

# ORGANIC MARKET NEWS



OUTLOOK FOR JUNE 17 - JUNE 24, 2016

## ORGANIC CHERRY SEASON



Washington State **Organic Rainier** and **Dark Sweet Cherries** are now in peak season supply!

Now through the end of June will be a good time to promote. So far the quality has been very nice. Most shippers are packing in pouch bags.

The season is expected to be short lived and a lower volume crop than in years past. Growers say will be wrapping up harvests and packing in early July.



### OG CA STONE FRUIT

**Organic Yellow Peaches** are in excellent supply with great quality and plenty of promotional opportunities available. **Organic White Peach** supplies continue to improve with larger sizing and prices sliding off slowly.

**Organic Donut Peaches** are back in decent supply.

**Organic Yellow** and **White Nectarine** supplies continue to ramp up. Expect prices to come off as the weeks roll on.

**Organic Patterson Apricots** are in excellent supply we should begin to transition to Washington over the next couple of weeks.

**Organic Black** and **Red Plum** supplies are now excellent with promotional opportunities available.

**Organic Pluots** are going to gap until the next variety begins in a few weeks.



### OG TOMATOES

**Organic Roma Tomatoes** are in abundant supply from Mexico. Now is a good time to promote!

**Organic Round Tomatoes** are in limited supply from Florida and prices are higher. Good supplies are still being reported out of Mexico on 20 lb. **Organic Tomatoes** and **Organic Hothouse Tomatoes**.

**Organic Grape Tomatoes** are in adequate supply out of GA.

**Organic Cherry Tomatoes** are in better supply this week out of GA. Supplies out of Mexico are adequate, but quality is fair. **Organic Rainbow Cherry Tomatoes** are finished out of GA.

**Organic Cluster Tomatoes** are in good supply out of Mexico and Canada.



### OG HASS AVOCADOS

**ALERT!** The Mexican **Organic Hass Avocado** crop is quickly dwindling after an abundant year of fruit.

Pricing has spiked up drastically as the California supply is having trouble keeping up. Peru will start to introduce some organic fruit into the market place in the next few weeks which will help pricing some, but expect prices to return higher than they have been the past 6-8 months.

Mexican Equal Exchange Fair Trade **Organic Hass Avocados** are now done for the season - thanks for everyone's support!





## OG KIWIFRUIT

New Zealand **Organic Green Kiwifruit** supply is expected to be steady with excellent quality.

New crop Zespri **Organic SunGold Kiwifruit** are here in limited supplies which are expected to improve over the next few weeks. Fruit is delicious!



## OG ASPARAGUS

**Organic Asparagus** supplies continue to be good out of CA and the quality continues to be outstanding. CA product will finish up by July. New York is finished.



## OG GREEN PEPPERS

**Organic Green Peppers** are increasing in supply out of CA this week. Some product is still available from GA. Pricing is lower than last week.



## OG TROPICALS

**Organic Formosa Papayas** remain in steady supply with very nice quality large fruit through the summer months!

**Organic Pineapples** overall are in good supply. Prices and availability should be steady for the next few weeks.



## OG MANGOS

**Tommy Atkins Organic Mangos** continue to be in great supply! Look for some very promotable deals next week on **Organic Mangos**.

**Organic Ataulfo Mangos** have also been much more popular this season and smaller fruit remains in good supplies.



## OG MELONS

Steady supplies of **Organic Watermelons** are expected this week out of California. Pricing will continue to increase as we approach the 4th. Lady Moon Farms will start their Georgia harvest by the end of this week.

California **Organic Cantaloupes, Honeydew, and Galia Melons** are going to tighten up over the next few weeks as we transition growing areas.



## OG CUCUMBERS

**Organic Cucumbers** are finished from Florida and limited in supply out of Mexico and California. Georgia also reports very limited supplies.

**Organic Hothouse Cucumbers** are in good supply out of Canada, Mexico, Virginia, and Holland.



## OG BROCCOLI

**Organic Broccoli** is in good supply out of CA. There is a wide variation of prices and quality available. Some of the better quality is out of the Salinas, CA area.

**Local PA Organic Broccoli** has started.

**Organic Broccoli Crowns** are in good supply and the price this week has come down. Expect continued good supply through the beginning of the month.



## OG KALE

**Organic Green Kale** is in good supply out of CA and NC. Lady Moon Farms in PA is also in season.

**Organic Lacinato Kale** is in adequate supply from NC. **Organic Lacinato Kale** is available out of CA, and **Organic Red Kale** is in good supply out of CA. There is no **Organic Premium Kale** at this time out of CA due to hail damage.





## OG SWEET CORN

**Organic White Sweet Corn** is now available out of CA. Flavor is very good and pricing is moving down. NY and Canada will start with **Organic Sweet Corn** in early July.



## OG ZUCCHINI

**Organic Zucchini** is in good supply out of GA. Supplies are limited, but New Jersey has started. Mexico and California are reporting limited supplies of **Organic Zucchini**.



## OG SALADS

**ALERT!** Shippers continue to be plagued with mildew affecting various **Organic Salad** growing regions and fields. This in turn throws the whole balance of production off. We have been seeing some prorates and shorts on spinach from all 3 of our **Organic Salad** suppliers.



## OG LETTUCE

New Jersey growers are reporting limited supplies of **Organic Green Leaf** and **Romaine Lettuce**. **Organic Lettuce** is finishing out of Lady Moon Farms in PA this week.

CA reports good to abundant supplies of all **Organic Lettuces**, but all lettuce from CA is showing rib rust and some pink discoloration on the stems. Prices are expected to remain steady on premium product. There are lesser quality and priced **Organic Lettuces** available as well.

**Organic Romaine Hearts** are in good supply out of CA. Prices are steady.



## OG GRAPES

California **Organic Green** and **Red Grape** supplies are tightening up with the switch from Mexico and hot temps affecting supplies. Better supplies are expected out of Bakersfield, CA in July.

California **Organic Black Seedless Grapes** are in firm supply with high prices. Supplies are expected to be strong until new crop in Bakersfield, CA begins in early July.

**Organic Sweet Sapphire (Witch Fingers) Grapes** are here, but supplies will be very limited through the season, so make sure to get pre-orders in as soon as possible.



## OG BERRIES

**Organic Blackberry** supplies are in abundant supply this week from Driscoll's!

**Organic Blueberry** supply from Driscoll's has transitioned to the Pacific Northwest. Local **New Jersey Organic Blueberries** supplies are now in peak season supply as well. Promote 6 oz or 1 pt. blueberries for the rest of June!

**Organic Raspberry** supplies continue in good, steady supply with promotional opportunities available.

**Organic Strawberry** supply continues to be excellent with prices continue to hover above the floor.

Columbian **Organic GoldenBerries (Cape Gooseberries)** supplies are back in good supply.

# OTHER STORIES:

- **Organic Celery** is in better supply with lower prices this week. Quality in terms of the black heart we have seen lately should be less. **Organic Celery Hearts** are in adequate supply, price is down, and quality is expected to improve this week.

- Peruvian **Organic Ginger** can no longer ship by boat (end of season quality), so now it will come by air, giving a hefty price increase this week. **Organic Chinese Ginger** is available at a much lower cost.

- **ALERT! Organic Vidalia Onions** are now done for the season. The quality in the product that was harvested later in the season is just not sufficient to ship. We are still 6-8 weeks away from Organic PA Simply Sweets.

- Peri & Sons is finished shipping their Organic Red Onion crop for the season. We will continue with both **Organic Red** and **Yellow Onions** from Devine Organics out of California, hopefully into July.

- **Organic Yellow** and **Red Potatoes** out of Bakersfield, CA continue to be in good supply with steady pricing and outstanding quality. Bakersfield, CA grown new crop **Organic Russet Potatoes** have started and are at a much higher price than Colorado but that will be reflected with higher quality. We have been seeing 70ct and 80ct sizes that carry the same cost.

- **Organic Green Beans** are in good supply out of CA. Quality continues to be very good and prices are steady.

# Independence Day Merchandising

Crushing it on 4th of July produce sales takes planning!

It's time to make your scheduling, ordering and merchandising plans for the Independence Day holiday sales period? This year 7/4 falls on Monday so we'll benefit from a long weekend of selling, plus all of the extra business that will come on Thursday and Friday. Here are some of our suggestions:

## Deliveries and Planning

Four Seasons Produce will make deliveries every day to most regions on Monday 6/27 through Saturday 7/2. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

### MONDAY 6/27:

Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day. Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

### MONDAY 6/27 – TUESDAY 6/28:

Order your hard fruits and vegetables. Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.



### WEDNESDAY 6/29 – THURSDAY 6/30:

Get your tonnage items in early. Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Friday 7/3 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Thursday and pick up momentum as you get further into the holiday weekend.

### FRIDAY 7/1 – SATURDAY 7/2:

Bring in your Refill of ad items, highly perishables and product to cover your Sunday sales.

***Mass displays are going to sell product, so don't be bashful. Be aggressive and keep your displays full!***

## Summer Fruit Merchandising

**Promote conventional and organic summer fruits in a big way.** The eating quality and value are outstanding on all varieties. Cherries will be at their best from the Northwest and can drive massive dollars through the register. Your fruit counters should be filled with all of the available fruit varieties:

California & Southern Peaches  
Green/Red/Black Seedless Grapes  
White Flesh Nectarines

Black and Red Plums  
Nectarines  
Dark Sweet Cherries

Saturn (Donut) Peaches  
Pluots/Plumcots  
Rainier Cherries

Apricots  
White Flesh Peaches

## Berry Merchandising

Keep your berry patch full with all sizes and varieties and you make great margin at fantastic retail!

Strawberries\*   Blackberries\*   Blueberries\*   Raspberries\*





## Melon Merchandising

The heat of the holiday makes your customers crave refreshing of fresh melons. Keep your melon displays chuck full with variety. Your cut display space should be heaviest on halves giving you the higher rings. Organic and Conventional Melon variety is outstanding right now. Build a melon patch display!

Whole & Cut Watermelon\*  
Specialty Melons  
Mini seedless Watermelon\*

Tuscan cantaloupe  
Western Cantaloupe\*  
Honeydew\*



## Fresh Cut Fruit and Vegetables

Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole and salsa. Prepare your in-house fresh cut team for more volume or pre-book organic and conventional fresh cut packs from Four Seasons Produce.

## Vegetable grill display

Vidalia onions, colored sweet bell peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes & Grill Pack Russet potatoes, Brussels sprouts and green & yellow squash. Try traying up a combination of these items and weigh it at \$5.99 lb. Garlic Expressions marinade and dressing is a great item for this display.

## Sweet Corn

To satisfy demand you will need to build a secondary display of corn using a bin dummied up to control your display quantities. Position a clean trash can at the display for your customers to shuck their corn. To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

Have fun selling produce! Get all of the sales that are there for the taking. Make the best impression that you can on your customers.



## 2016 July 4th Holiday Schedule

**WEDNESDAY (6/29)** – Extra deliveries made to support pre-holiday sales in most regions.

**THURSDAY (6/30) THROUGH SATURDAY (7/2)** – Standard delivery and office schedule.

**SUNDAY 7/3** – Sales office open 8:00am to 1:00pm.

**MONDAY (INDEPENDENCE DAY 7/4)** – Sales office open with limited staffing 8:00am to 12:00pm.

*\*Very limited deliveries to pre-planned customers or regions.\**

**TUESDAY 7/5** – Standard delivery and office schedule.

**WEDNESDAY 7/6** – Extra deliveries made in most regions to support post-holiday refill.

*Based on what we experienced for Memorial Weekend, on which the days fell identically to the Independence Day Weekend, expect a very busy holiday week with strong case volumes, particularly on Friday 7/1 and Saturday 7/2 deliveries. Please plan to bring in as much of your holiday sales items and hard goods as possible ahead of time to help level the volume spike on that day. **Thank you!***



## LIST FOR WEEK OF JUNE 17 - JUNE 24, 2016

### ORGANIC



#### NEW JERSEY

##### BIG BUCK FARMS - HAMMONTON, NJ

- 43712 - OG Blueberries NJ 12/6 oz
- 43706 - OG Blueberries NJ 12/1 pt

##### EASTERN FRESH - CEDARVILLE, NJ

- 41160 - OG Lettuce Green Leaf NJ 24 ct
- 41101 - OG Squash Gold Bar NJ 20 lb

#### PENNSYLVANIA

##### CHRIST KING - LANCASTER COUNTY, PA

- 43491 - OG Rhubarb PA 10 lb
- 40577 - OG Broccoli Stalk PA 14 ct

##### LADY MOON FARMS - CHAMBERSBURG, PA

- 40532 - OG Beets Red Bunch Premium PA 24 ct
- 40666 - OG Chard Green Premium PA 24 ct

- 40667 - OG Chard Red Premium PA 24 ct
- 41159 - OG Lettuce Green Leaf PA 24 ct
- 41158 - OG Lettuce Red Leaf Premium PA 24 ct
- 41183 - OG Lettuce Romaine PA 24 ct
- 41007 - OG Greens Collards PA 24 ct
- 40628 - OG Greens Dandelion Premium 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
- 40680 - OG Chard Rainbow Premium PA 24 ct

#### VIRGINIA

##### RED SUN FARMS - DUBLIN, VA

- 40233 - OG Cucumber European VA 12ct



### CONVENTIONAL

#### NEW JERSEY

##### EASTERN FRESH - CEDARVILLE, NJ

- 00351 - CV Asparagus Microwave NJ 18/10 oz
- 00357 - CV Asparagus NJ 28 lb
- 02981 - CV Lettuce Cello NJ 24 ct
- 02238 - CV Squash Green Fancy 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 Baby (Shanghai) NJ 30lb
- 00790 - CV Cabbage Chinese NJ 30 lb
- 00745 - CV Cabbage Green NJ 50 lb
- 00795 - CV Cabbage Savoy 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
- 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
- 03042 - CV Lettuce Boston NJ 24 ct
- 03028 - CV Lettuce Boston Red NJ 12 ct
- 03050 - CV Lettuce Green Leaf 20 lb. NJ 24 ct
- 02910 - CV Lettuce Naked NJ 24 ct
- 03065 - CV Lettuce Red Leaf 20 lb. NJ 24 ct
- 03097 - CV Lettuce Romaine 35 lb. NJ 24 ct
- 03099 - CV Lettuce Romaine Red NJ 12ct
- 01516 - CV Mint Box NJ 12 ct
- 01704 - CV Parsley Curly NJ 30 ct
- 01715 - CV Parsley Italian Flat Leaf NJ 30 ct
- 01180 - CV Radish Daikon NJ 40 lb
- 03132 - CV Radish Red Bunch NJ 24 ct
- 03205 - CV Scallions NJ 48 ct
- 02200 - CV Spinach Bunched NJ 24 ct

##### JERSEY FRUIT - HAMMONTON, NJ

- 10105 - CV Blueberries NJ 12/1 pt

##### DRISCOLL'S - HAMMONTON, NJ

- 10101 - CV Blueberries Driscoll's NJ 12/1 pt

#### PENNSYLVANIA

##### FRANK SENSENIG - LANCASTER COUNTY, PA

- 02256 - CV Squash Green Fancy PA 20 lb
- 02334 - CV Zucchini Gold Bar PA 20 lb

##### JOSEPH S. WEAVER - LANCASTER COUNTY, PA

- 00999 - CV Cauliflower Jacket Bin PA 60 ct

##### JOSH WEAVER - LANCASTER COUNTY, PA

- 00751 - CV Cabbage Green PA 40 lb

##### IVAN ZIMMERMAN - LANCASTER COUNTY, PA

- 00997 - CV Cauliflower Jacket Bin PA 70 ct
- 02256 - CV Squash Green Fancy PA 20 lb





# NEW ITEMS OR BACK IN SEASON

## CONVENTIONAL

05877 - CV Apples Envy 70/90ct NZ	40 lb
05104 - CV Apples Eve 80/90ct NZ	40 lb
06447 - CV Pears Papple NZ	15 lb
15739 - CV Peaches White Donut	14/1 lb
14870 - CV White Donut Tote	12/2 lb
15727 - CV Peach Pie Clamshell	14/14 oz
15184 - CV Very Cherry Plums Clamshell	20/1 lb - <b>arriving 6/25</b>
14826 - CV Aprium Bella Jewel	14 lb
14869 - CV Aprium Bella Jewel Tote	12/2 lb
14830 - CV Apricots Black Velvet 40s Tray	6.5 lb
14839 - CV Apricots Gold Velvet 40s Tray	6.5 lb
17061 - CV Avocado Hass Import	36 ct
00686 - CV Brussels Micro	12/1 lb
03264 - CV Brussels Micro Baby	12/1 lb
03262 - CV Brussels Supershreds	12/12 oz
23251 - CV Tomato Roma (Pink Tango) Clamshell	12/1 lb
23346 - CV Tomato Saporì	10/1 lb
23045 - CV Tomato True Rebel Mix Pouch	16/10 oz
23046 - CV Tomato Cabernet Estate Pouch	16/10 oz
23047 - CV Tomato Cherry No.9 Pouch	16/10 oz
11190 - CV Melons Crenshaw	6 ct
11191 - CV Melons Hami	6 ct
11192 - CV Melons Santa Clause	6 ct
11580 - CV Melons Galia	6 ct
11509 - CV Melons Canary	6 ct
11545 - CV Melons Orange Flesh	6 ct



## ORGANIC



43519 - OG Apple Diva NZ	80/90 ct - <b>arriving 6/21</b>
43520 - OG Apple Diva NZ	100 ct - <b>arriving 6/21</b>
43603 - OG Figs Brown Turkey	12/8 oz
42078 - OG Grapes Cotton Candy Clam Mexico	8/2 lb - <b>while supplies last</b>
43521 - OG Spring Leaf Cherry Dark Sweet	10/1 lb
43522 - OG Spring Leaf Cherry Rainier	10/1 lb
43843 - OG Nectarine White 50s	18 lb
43642 - OG Kiwi Sungold 33s 52ct NZ	13 lb
44577 - OG Mango Tommy Atkins Mexico	7 ct
43533 - OG Lychee Fruits	5 lb
40369 - OG Beans Yellow	10 lb
40367 - OG Beans Romano	10 lb
41337 - OG Tomatillos	10 lb
40520 - OG Corn Sweet White	48 ct

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR JUNE 17 - JUNE 24, 2016

## NEW JERSEY BLUEBERRIES HAVE ARRIVED!

New Jersey **Blueberries** are now in peak season!

Volumes will ramp up quickly through the rest of June on 12/1 pts. We expect good promotional opportunities for 4th of July.

We'll be offering both the Driscoll's brand with "Grown In New Jersey" markings, plus Jersey Fruit brand and other local farm packs.



### CV CHERRIES

**Promote** Cherries while they're in peak season!

The **Dark Sweet Cherry** market has finally seemed to bottom out. As more chains are starting to promote **Cherries** nationally now through the July 4th holiday, prices should remain steady or even firm up on the biggest sizes.

**Rainier Cherries** are also in peak season and tasting fabulous!

Pricing, barring any weather incidents, should not go crazy. There is ample fruit at this time and lid pricing going forward looks pretty much the same as now.



### CV TOMATOES

**Cluster Tomatoes** are abundant – promote away! Please ask your sales rep for details on the new **Prova Tomato**, which is hothouse grown and has exceptional quality!

Other promotable **Tomatoes** this week: **Campari**, **Sun Bliss Gold**, **Blended Flavors**, **San Marzano**, **True Rebel**, **Cabernet**, & **Cherry No.9**.

**Beef Tomatoes** are steady with nice quality.

**Two-layer Tomatoes** are steady. South Carolina **Vine Ripe Tomatoes** are starting this week.

**Roma Tomatoes** are steady in supply and price, with nice quality.

**Grape Tomatoes** are in good supply. We are finishing from Florida and will then be into South Carolina or Maryland product. **Cherry Tomatoes** are in excellent supply – promote!

**Heirloom Tomatoes** from Canadian greenhouses are in great supply with aggressive pricing, quality is outstanding.



### CV SQUASH

**Zucchini** is around, but more limited this week. However that will change quickly since local supplies should pick up from Pennsylvania and New Jersey during late June.

**Yellow Squash** is steady.

**Gold Bar Zucchini** is now in season from local growers in PA and NJ. This item will be in peak season during July.

**Hard Squash** is plentiful and very inexpensive.





## CV CUCUMBERS

**12/6ct Mini Seedless and Cello Wrapped Cucumbers** (both hothouse grown) are promotable with aggressive pricing!

**Cucumbers** are steady in supply and pricing.



## CV BROCCOLI

**Broccoli Crowns** are in good supply along with **14ct Broccoli** from California. Pricing will be lower this week and good to promote.



## CV SWEET CORN

There is steady supply of nice Georgia **Sweet Corn**. Pricing is steady and promotable. **Dela-ware Bin Sweet Corn** is expected to be available the last week of June.



## CV AVOCADOS

Mexico is winding down on last season's **Hass Avocados** with new crop starting in early July. Mexican growers pushed prices up considerably, taking advantage of a shortage of fruit before fruit from Peru hits the market in the next two weeks.



## CV BERRIES

Good **Strawberry** demand is expected to continue through the 4th of July. While we don't foresee any significant shortages, things will remain firm through the Holiday.

Steady supplies and markets will continue this week on both **Raspberries** and **Blackberries**.



## CV GREEN BEANS

**Green Beans** are expected to be limited for the next several weeks. Georgia is finished, due to rain NC is mostly a loss, and the Virginia plantings have a lot of skips so there will be gaps in the harvest through mid-July when PA product kicks into gear. Pricing will be higher this week.



## CV LETTUCE

There is better supply of California **Iceberg Lettuce** with lower pricing this week. Canadian **Iceberg Lettuce** is expected to start at the end of June/early July.

**California Romaine, Green Leaf, and Red Leaf Lettuce** are in steady supply. There are excellent supplies of nice **New Jersey Romaine, Green Leaf, Red Leaf, and Boston Lettuce**. Pricing will be lower on the product from NJ – promote!

**Romaine Hearts** remain limited with steady to higher pricing. Quality has been good. Canadian **Romaine Hearts** will be available at the end of this week or early the following week.



## CV PEPPERS

**Green Peppers** are more plentiful from Georgia and pricing will be lower this week.

**15lb Red Peppers** are limited from California. The excessive heat in Coachella will slow production and increase pricing this week.

**11lb Red, Yellow, and Orange Peppers** are steady.

**Mini Mixed Sweet Peppers** are steady.



## CV POTATOES

We have seen some of the nicest **Red, Yellow and White Potatoes** we've ever seen out of Kirschenman from California in all sizes and colors. These Potatoes really shine!

**Red, Yellow, and White Green Giant Bagged Potatoes** remain elevated this week as we are pulling new crop product out of all regions and supply is slightly limited.

**Unclassified Potatoes** will be limited and the last of the old crop Potatoes may run out by next week which will cause this market to almost double.

**Russet Potatoes** in bags and counts continue to be in good supply and pricing remains steady this week. The **Count Russet Potato** market has increased slightly.





## CV ASPARAGUS

**ALERT!** The New Jersey **Asparagus** season will wrap up this week. Michigan hopes to make it through this week and then finish for the season.

We will source product from both Peru and Mexico for the next few weeks. Look for prices to increase as the domestic supply winds down and demand shifts to the import side.



## CV WATERMELONS

The **Watermelon** supply has shifted out of Florida and into Georgia and South Carolina. Supplies have been light as they are just getting started, but will steadily increase.

Demand is expected to remain strong through the 4th of July. Look for higher prices now through the holiday.



## CV MELONS

Keep promoting all **Melons**! Ample supplies and promotable pricing will continue through early July on **Athena**, **Tuscan**, and **Western Cantaloupes**, as well as **Honeydew**.

We will also be stocking a variety of mixed **Melons** (**Crenshaw**, **Santa Claus**, **Galia**, **Canary**, and **Hami**).



## CV STONE FRUIT

Supplies exceeds demand on both East and West Coast **Peaches**. There are plenty of large sizes, but growers are still getting a lot of smaller sizes as well and are aggressively pricing those to increase movement. 2 1/2" or 2 1/4" **Eastern Peaches** could be promoted for a pretty hot ad.

**Nectarine** sizes are improving. There will be heavy supplies for the next 3 weeks!

Most growers should be finishing up the **Black Splendor Plums** and waiting on **Owen T** and **Black Giant Plums** for XL size. Fresh XL **Plums** will be available for next 30 days! No gaps in size.



## CV MANGOS

The **Mango** market is on the floor but there is much more fruit available in Mexico than is being packed or shipped due to the oversupply/low price in the market. Growers are looking for ads on all sizes now through the first week of August.

Brazil is looking to start with the first containers of **Tommies** and **Palmers** arriving to the US around August 12th. The season looks to be pretty normal with sizing starting out peaking on 8/9s and then shifting to a 9/10s peak later in the season.

**Ataulfo Mangos** by air will start as soon as Mexican **Ataulfos** end.



## CV ONIONS

**Vidalia Onions** are seeing some strength and upward movement in price this week as suppliers switch to C.A. (controlled atmosphere) storage **Onions**. These **Onions** will be of strong quality and come at a premium due to the higher costs associated with storing them in C.A. rooms. The market is poised to increase again later in the week so NOW in the time to load up!

The **Onion** market continues to be strong in general. Prices have seemed to level off and some shippers are quoting slightly cheaper prices than what we were seeing last week. Supply out of New Mexico has increased and eased some of the pressure from California. I expect this market to remain steady into next week.

# OTHER STORIES:

- California **Brussels Sprouts** have started. Pricing will be lower this week, with nice quality. The micro **Brussels Sprouts** packs from "Ocean Mist" will be available again this week on a regular basis (regular micro 12/1lb, baby micro 12/1lb and **Supershreds** 12/12oz).

- Good quality **Celery** is in excellent supply. Pricing is steady to lower and promotable!

- 1.5ct **Basil** is now available from New Jersey.

- **Artichokes** are in good supply, especially nice 12ct with aggressive pricing.

- There is good supply of nice local Green Cabbage from PA and NJ. Pricing will be steady to lower.

- There is more supply of Cauliflower from California. Pricing is lower, promotable, and quality is nice!

- Nice supply of good quality Georgia **Eggplant** will be available again this weekend. Pricing will be steady to lower.