STONE FRUIT

Jersey Peaches for all practical purposes are finished. California will rapidly wind up its season on **Yellow Peaches**, **White Peaches**, and both colors of **Nectarines** going into October.

Angelino Plums will run for a little longer with some fruit going into controlled atmosphere bags to extend this season with prices expected to go up significantly.



CV SUMMER SQUASH

Local **Zucchini** and **Yellow Squash** production is winding down, but the transition to Georgia and Mexico should be smooth within the next couple of weeks.

Displays of the Week!

