



ORGANIC OUTLOOK

JUNE 8 - JUNE 15, 2018



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ORGANIC LETTUCE OUTLOOK

Lady Moon Farms has started on **Organic Romaine, Red Leaf, Green Leaf,** and **Red Butter Lettuces** from their Chambersburg, PA farm. Volumes are limited to start.

California growers report good supplies on all varieties of **Organic Lettuce**, with the exception of **Organic Iceberg**, where pink ribs make the quality unattractive.

The market has moved up a few dollars on **Organic Romaine Hearts** this week. Supplies and quality are still good.



OG BERRIES

California **Organic Strawberry** supplies are excellent with promotional opportunities available.

Driscoll's **Organic Blueberries** are now in very good supply in both 6oz and pints. Supplies should be good for mid-June, and then we'll predominantly transition to New Jersey through July.

Other brands of California **Organic Blueberries** are in excellent supply this week.

Driscoll's **Organic Raspberry** supplies are tighter this week. Better supplies are expected in mid-June when California supplies kick in.

Driscoll's **Organic Blackberries** are in tighter supply this week as California has not ramped up as Mexico has slowed down. Supplies are expected to improve in mid-June and then be in good supply.



OG STONE FRUIT

Organic Pluots have arrived and supplies are now excellent with prices easing slightly.

Organic Yellow Nectarines and **Peaches** are now in good supply. Prices will ease down, especially on smaller fruit.

Organic White Donut Peaches are gapping between varieties, but they are expected back in for mid-June.

Organic Red and **Rainier Cherries** are available and will transition over to Washington in mid-June. An excellent crop is expected. Prices should ease down for the rest of June.

Organic White Peaches and **Red Plums** are in good supply and steady.

Organic Black Plums are limited this week but better supplies are expected in mid-June.

Organic Apricots are available in firm supply with high prices.



OG KALE

Organic Green Kale is in good supply out of OH, GA, TN, NC, and CA. Prices are coming down, as it appears there will be an oversupply situation for mid-June.

Organic Lacinato and **Red Kale** are in good supply out of GA, NJ, and CA.

New York growers will start on all varieties of **Organic Kale** next week.



OG ASPARAGUS

Organic Asparagus is in adequate supply out of Michigan, California, and Canada. Quality has been very good. The California product will be available through June.

Local New York **Organic Asparagus** from Pedersen Farms is still in very good supply and excellent quality.



OG PEPPERS

Organic Red, Yellow, and Orange Peppers are all in good supply out of Holland. Pricing is steady. **Organic Red Peppers** out of Mexico are limited and quality may be questionable.

Desert production has begun on **Organic Green Peppers**, though supply is limited. **Organic Green Peppers** from GA are limited on mostly jumbo-sized product.



OG SALADS

Organic Salads are in good supply overall. **Organic Baby Butter Lettuce** from State Garden's "Olivia's" brand will continue to be temporarily out of stock.

Please be sure to try 2 new SKUs from organic-girl's line: **Protein Greens** and **Rebel Greens** are sure to bolster your **Organic Salad** offerings!



OG MELONS

California **Organic Cantaloupes** have started! Expect better supplies each week as supplies ramp up. **Organic Galia Melons** are now in firm but steady supply.

Mexican **Organic Honeydew** should finish up for the season in mid-June, and we'll transition to California.



OG SQUASH

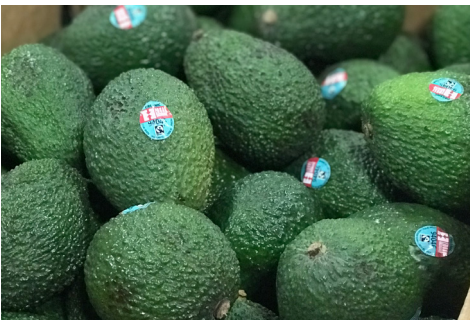
The market has loosened on Mexican **Organic Squash**, as prices have dropped.

GA reports adequate supplies of **Organic Zucchini**, but are more limited on **Organic Yellow Squash**.



OG EGGPLANT

Organic Eggplant is in adequate supply out of GA, but product out of Mexico is very limited.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico remain steady. CA fruit is slightly more expensive and is available in the 48ct size. Look for some promotable pricing in the 60ct fruit next week from Mexico.

OKE's Equal Exchange program has developed a new Fair-Trade program in Peru. This will extend the program through June and July! Fruit is sizing small at the beginning of the season, so 60ct fruit will be where the volume is.



OG CUCUMBERS

Organic Cucumbers are in good supply out of GA and Mexico. Prices are up a little this week from Mexico.

Organic Hothouse Cucumbers are more limited this week out of Mexico. **Organic Persian Cucumbers** are steady.

A limited crop of **Organic Pickle Cucumbers** are now available out of CA.



OG MANGOS

Organic Tommy Atkins and **Honey (Ataulfo) Mangos** should be steady for next week. Supplies should be great for the month of June and provide some good promotional opportunities.

Organic Fair-Trade Haitian Mangos will finally be making their way to the marketplace in very limited quantities. This season is now projecting to see its heaviest quantities in late June and early July, but small amounts will be available soon!



OG PINEAPPLES

Organic Pineapple supplies continue to be good. Quality has been very good and deals remain with the larger fruit from Dole.



OG RHUBARB

New York growers are harvesting **Organic Rhubarb** this week. Some product is still available out of PA as well.



OG BROCCOLI

Organic Broccoli is in adequate supply out of CA. Pricing is low.

Local Pennsylvania Organic Broccoli will be available in mid-June.



OG APPLES

New Zealand **Organic Braeburn Apples** have arrived in limited supply with high prices.

Organic Gala, Granny Smith, and Fuji Apples are now in good supply out of Argentina, Chile, and New Zealand. Expect higher and rising prices on imports.

New Zealand **Organic Jazz and Queen Apples** are available in limited supply with high prices.

New Zealand **Organic Pacific Rose** are expected in mid-June in limited supply with high prices.



OG TOMATOES

Organic Hothouse Tomatoes out of Mexico and Canada are in adequate supply. **Organic 2-Layer Tomatoes** out of Mexico are available this week. Price did move up a bit.

Organic Cherry and Rainbow Cherry Tomatoes are in decent supply out of Lady Moon Farms in Georgia. Growers out of Mexico also report adequate supplies of **Organic Cherry Tomatoes**.

Organic Grape Tomato prices have moved up on both Florida and Mexican product. Georgia **Organic Grape Tomatoes** have begun.

Organic Roma Tomatoes are in adequate supply. Quality was better this week, with better color out of Mexico.

Organic Cluster Tomato prices are up this week, but quality is very good out of Canada and Mexico.



OG GRAPES

Mexican **Organic Cotton Candy Grapes** are available and expected to be more limited than last year due to crop size. Prices are high, but make sure you grab this seasonal treat before they are gone. They are expected to finish up for the season by the end of June.

The first **Organic Sweet Sapphire** (formerly known as Witch Fingers) will be available this week in limited supply with high prices.

ALERT! Mexican **Organic Green, Red, and Black Grape** supplies are extremely limited due to high demand. Varietal gaps are expected due to growing area changes and weather. Expect higher than normal prices.

Limited California **Organic Red, Green, and Black Grapes** are now available out of Coachella with slightly higher prices. A small gap is expected towards the end of June and the first week of July, as Bakersfield gets started.

OTHER STORIES:

- **Organic SunGold Kiwifruit** out of New Zealand is available. Expect larger sizing in a couple of weeks. **Organic Green Kiwifruit** is expected to begin in late June, with a smaller than usual crop.

- **Organic Spinach** is in decent supply this week out of CA. New York growers have started their crop of **Organic Semi-Savoy Spinach**. This should be available until late June.

- **Organic Cauliflower** is in good supply and quality this week. Prices are steady.

- **Organic Red Onions** have tightened up this week as product is transitioning from desert grown California and Mexico, up to central California growing regions. Price on all **Organic Onions** has increased this week.

- The size profile right now on **Organic Russet Potatoes** is much smaller than we have seen in the last few months. 90ct are the most prevalent size. Quality is steady as what we have been seeing.

- CA shippers report adequate supplies of **Organic Green Cabbage**, but demand and prices

are high. **Organic Red Cabbage** is reported to be tight from FL and GA, as the east coast had a lot of quality issues with burst. CA is limited. **Organic Napa Cabbage** is limited out of CA as well.

- **Organic Celery** markets are very tight with higher prices that we haven't seen since winter, but quality is better. Oxnard now has begun shipping in earnest. As more volume comes on, price should drop a bit.

- **Organic Green Beans** are in very tight supply. Nothing is available out of Mexico, California is limited, and nothing is available in the south east.

Local Produce

June 8 - June 15, 2018



*All Farms GAP Certified

NEW JERSEY

Flaim Farms

>> Vineland, NJ

- 530 - CV Beets Red NJ 25 lb
- 550 - CV Beets Red Bunch NJ 25 lb
- 592 - CV Bok Choy Baby Shanghai NJ 30 lb
- 1362 - CV Chard Green NJ 12 ct
- 1355 - CV Chard Rainbow NJ 12 ct
- 1368 - CV Chard Red NJ 12 ct
- 1170 - CV Dandelion Bunch NJ 12 ct
- 207772 - CV Endive (Chicory) NJ 24 ct
- 207770 - CV Escarole NJ 24 ct
- 1300 - CV Greens Collard NJ 18 lb
- 1308 - CV Greens Collard NJ 18 lb
- 1315 - CV Greens Kale 18 ct NJ 18 lb
- 207637 - CV Greens Kale Lacinato 18ct NJ 18 lb
- 1346 - CV Greens Mustard NJ 18 lb
- 1034 - CV Herb Cilantro NJ 30 ct
- 1200 - CV Herb Dill NJ 24 ct
- 1510 - CV Herb Mint NJ 12 ct Box
- 1462 - CV Kohlrabi Green NJ 12 ct
- 1475 - CV Leeks Bunched NJ 12 ct
- 3042 - CV Lettuce Boston NJ 24 ct
- 3028 - CV Lettuce Boston Red NJ 12 ct
- 3050 - CV Lettuce Green Leaf 20 lb NJ 24 ct
- 3065 - CV Lettuce Red Leaf 20 lb NJ 24 ct
- 3097 - CV Lettuce Romaine 35 lb NJ 24 ct
- 1704 - CV Parsley Curly NJ 30 ct
- 1185 - CV Radishes Daikon NJ 20 lb

CONVENTIONAL PENNSYLVANIA

Bender Potatoes

>> Chambersburg, PA

- 4395 - CV Potatoes White PA 10/5 lb (storage crop)

Josh Weaver

>> Lancaster, PA

- 751 - CV Cabbage Green PA 50 lb

Sun Aqua Farms

>> Dalton, PA

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



Flaim Farms



Josh Weaver

NEW YORK

Hepworth Farms

>>Milton, NY

- 40208 - OG Arugula Prem NY 24 ct
- 40640 - OG Herb Cilantro NY 30 ct
- 40886 - OG Radishes French Breakfast NY 24 ct
- 40864 - OG Radishes Red Bunched Prem NY 24 ct
- 40816 - OG Rhubarb NY 15 lb
- 207905 - OG Spinach NY 24 ct

Pedersen Farms

>>Seneca Castle, NY

- 40324 - OG Asparagus NY 28 lb

ORGANIC PENNSYLVANIA

Christ King

>> Lancaster, PA

- 40816 - OG Rhubarb PA 15 lb

Lady Moon Farms

>> Chambersburg, PA

- 41150 - OG Lettuce Butter Green PA 24 ct
- 41155 - OG Lettuce Butter Red PA 24 ct
- 41159 - OG Lettuce Green Leaf Prem PA 24 ct
- 41158 - OG Lettuce Red Leaf Prem PA 24 ct
- 41182 - OG Lettuce Romaine Prem PA 24 ct

VIRGINIA

New Day Farms

>> Bealeton, VA

- 206188 - OG Micro Sunflower & Radish VA 10/6.4 oz
- 207187 - OG Micro Sunflower & Kale VA 10/6.4 oz
- 207185 - OG Micro Sunflower VA 10/3.2 oz
- 207186 - OG Micro Sunflower 10/6.4 oz



Lady Moon Farms



Lady Moon Farms

naturipe

ORGANIC



Strawberry

DISPLAY CONTEST



CONTEST RUNS JUNE 4th - JUNE 30th

For the month of June, Four Seasons Produce has again partnered with Naturipe to bring you a display contest featuring Organic 11lb Naturipe Strawberries! Displays will be judged on creativity and overall eye appeal. The use of promotion via social media is also encouraged. Ask your sales rep or merchandiser for pricing, availability, and display tips & ideas. Organic 8/11lb Naturipe Strawberries will be sold from code 43681.

****A MINIMUM OF 15 CASES OF NATURIPE ORGANIC STRAWBERRIES MUST BE PURCHASED FROM FOUR SEASONS PRODUCE TO BE ELIGIBLE FOR THE CONTEST****

Please submit your photos to Steph Fleetman (stephf@fsproduce.com) by July 9th.



1st



CALLAWAY GOLF CLUBS SET

2nd



GRILLING SET

3rd



YETI COOLER

4th



LAWN GAMES PACKAGE

5th



FIREPIT

EVERYONE IS A WINNER!

Every store that enters will receive a logo'd water-bottle from Naturipe.



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CONVENTIONAL OUTLOOK

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SWEET CORN PROMOTABLE



Sweet Corn is in excellent volume right now out of Georgia. Look for excellent opportunities to promote through mid-June.

Weather has been ideal, and multiple plantings are ready to be harvested early.

Quality on all **Sweet Corn** has been excellent.



CV GRAPES

Growers of Mexican and Southern California **Grapes** are all struggling with supplies.

The first district to start in Mexico is virtually done and waiting for the next district to start, which could be until late June.

Southern California is in just as bad of shape and the Northern **Grape** growers don't expect to start until the first week of July. Until then, expect very short supplies and very high prices.

On a good point, we will start to get some higher end **Red Grapes**, the "Sweet Celebration" that will give us a true **XLG Red Seedless Grape**, and increasing supplies of the **Cotton Candy Grape**.



CV TOMATOES

We will have good supplies on all **Hothouse Tomatoes** out of Canada. Look for pricing to slide this week on all **Beef** and **Cluster Tomatoes**. Quality has been very nice.

Grape Tomatoes are in tighter supply this week in Georgia and northern Florida. All of the rain we experienced last week really caused issues with the quality and the overall crop. Look for pricing to be higher this week until we get into the South Carolina crop.

We've now transitioned into the northern Florida (Quincy, FL) **Round** and **Roma Tomato** crop. Pricing is beginning to slide with more volume being available, and quality is looking nice.

Now is the time to promote **Campari Tomatoes**. We will have excellent supplies on 10/1 lb. clamshells all week.



CV STONE FRUIT

Stone Fruit available this week:

- California Dark Sweet Red Cherries
- California Rainier Cherries
- Red Velvet Apricots
- Yellow and White Nectarines
- White Peaches
- White Donut Peaches
- Pluots (Mottled/Dino)
- South Carolina Peaches
- Black Plums



CV ASPARAGUS

Promotable supplies and prices will continue this week on **Asparagus**. Peru, Mexico, and domestic product will all be available.



CV WATERMELONS

Watermelon growers are breaking new fields this week in northern Florida. They will also just get started in Georgia. Look for markets to slowly adjust down as more fruit becomes available.



CV EGGPLANT

Quality on Georgia **Eggplant** is on the rebound after a week of drier weather. Look for product later this week and North Carolina product later in June.



CV SQUASH

We have transitioned to North Carolina **Squash** this week. North Carolina was spared most of the rain that hammered Florida and Georgia in the past four weeks and shippers are reporting outstanding quality.

There are some deals on Georgia **Squash**, but quality is variable. Later in June we will transition smoothly into local **Squash**.



CV PEPPERS

Hothouse growers in Canada are replanting greenhouses. **Colored Bell Peppers** are extremely tight, with prices at extreme levels. This situation is expected to continue until mid-June.

Choice Field Peppers out of the desert is also extremely limited. **Green Peppers** out of Georgia is in better supply this week and prices are easing downward. They are expected to be at promotable volume by mid-June.



CV GREEN BEANS

The North Carolina **Green Bean** deal is off to a great start. C&E Farms reports excellent early season quality.

The 24lb **Green Bean Pouch Bags** (code 483) are finally back in stock!

New this week are **Fava Beans** (code 485) and **Wax Beans** (code 500).



CV BLACKBERRIES

Blackberries are in very limited supplies this week. Mexico finished and the rain in the east over the past few weeks has disrupted supplies. Look for higher prices this week. Things should improve in mid-June.



CV BLUEBERRIES

Better **Blueberry** volumes will continue this week out of North Carolina and California. Look for lower prices with the increased supplies.

New Jersey is expected to start in late June.



CV STRAWBERRIES

Excess **Strawberry** supplies have cleaned up and things will be steady this week. They will continue to be promotable this week.



CV POTATOES

Supplies of storage crop **Russet Potatoes** continue to dwindle throughout the country. Shippers will run storage crop until new crop arrives in late July. Larger-sized **Russet Potato** prices continue to inch higher, and appear to be slowly increasing throughout the market.

There are ample supplies of quality new crop **Red Potatoes** available. Supplies are currently exceeding demand.



CV ONIONS

Onion pricing on all colors and sizes has increased this week mostly due to increase freight prices from the west coast.

Vidalia Onions are fully into storage crop. Pricing continues to be steady, but are also feeling the effects of freight rates.

PA Simply Sweet Onions will be available in early July.



FREIGHT RATES

Freight rates continue to be very high, with costs up a couple thousand dollars per truck.

Trucks are also in very short supply due to DOT road-check inspections.

Freight rates probably won't drop off until after July 4th.

