

MARKET NEWS ORGANIC OUTLOOK

LADY MOON FARMS ORGANIC GREENS



Organic Chards from Lady Moon Farms in Chambersburg, PA will begin harvesting in the first week of June. Some product from California will intermittently fill in as the Pennsylvania harvest begins.

Organic Dandelion from Lady Moon Farms has ended their harvest in Georgia. Expect continuous supplies as local harvesting from Lady Moon Farms in Chambersburg, PA will begin in the first week of June.

Expect a smooth transition of **Organic Kales, Collards, Boston Lettuces, and Leaf Lettuces** as Lady Moon Farms is beginning local harvesting in early June from their Chambersburg, PA farm. Because of high temperatures in Georgia, their production has ended in that region. Expect sporadic product from California, New Jersey, and/or New York supplies to help bridge the gap until PA is in full swing.



OG BERRIES

Organic Strawberry supplies will improve for June after rain hampered harvests in late May.

Organic Blackberries out of Mexico and California are in decent supply. Prices will go up somewhat for early June, but then a large harvest flush is expected out of California for early summer.

Driscoll's **Organic Raspberry** supplies are now in steady supply.

ALERT! **Organic Blueberries** continue in tight supply due to weather issues across the country (excessive heat in the south, too much rain in CA).

New crop New Jersey **Organic Blueberries** are expected to begin around the 2nd or 3rd week of June. New areas of California will also come into season. This is when **Organic Blueberries** will return to promotability.



OG CUCUMBERS & SQUASH

Lady Moon Farms Georgia-grown **Organic Cucumbers, Green Squash, and Yellow Squash** are in excellent supply with superb quality. Expect to have steady volume and pricing in early June.

Organic Cucumbers from Mexico continue to see decreased volumes as pricing will continue to rise in the last week of May. Expect to see very limited supplies from Mexico in the beginning of June.

Organic Euro and Mini Seedless Cucumbers from Canada remain in consistent supply with competitive pricing. Expect promotional opportunities on Euros in early June.



OG CA STONE FRUIT

Organic White & Yellow Peaches and **Nectarines** should be in good supply going forward. South Carolina **Organic Yellow Peaches** are in steady supply.

The first **Organic Flavorosa Pluots** are available. Expect prices to come down the first week of June.

The first **Organic Red Plums** are expected the first week of June. Supplies should then ramp up.

Organic Donut Peaches are available, but may experience a small 1-week gap between varieties.

Organic Apricots and **Cherries** are back, but we could see sporadic out of stocks and seasonal quality due to rain. Growers say rain is clearing out and supplies should be ramping up in June.



OG SWEET CORN

Organic Bi-Color Sweet Corn from California has been arriving in excellent condition. Early June should see steady supplies with promotable pricing from California, and mid-June will see east coast suppliers beginning their harvest. This is a great time to build an **Organic Sweet Corn** display as customers are thinking cookouts.



OG CAULIFLOWER

Organic Cauliflower from California has improved in supply in the final week of May. Expect superb quality and promotable pricing as June begins. This is a great time to build displays of as customer make vegetable platters for cookouts and beach trips.



OG GRAPES

More delays! Cool weather in Mexico just continued to push back harvests.

Mexican **Organic Grape** supplies will finally start to ramp up in early June. In the first week of June, we should see the first **Organic Red** and **Black Grapes**, coming on the heels of the **Greens**, which are here now.

Organic Cotton Candy and **Sweet Sapphire Grapes** should begin the second week of June.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocado** pricing remains elevated due to limited supplies in the field out of both California and Mexico. Peruvian Organic Hass Avocados remain a good option with a big gap in market price versus the California and Mexican fruit. All Peruvian fruit is having the ripening process "started" by our skilled ripening team and the results have been great!

60ct Peruvian **Fair Trade Organic Hass Avocados** from Equal Exchange will also be available, started, and ready for your store shelves again the first week of June.



OG MANGOS

Think BIG with Mexican **Organic Tommy Atkins Mangos** for the next few months! Supplies are peaking and pricing will be promotable.

Organic Ataulfo "Honey" Mango supplies and pricing are steady for next week.

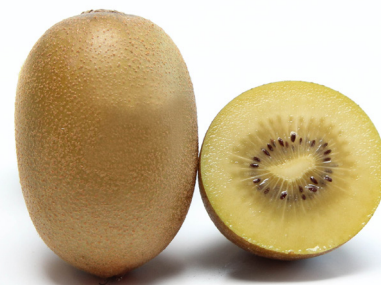
Organic Fair-Trade Haitian Mangos continue to be available. Quality is outstanding. Look for exciting display building opportunities with this tremendous program that supports the small local farmers in Haiti.



OG WATERMELONS

Organic Mini Watermelons are still very promotable this week. There appears to not be a gap from Mexico as California growers have already begun harvests in a slow way, but fruit is available. Quality remains great. Don't forget to order some **Organic Yellow Mini Watermelons** from California!

Organic Watermelons will experience a small gap while crops transition from Mexico to California. Prices are expected to rise a bit once new crop begins.



OG KIWIFRUIT

The New Zealand **Organic Zespri Sungold Kiwifruit** crop has begun. The first couple of weeks smaller sizing will prevail, then move into larger fruit.

Italian **Organic Green Kiwifruit** will finish out this week and transition without a gap into new crop Zespri **Organic Green Kiwifruit** from New Zealand the first week of June. Expect higher prices.



OG CELERY

ALERT! **Organic Celery** volumes have increased somewhat in the final week of May, but product remains expensive for the beginning of June.

Quality and availability should be expected to slowly get better as the month of June progresses.



OG TOMATOES

Organic Heirloom Tomatoes from PA greenhouse grower, Toigo Farms, will remain available again this week. Quality remains excellent.

Organic Hothouse Beefsteak and **Cluster Tomatoes** remain very promotable. Quality has been excellent, so continue to promote with confidence.

Organic Grape, Cherry, and Rainbow Cherry Tomatoes from Lady Moon Farms will be available this week from new fields in Georgia. More promotable volume will be available very shortly.



OG GREEN BEANS

Organic Green Beans from Georgia and Florida continue to see increased volumes. Expect opportunities to promote in beginning of June as supplies and quality remain in excellent condition.



OG EGGPLANT

Organic Eggplant has begun harvesting from Lady Moon Farms in Georgia. Expect supplies to remain limited in the early part of June, but volumes to grow as the month continues. California **Organic Eggplant** remains limited and high priced.



OG BRUSSELS SPROUTS

ALERT! **Organic Brussels Sprouts** will be gapping for most of June. Mexico has ended harvesting and California is still weeks away until harvesting begins.



OG BROCCOLI

ALERT! **Organic Broccoli Bunches** and **Broccoli Crowns** pricing will remain elevated but expect increased availability and reliable quality. Although suppliers are experiencing steady volumes, others remain without supply until the second week in June.

Organic Sweet Baby Broccoli is in steady supply with excellent quality coming from California. This gives the customer a nice alternative as pricing remains high on bunches and crowns.



OG PEPPERS

Organic Mini Mix Sweet Peppers remain in good supply from Mexico. This is a great time to add these peppers for a splash of color to any display. Quality has been outstanding.

Organic Green Peppers from the west coast continue to see steady volumes, as east coast growers should begin harvesting in mid-June. Expect pricing to continue to be more aggressive as supplies improve and new growing regions come on. Quality has remained excellent and the beginning of June should see some promotion opportunities.

Organic Jalapeño Peppers from Lady Moon Farms in Georgia has begun their harvests.



OG APPLES

New crop New Zealand **Organic Dazzle** and **Diva Apples** are available in limited supply. These fresh crop specialty varieties can complement your apple set.

The first import **Organic Braeburn Apples** from New Zealand and South America are available. They are expected to be in steady supply.

Washington **Organic Fuji, Gala, and Granny Smith Apples** are expected to transition smoothly into imports in early June.

OTHER STORIES

- **ALERT!** **Organic Red Cabbage** volumes remain very limited from the east and west coasts. Expect pricing to remain elevated and erratic availability. Growers are expected to begin harvesting in early to mid-June in North Carolina, which should see better supplies.

- **ALERT!** **Organic Lemons** out of California and Mexico remain extremely limited with skyrocketing markets, but supplies are expected to improve in early June as Mexican production ramps up.

- **Organic Pineapple** supplies continue to be limited. Pricing will remain higher for early May.

- **Organic Romaine Hearts** continue to have outstanding quality & steady volume. Pricing is expected to rise starting at the beginning of June.

- **Organic Asparagus** markets remain steady. 11lb cases from California remain steady and quality remains strong. 28lb **Organic Asparagus** from New York grower, Pedersen Farms, are also available. Quality has been beautiful on this local product.

- **ALERT!** **Organic Red A-size Potatoes** continue to be extremely limited this week out of California. Rain is being cited as the culprit for product not sizing up because of the inability to get the machines in to harvest product.

- New crop California **Organic Onions** are in much better supply this week and quality is improving on a weekly basis. **Organic White Onions** are a little more limited than **Organic Red and Yellow Onions**. **Organic Vidalia Sweet Onion** bags are now done this week due to barely any medium sized onions being generated out of

storage. We should see decent supply on bulk 40lb for the next couple weeks.

- We will see the price increase this week on **Organic Sweet Potatoes** out of California. A tight conventional market is putting upwards pressure on the organic market and supplies are dwindling as we round out the storage crop.

- We should see **Organic Spaghetti, Acorn, and Butternut Squash** available out of Mexico through June. **Organic Delicata** and **Kabocha Squash** are now done and will gap in supply.

- **ALERT!** **Organic Goldenberries** out of Columbia continue experiencing significant issues and will continue gapping for the unforeseen future.

ORGANIC FAIR TRADE HAITIAN MANGO DISPLAY CONTEST

JUNE 3 - JUNE 17, 2019



Fair Trade USA has teamed up with Four Seasons Produce to offer a great promotion that will have a positive impact on the farmers and communities that grow our food. We have put together a contest that will help educate and expose more consumers to the Fair Trade model, and sell a simply dynamic piece of fruit along with it.

It's Haitian mango season, and quite honestly there is not a finer piece of fruit around. Heavy, super sweet, and even super juicier fruit graces the trees in Haiti and is at its prime. Now is definitely the time to push this program, grow sales and profits, and by doing so, aid in the environmental stewardship, empowerment, and income sustainability in the country that this beautiful fruit comes from.

CONTEST CRITERIA - Super simple here!

- Build a large and/or super creative display of Haitian Mangos purchased from Four Seasons Produce in your department.
- Use point of sale signage provided by Four Seasons to post on your displays, highlighting both the mangos and the benefits of buying Fair Trade.
- Send all display pictures to Steph Fleetman (stephf@fsproduce.com) by Friday June 21st.

THERE WILL BE TWO CATEGORIES FOR THIS CONTEST:

Largest Display | Most Creative

Baskets of Fair Trade products will be given to the participants who place **1st** and **2nd** in each category.



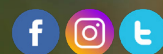
TIPS FOR SELLING:

- **Sampling** this amazing fruit will definitely help sales. Once a customer eats one, they are sure to buy and be back for more. Have plenty of napkins on hand!
- Although **social media** is not a formal requirement, bonus points will be added for the use. This is a great opportunity to include some info on Fair Trade and get your customers informed before they buy!
- Now is also a great time to **grow your tropical category sales**. These display great with pineapples, papaya, kiwi, and even other types of mangoes. Think about using some extra space to accommodate these additional commodities.

For more information on Fair Trade USA and more insight to the Fair Trade model and seal, go to www.fairtradecertified.org.



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AVAILABILITY FOR THE WEEK OF

MAY 31 - JUNE 7, 2019

Organic



NEW JERSEY

FLAIM FARMS - VINELAND, NJ

- 40488 OG Beets Red Bunched 12 ct
- 40671 OG Greens Collard East 24 ct
- 40889 OG Greens Kale Lacinato 12 ct
- 40640 OG Herb Cilantro 30 ct
- 40210 OG Herb Dill 24 ct
- 219525 OG Herb Mint NJ 12 ct Bunch
- 40900 OG Spinach Bunched 24 ct

NEW YORK

PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 OG Asparagus 28 lb

PENNSYLVANIA

LADY MOON FARMS - CHAMBERSBURG, PA

- 40680 OG Chard Rainbow PREM 24 ct
- 41007 OG Greens Collard East 24 ct
- 40811 OG Greens Kale PREM 24 ct
- 40472 OG Greens Kale Lacinato PREM 24 ct
- 41150 OG Lettuce Butter Green 24 ct
- 41182 OG Lettuce Romaine PREM 24 ct

TOIGO FARMS - CARLISLE, PA

- 41358 OG Tomatoes Heirloom PA 10 lb

Conventional

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 357 CV Asparagus NJ 28 lb

FLAIM FARMS - VINELAND, NJ

- 219497 CV Arugula NJ 12 ct
- 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
- 1362 CV Chard Green NJ 12 ct
- 1355 CV Chard Rainbow 12 ct
- 1368 CV Chard Red 12 ct
- 1170 CV Dandelion Bunch NJ 12 ct
- 2876 CV Endive (Chicory) 24 ct
- 1308 CV Greens Collard NJ 18 lb
- 1315 CV Greens Kale NJ 18 lb
- 217581 CV Greens Kale Lacinato 12 ct
- 1345 CV Greens Mustard 12 ct
- 1350 CV Greens Turnip 18 lb
- 455 CV Herb Basil 15 ct
- 1200 CV Herb Dill NJ 24 ct
- 1510 CV Herb Mint NJ 12 ct Box
- 1462 CV Kohlrabi Green 12 ct
- 1475 CV Leeks Bunched NJ 12 ct
- 3042 CV Lettuce Boston NJ 24 ct
- 3050 CV Lettuce Green Leaf NJ 20 lb 24 ct
- 3065 CV Lettuce Red Leaf NJ 20 lb 24 ct
- 3097 CV Lettuce Romaine NJ 35 lb 24 ct
- 1704 CV Parsley Curly 30 ct

- 1715 CV Parsley Flat Leaf (Italian) 30 ct
- 2200 CV Spinach Bunched NJ 24 ct

NEW YORK

GOTHAM GREENS - BROOKLYN, NY

- 217351 CV Herb Basil Hydroponic 12/1.25 oz
- 217350 CV Lettuce Butterhead Baby 12/4.5 oz

PENNSYLVANIA

SUN AQUA FARMS - DALTON, PA

- 443 CV Herb Basil Hydroponic 6 ct
- 442 CV Herb Basil Hydroponic 12 ct





CHERRY BOMB PEPPERS



These bad boys (or girls) are a nice step up from a more milder pepper, like the Anaheim. Still not in the melt-your-face-off category, but do have a pop like an M80. Perfect for stuffing as Cherry Bomb Poppers!

JAPANESE SHISHITO PEPPERS



Organic Shishito Peppers are all the rage for the adventurous home gourmet! Originally served in Japanese bars as a snack food, shishito peppers have made their way onto the global food scene as a sought-after specialty chili pepper. Sauteed, roasted, stuffed, grilled or fried, shishitos are mild and sweet, with 1 of 10 a fiery surprise.

CABO DIABLO HOT PEPPER MEDLEY



These peppers are said to be some of the hottest peppers known to man. This pack was developed to be extremely hot and spicy.

NEW FROM CECE'S VEGGIE CO!



AVAILABLE NOW!

- | | |
|--------|---|
| 219713 | OG Squash Summer Grillers 6/12 oz |
| 219714 | OG Carrot & White Sweet Potato Grillers 6/12 oz |
| 219715 | OG Squash Butternut Cubed 6/12 oz |



AURORA NATURAL PRODUCT LINE

CV & OG NUTS, SNACKS, AND GRANOLAS IN STOCK NOW!

Aurora Products, located in Orange, Connecticut, packages only the highest quality and freshest All Natural and Organic dried fruits, nuts, trail mixes, salad toppings, and granolas. Established in 1998, all items are genuinely all natural and our products contain NO preservatives, artificial colors, or additives.



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OF 20 CASES!**



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MARKET NEWS

CONVENTIONAL OUTLOOK

NEW CROP SUMMER MELONS

Central American import **Cantaloupe** season is over. Mexico finished abruptly with their spring crop **Cantaloupes**. Fortunately, new crop Southern California started in a small way, mostly with 12 ct and smaller. Prices are slightly higher than what we saw with the Mexican market. 9ct will improve in availability and pricing throughout June.

Tuscan Cantaloupes are coming into season from Arizona for early June.

Athena Cantaloupes finished abruptly in Florida during late May due to the excessively hot weather. This has created a brief gap in supply until new crop Georgia **Athena Cantaloupes** get started during early June. We will have to stay ahead of the market because demand will be strong which could create a short supply.

We are finished bringing in Central American import **Honeydews**. The spring crop from Mexico is winding down, but Southern California and Texas are harvesting. Expect higher prices the first week of June.



CV WATERMELONS

Watermelon will be promotable this week. Northern Florida is in full harvest and some fields in Georgia are starting as well. Quality has been excellent - push cuts and bins!

Mini Watermelons will also be promotable from Texas or Florida. Quality has been excellent with great sugar content.



CV PEPPERS

Green Peppers remain promotable from Georgia and California. Quality will be best from the west coast, which is where most of our volume will be from. Prices should be steady this week.

La Rouge-style **Sweet Red Peppers** from California should be available for the first week of June. Harvests are just beginning, but this new crop should have excellent crop.



CV BERRIES

Strawberries will be in excellent supply this week. Now that the rains have passed in California, yields are looking to be excellent. Quality has been very nice. Now is a great time to promote!

Blackberries and **Raspberries** are in steady supply this week. **Blackberries** will be in less volume, but prices shouldn't move much. Quality on both items has been very nice.

ALERT! Blueberries are extremely tight this week from the east coast. The heat in Georgia completely annihilated the crop, and North Carolina is only harvesting 50% of the expected crop. Look for pricing to remain much higher for early June. New Jersey is slated to begin around 6/15.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** remain very promotable again this week. Hothouses continue to experience high volume yields from great weather. Quality has been outstanding on both.

Grape Tomato prices remain steady from Florida. Quality continues to be great. Roma Tomato prices also remain steady with no change. South Carolina new crop is expected to start harvests this week as Florida is finishing up for the season.



OG GRAPES

We are down to the remnants on Chilean **Grapes**, but we will have new crop Mexican **Grapes** the first week of June. This Mexican crop has been delayed by about 2 weeks due to cool weather.

Green Grapes are coming on with some lower prices, but **Red Seedless Grapes** are still running a little behind and are limited.

Cotton Candy Grapes should begin by mid-June.



CV CUCUMBERS

Euro Seedless Cucumbers are very promotable again this week. Canadian hothouses continue to have excellent weather, which is producing a huge flush. Quality is excellent.

Super and **Select Cucumber** prices are on the rise. Extremely hot weather in Georgia is starting to burn up the crop, and North Carolina has only begun in a very small way.



CV SWEET CORN

Sweet Corn remains promotable out of Georgia. The heat is on down south, producing excellent quality and nice-sized **White, Yellow, and Bi-Color Sweet Corn**. Prices have eased off as well.



CV CABBAGE

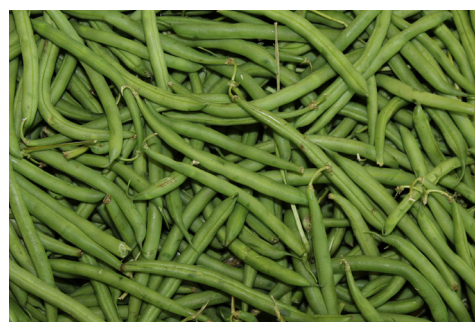
Green Cabbage remains tight from Georgia. The heat has been producing less than ideal quality.

Texas **Cabbage** has been great quality, but prices are a bit higher. North Carolina should start harvesting in early June.



CV SQUASH

Green and **Yellow Squash** prices are on the rise. Extremely hot weather is starting to burn up the fields quickly in Georgia, putting more demand on North Carolina crops.



CV GREEN BEANS

Green Bean prices will begin to go up this week. HOT weather in Georgia is starting to burn the crops up quickly.

Virginia has started though with good volume and quality.



CV ASPARAGUS

Asparagus remains very promotable. Michigan, Canada, New Jersey, Peru, and Mexico all have crops going right now and quality has been excellent on all of the growing areas.



CV LETTUCE

Lettuces are in excellent supply from New Jersey. We will have plenty of **Green Leaf, Red Leaf, and Romaine Lettuces** all week.

Canadian growers, just across the New York border in Quebec, will begin harvesting in early June.



CV SOUTHERN PEACHES

ALERT! It's been too hot in South Carolina and Georgia, and it's slowed down **Peaches** from reaching maturity. Harvesting is at a complete standstill here at the beginning of June.

Fruit should become more available heading towards mid-June.



CV CHERRIES

ALERT! The California **Cherry** crop has been decimated by rains. Volume is down 75% from original projections. Quality on the fruit that is being picked is not strong. Expect high pricing, and occasional splits and decay, until Washington starts harvesting their new crop **Cherries** in mid-June.



CV CA STONE FRUIT

In season now:

- **Yellow and White Peaches**
- **Yellow and White Nectarines**
- **Red Plums**
- **Apricots**

Arriving 6/7:

- **Black Plums**
- **Pluots**



CV POTATOES

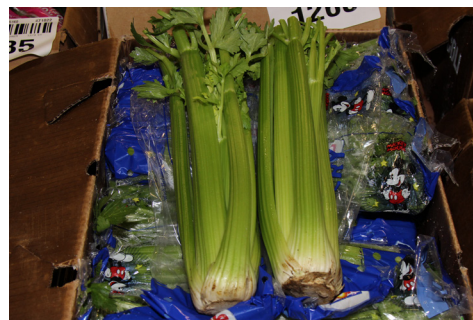
Supply out of Florida on premium bulk **Potatoes** is limited especially on **Yellow** and **White Potatoes**.

We will likely switch over to California **Potatoes** in the next few weeks as they get started slowly this week with a lot of rain being reported in the growing regions, causing a lot of supply issues out west.



CV CAULIFLOWER

Cauliflower is now back to promotable pricing and supplies are excellent. Look for beautiful quality going forward. Growers are harvesting more heavily to 9 count.



CV CELERY

ALERT! **Celery** will continue to be in tight supply and pricing remains extremely higher than usual. Quality has been good, but we're still weeks away from any relief.



CV BROCCOLI

Broccoli is in good supply from California. Look for both 14 ct. bunch and crowns to be promotable this upcoming week.



CV HASS AVOCADOS

The **Hass Avocado** market has settled down with increase in price not looming. Supplies are meeting demand. Fruit from Peru is just around the corner which should ease some of the pressure on the market.



CV VIDALIA ONIONS

The **Vidalia Sweet Onion** market will increase this week on price as most shippers have switched over to storage crop Onions. Quality will also be much improved on the storage onions vs the fresh market onions.