



ORGANIC OUTLOOK

JUNE 16 - JUNE 23, 2017



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WASHINGTON ORGANIC CHERRIES OUTLOOK

Northwest **Organic Cherry** growers are anticipating an excellent season.

The first Washington **Organic Dark Sweet Cherries** will make their way to shelves on the East Coast the week of 6/19. Supplies should be promotable headed towards the 4th of July.

California **Organic Cherries** are done harvesting, allowing for a smooth transition to the Pacific Northwest crop.

Organic Rainier Cherries will come into season the last week of June and be available through mid-July.



OG GREENS & LETTUCE

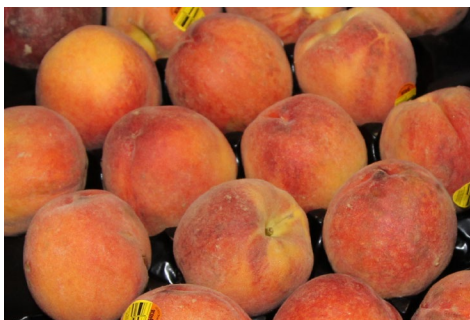
Pennsylvania has finished its **Organic Lettuce** harvests. New York is just starting harvesting **Organic Lettuces** and **Greens**, but the season may go quickly due to the heat.

Pennsylvania is expecting excellent supplies of all varieties of **Organic Chards** and **Kales** for this week, but limited supplies of **Organic Curly Parsley**, **Italian Parsley**, **Dandelion**, **Bunch Beets**, and **Collards**.

North Carolina reports good supplies on all **Organic Kales**, **Collards**, and **Chards**.

New Jersey has **Organic Cilantro**, **Dill**, **Collards**, **Green Leaf Lettuces**, and **Red Leaf Lettuces**.

California reports increasing volume on all **Organic Lettuces**. Pricing has been forced down due to low movement. **Organic Romaine Hearts** pricing has dropped, quality has improved, and it's a good time to promote.



OG STONE FRUIT

Organic Apricots are back, firm, and steady supplies should not be expected in both bulk and 20/1 lb clamshells.

Organic Yellow Peaches continue with light harvests and high pricing. So far demand has exceeded supply.

Organic White Donut Peaches, **Yellow Nectarines**, and **White Nectarines** are available in steady supply and high priced.

Organic White Peaches are very limited and sporadic right now. Supplies will hopefully improve going into July.

Organic Red & Black Plums and **Pluots** are expected to be in and out of supply. They will be limited for the season as pollination early on was affected by poor weather.



OG GRAPES

Organic Green, Red, and Black Seedless Grapes continue with promotional opportunities available in bulk and 10/2lb clamshells out of Mexico.

Organic Cotton Candy Grapes are producing slightly more than expected in Mexico. This variety has become super popular as a novelty snack, thanks to its high sugars and unique flavor. Be sure to bring some in during June, while they're available.

Mexican **Organic Sweet Sapphire Grapes** (formerly known as Witch Fingers) have arrived in very limited supply and will wrap up in early July.

California **Organic Green** and **Red Grapes** are gapping as we wait for Bakersfield, CA to begin in late June or early July. The crop is expected to be large this season.



OG SPINACH

Organic Spinach is in better supply out of California this week. Multiple shippers report availability of product. Prices have softened. Soon, **Organic Spinach** will be shipping out of Nevada in good supply. Quality is very nice.



OG EGGPLANT

Organic Eggplant is in adequate supply out of Georgia this week. Mexico reports ending supplies this week.

Organic Graffiti Eggplant is limited out of Georgia as well.



OG WATERMELONS

There have been some supply gaps in early June on **Organic Watermelons** as growers transition to new fields. We expect to see better supplies the week of 6/19, but prices will be higher as they try to refill the pipeline.



OG MELONS

Excellent quality **California Organic Cantaloupes** are now available in good supply. Larger sizing prevails. **Mexican Organic Honeydews** are finished and will transition into California over the next couple of weeks. Supplies are expected to be tight and prices will be very strong.

Organic Galia Melons out of California are expected in very limited supplies here in mid-June. Prices are expected to remain high all season.



OG CELERY

Organic Celery prices have begun to lower, and quality is better. More shippers are gaining additional volume each day.

Organic Celery Hearts are in adequate supply. Price has begun to drop there as well. Look for further price declines the following week.



OG CORN

North Carolina has started with limited supplies of **Organic Bi-Color Corn**. The NCProduct looks fuller will less damage than California.

More volume is expected out of California the following week.

Organic Corn is in adequate supply out of California, although insect damage appears significant.



OG BROCCOLI

Pennsylvania growers report good supplies of **Organic Stalk Broccoli**. This product is iced and harvested every two days in Lancaster County, PA. Quality is very nice! There will be an over-abundance of supply on the east coast this week.

Organic Broccoli volume out of CA has increased and pricing has come down as well on both 14ct and crown packs. Quality this week presented some challenges due to unusual wet weather in fields in CA. Quality should rebound on CA by the end of June.



OG SQUASH

Georgia reports good supplies of **Organic Zucchini**, but more limited on **Organic Yellow Squash**.

Ohio has decent supply of **Organic Zucchini** at this time, but quantities will increase next week.

New Jersey currently reports adequate supplies of **Organic Zucchini**, but more volume is expected next week. Prices have softened somewhat.

California reports adequate supplies of **Organic Yellow Squash**, and while **Organic Zucchini** is available, supply is building.



OG CUCUMBERS

Georgia reports adequate supply of off-label **Organic Cucumbers**, but little in the way of a premium pack. California reports good supplies.

Organic Mini Seedless Cucumbers are in good supply in packages and loose out of California, Mexico, and Spain.

Organic Hothouse Cucumbers are in less abundant supply out of Holland and Mexico, and also limited out of Canada.



OG PINEAPPLES

No small sized **Organic Pineapples** are available. The size profile has been heavy to the 5ct and 6ct.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico and California tightened up this week, and it's expected to stay that way.

Organic Avocados from Peru are available, but buyers have been hesitant to jump in on them.



OG KIWIFRUIT

The first New Zealand **Organic SunGold** and **Green Kiwifruit** have arrived! Volume fill, 1 layer trays, and 20/1 lb bags cases will be available in steady supply on the greens.

Organic SunGold Kiwifruit will be in light volume until mid-July.



OG BERRIES

California **Driscoll's Organic Blackberries** continue to come in steady supply. Promotional opportunities are available.

Organic Raspberry volume is good with prices continuing to come off and promotional opportunities now available.



OG STRAWBERRIES

Organic Strawberry supplies out California were disrupted by storms over this past weekend. Fields will need to be stripped, causing supplies to tighten for late June.

Hopefully supplies will rebound for the July 4th holiday promotions.



OG BLUEBERRIES

New Jersey **Organic Blueberries** have begun in both 6oz and pints. Crop size looks good.

The Pacific Northwest is expected to start by 4th of July with excellent supplies and promotional opportunities.

OTHER STORIES:

- California reports limited supplies of **Organic Green Cabbage**, while **Organic Red** and **Savoy Cabbage** are virtually nonexistent. **Organic Napa Cabbage** is very limited and expensive.

- Organic Green Cabbage** is in adequate supply out of North Carolina, and limited on **Organic Red Cabbage**.

- Organic Cauliflower** out of California is in good supply. It's a good week to promote! Quality may vary from shipper to shipper.

- Organic Asparagus** supplies have tightened up out of California with harvests ending before July. Pricing has moved up. New York only reports one more week of harvests, and then likely done for the year.

NEW OR BACK IN SEASON!

- 41175 - OG Lettuce Romaine Red CA 24 ct
- 41124 - OG Treviso CA 12 ct
- 40547 - OG Romanesco CA 9 ct
- 41277 - OG Eggplant Graffiti GA 22 lb
- 41279 - OG Daikon Purple CA 9 lb
- 41050 - OG Squash Spaghetti Mexico 30 lb
- 40784 - OG Peppers Anaheim CA 10 lb
- 43548 - OG Grapes Sweet Sapphire Mex 18 lb
- 44372 - OG Grapes Cotton Candy Mex 16 lb
- 42311 - OG Lettuce Red Oak NY 24 ct
- 43641 - OG SunGold Kiwifruit XLG NZ 13 lb
- 44252 - OG Figs Black Mission CA 12/8 oz
- 43744 - OG Melons Galia CA 5-8 ct
- 43519 - OG Apples Diva NZ 80/90ct 40 lb
- 42958 - OG Apples Jazz NZ 100ct 40 lb



4TH OF JULY MERCHANDISING TIPS

It's time to make your scheduling, ordering and merchandising plans for the Independence Day holiday sales period!

DELIVERIES AND PLANNING

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. 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.

TUESDAY 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.

WEDNESDAY 6/28 – THURSDAY 6/29:

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.

THURSDAY 6/29 – FRIDAY 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 Saturday 7/1 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.

SATURDAY 7/1 – MONDAY 7/3:

Bring in your Refill of ad items, highly perishables and product to cover your weekend and Monday 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

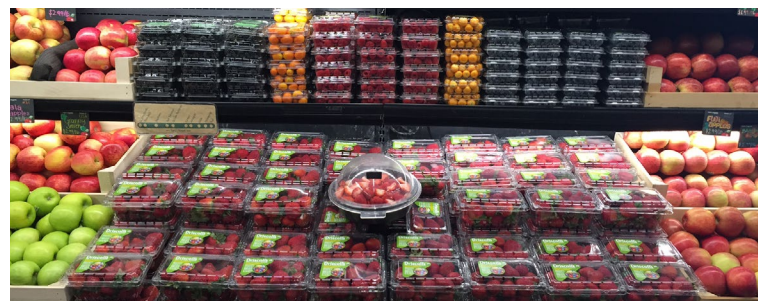
Saturn (Donut) Peaches
Pluots/Plumcots
Rainier Cherries

Apricots
White Flesh Peaches

BERRY MERCHANDISING

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

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.



2017 JULY 4TH HOLIDAY SCHEDULE

WEDNESDAY (6/28) – Extra deliveries made to support pre-holiday sales in most regions.

THURSDAY (6/29) THROUGH SATURDAY (7/8) – Standard delivery schedule.

TUESDAY (INDEPENDENCE DAY 7/4) – Sales office open with limited staffing 8:00am to 12:00pm. Standard delivery schedule.



JUNE 16 - JUNE 23, 2017

CONVENTIONAL

NEW JERSEY

EASTERN FRESH GROWERS - CEDARVILLE, NJ

02240 - CV Squash Green Medium NJ 28 lb

FLAIRM FARMS - VINELAND, NJ

00205 - CV Arugula NJ 24 ct
 00455 - CV Basil Bunch NJ 15 ct
 00560 - CV Beets Gold Bunch NJ 12 ct
 00551 - CV Beets Red Bunch NJ 12 ct
 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
 00591 - CV Bok Choy NJ 30 lb
 02875 - CV Endive/Chickory NJ 18 ct
 02901 - CV Escarole NJ 18 ct
 00790 - CV Cabbage Chinese NJ 30 lb
 00745 - CV Cabbage Green NJ 50 lb
 00758 - CV Cabbage Green Bin NJ 60-65 ct
 01670 - CV Cabbage Napa NJ 30 lb
 00780 - CV Cabbage Red NJ 50 lb
 01041 - CV Cilantro NJ 15 ct
 01170 - CV Dandelion Bunch NJ 12 ct
 01200 - CV Dill NJ 24 ct
 01308 - CV Greens Collard NJ 18 lb
 01315 - CV Greens Kale 18ct NJ 18 lb
 01346 - CV Greens Mustard NJ 18 lb
 01350 - CV Greens Turnip NJ 18 lb

01355 - CV Swiss Chard Rainbow NJ 12 ct
 01362 - CV Swiss Chard Green NJ 12 ct
 01368 - CV Swiss Chard Red NJ 12 ct
 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 NJ 24 ct
 03065 - CV Lettuce Red Leaf NJ 24 ct
 03097 - CV Lettuce Romaine 35 lb NJ 24 ct
 01510 - CV Mint Box NJ 12 ct
 01185 - CV Radish Daikon NJ 20 lb
 03127 - CV Radish Red Bunch NJ 24 ct
 03205 - CV Scallions NJ 48 ct

SUNNY VALLEY/JERSEY FRUIT - HAMMONTON, NJ

10105 - CV Blueberries NJ 12/1 pt

PENNSYLVANIA

JOSEPH WEAVER - LANCASTER, PA

00999 - CV Cauliflower Jacket Bin PA 60 ct

JOSH WEAVER - LANCASTER, PA

00780 - CV Cabbage Red PA 50 lb

VIRGINIA

CROWN ORCHARDS - BATESVILLE, VA

15674 - CV Peaches 2 1/2" VA 25 lb

15680 - CV Peaches 2 1/4" VA 25 lb

PARKER FARMS - OAK GROVE, VA

00615 - CV Broccoli Crowns VA 20 lb



ORGANIC



NEW JERSEY

FLAIRM FARMS - VINELAND, NJ

40486 - OG Beets Red Bunch NJ 24 ct
 40640 - OG Cilantro NJ 30 ct
 40676 - OG Greens Kale Lacinato NJ 24 ct437

BIG BUCK FARMS - HAMMONTON, NJ

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

EASTERN FRESH - CEDARVILLE, NJ

41016 - OG Squash Zucchini Fancy NJ 18 lb

NEW YORK

PEDERSEN FARMS - SENECA CASTLE, NY

40324 - OG Asparagus NY 28 lb

HEPWORTH FARMS - MILTON, NY

40210 - OG Dill NY 24 ct
 40670 - OG Greens Collards 24 ct
 41160 - OG Lettuce Green Leaf NY 24 ct
 41165 - OG Lettuce Red Leaf NY 24 ct
 42311 - OG Lettuce Red Oak NY 24 ct
 40616 - OG Rutabagas NY 25 lb

PENNSYLVANIA

CHRIST KING - LANCASTER, PA

40577 - OG Broccoli Stalk PA 14 ct

LADY MOON FARMS - CHAMBERSBURG, PA

40484 - OG Beets Gold Bunch PA 24 ct
 40532 - OG Beets Red Bunch Premium PA 24 ct
 40666 - OG Chard Green Premium PA 24 ct
 40680 - OG Chard Rainbow Premium PA 24 ct
 41007 - OG Greens Collards PA 24 ct

40668 - OG Greens Kale Red Bore PA 24 ct
 41150 - OG Lettuce Green Butter PA 24 ct
 41159 - OG Lettuce Green Leaf Premium PA 24 ct
 41158 - OG Lettuce Red Leaf Premium PA 24 ct
 41155 - OG Lettuce Red Butter PA 24 ct
 41182 - OG Lettuce Romaine Premium PA 24 ct
 40811 - OG Greens Kale PA 24 ct
 40668 - OG Greens Kale Red Bore PA 24 ct
 40472 - OG Greens Kale Lacinato PA 24 ct
 40723 - OG Parsley Curly Premium PA 30 ct
 40724 - OG Parsley Italian Flat Premium PA 30 ct





CONVENTIONAL OUTLOOK

JUNE 16 - JUNE 23, 2017

WWW.FSPRODUCE.COM 12/1 PT

NEW JERSEY BLUEBERRY SEASON!

“Jersey Blues” are here!

First of the season New Jersey **Blueberries** look great. Volumes are promotable now through the 4th of July on the 12/1pt packs.



CV LETTUCE

California and New Jersey **Leaf Lettuces** are in good, steady supply and are promotable. New Jersey is expected to run through the end of June. Canadian product should start the last week of June or first week of July.

Romaine Hearts quality is very nice right now with steady volumes and pricing.

Iceberg Lettuce is in good supply with nice quality. Pricing is lower, making it a good item to promote.



CV STONE FRUIT

CHERRIES: California **Cherries** are finished, but there will be no gap as Washington is picking. Pricing is strong, but will drop as volume ramps up in late June.

PEACHES: **Eastern Peach** supplies are limited and priced high. There has been a little fruit from Georgia but now they are in a gap. California has been short as well.

A little volume of fruit has started in Virginia but it is mostly 2 1/4" with a few 2 1/2". New Jersey will start the first week in July. These volume filled packs are not PLU'd from our local VA grower.



CV PEPPERS

11lb Peppers are in good steady supply with lower pricing. **Yellow Peppers** are especially plentiful and promotable.

Mini Mixed Sweet Peppers remain in good supply and promotable.

15lb Red Peppers will be higher in pricing this week with lighter supplies.

Green Peppers are a bit of a struggle right now. The rain in Georgia has hurt quality and supplies, driving up prices. PA and NJ product is not expected to start until mid-July.



CV CELERY

Celery is more plentiful with lower pricing on all sizing and packs. New crop Salinas, CA product has started, hence the lower market.



CV HASS AVOCADOS

The **Hass Avocado** pricing was sliding, but growers stopped picking to manipulate the market, taking prices up by at least five dollars.



CV STRAWBERRIES

Strawberries are in steady supply and pricing this week. Some weather issues caused a brief delay in loading, but overall **Strawberries** remain promotable for late June and early July.



CV TOMATOES

15 lb Hothouse and **11lb Cluster Tomatoes** are nice quality and are steady in supply and pricing.

Vine Ripe Tomatoes are in steady supply on 2-layers. No 25lb options are available this week due to lack of supply from shippers.

Roma Tomatoes are very limited and priced higher this week.

Cherry and **Grape Tomatoes** are in very good supply and quality. Pricing is steady to lower.

Campari Tomatoes are more limited this week. Prices are higher, but quality is nice.



CV CUCUMBERS

12/6ct Mini Cucumbers are in good supply and promotable again this week.

Cucumbers are steady to higher. Super select grade 72 ct are commanding a higher price. There are occasional spot buys on select or plain grade.

Cello Wrapped Cucumbers are limited with higher prices.



CV POTATOES

Pricing on large-sized storage crop **Russet Potatoes** continues to increase. Supplies of the storage crop seem adequate in all growing areas, with the biggest surplus coming from growers in Idaho.

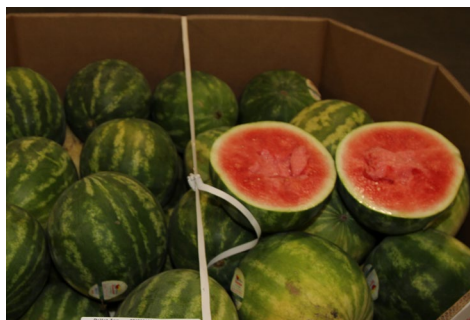
We should see North Carolina **White Potatoes** start this week and price will be higher than what we had seen out of Northeast **White Potatoes**, but will be significantly less than the Florida and California new crop **Whites**.



CV ASPARAGUS

New Jersey **Asparagus** is winding down for the season and will end this week. Michigan **Asparagus** is on the decline as well.

Mexico and Peru will continue to see very good supplies. Look for the lower pricing to continue this week but to start to inch back up as the domestic deals finish.



CV WATERMELON

Some rain last week caused some minor **Watermelon** supply interruptions. That weather has cleared out and we should see steady supplies out of Georgia and South Carolina.

Look for prices to move up slightly as we approach the 4th of July demand.



CV CA MELONS

Due to extreme heat hitting California and Arizona **Melon** growing regions, prices on **Cantaloupes** and **Honeydews** are going up. The extreme heat hurts the vines and limits harvests.

Prices are also elevated due to the increased freight costs coming from the West Coast.



CV GRAPES

Both Mexico and Southern California are in peak **Grape** volume and prices are cheap. Now is an excellent time to promote at aggressive prices on medium/large **Green** and **Red Seedless Grapes**.

The Bakersfield area is just around the corner to start.



CV SWEET CORN

Georgia **Sweet Corn** is in good supply, with promotable pricing for mid to late June.

Delaware **Sweet Corn** is expected the week of 6/26 in 50 dozen bins.



CV BROCCOLI & CAULIFLOWER

Broccoli Crown supply is good. We will have mostly Western this week, with lower pricing.

Cauliflower is limited with steady to higher pricing. Bins are available again this week.

NEW OR BACK IN SEASON!

- 05104 - CV Apples Eve NZ 40 lb
- 10160 - CV Raspberries Golden Driscoll's 12/6 oz
- 10161 - CV Raspberries Sunshine Driscoll's 12/6 oz
- 12043 - CV Watermelons Mini Yellow Seedless 6ct 35 lb
- 11529 - CV Melons Hami 5-6 ct 25 lb
- 11527 - CV Melons Galia 5-6 ct 25 lb
- 11526 - CV Melons Canary 5-6 ct 25 lb
- 11549 - CV Melons Orange Flesh 5-6 ct 25 lb
- 11528 - CV Melons Melonade 5-6 ct 25 lb
- 10619 - CV Grapes Cotton Candy 16 lb
- 10901 - CV Grapes Sweet Sapphire 18 lb
- 15599 - CV Peaches White Donut Pack 14/1 lb
- 14861 - CV Apricots Sugarcot Pouch 12 pk 20 lb
- 14830 - CV Apricots Black Velvet 6.5 lb

