

# MARKET NEWS ORGANIC OUTLOOK



## ORGANIC MANGO PEAK SEASON



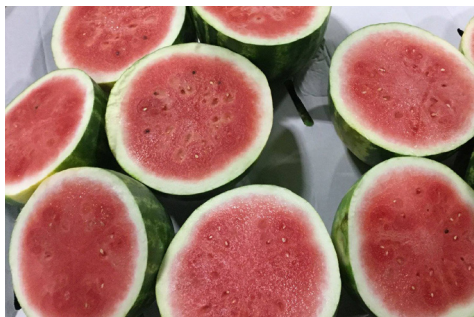
Tommy Atkins variety **Organic Round Mangos** from Mexico are in peak season and we will have promotable pricing through July! Look to build big displays and keep them stocked all summer long.

**Organic Ataulfo (Honey) Mango** supplies and pricing are steady for mid-June and will likely run through most of July. They will be a good replacement for the **Organic Haitian Mangos (ALERT!)** as rain and subsequent challenges have prevented us from loading any fruit in Haiti the past 2 weeks.

Check out the details of the July Crespo Organic Mango Display Contest on page 9.

**COMING SOON** - Crespo Organic will also be offering a unique variety from Mexico: **Organic Green Sweet Thai Mangos**

**Green Thai Mangos** are totally green with no skin blush and are to be eaten when flesh is still firm. They have a more crunchy, crisp flesh, with lower juice content. Think green apple and or pear consistency when consuming this variety, with undertones of nutty and a hint of floral. Look for this unique variety during late June and into July.

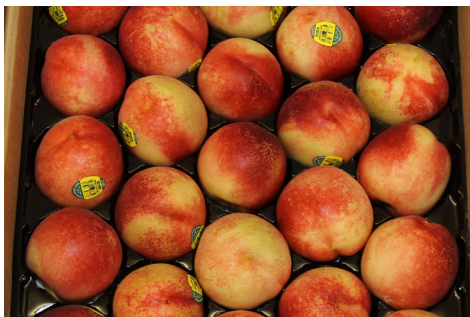


### OG WATERMELONS

**Organic Watermelons** from California should be very promotable. Bins and cartons will be available this week (60 & 70 ct). Quality has been very nice with good sugar and color.

We will also be offering an **Organic Crimson Seeded Watermelon** from Florida this week. Quality is expected to be excellent on this "Old Fashioned" variety melon planted from saved seeds.

**Organic Mini Watermelons** will be available this week in low numbers. Quality has been very nice. California crops should begin in very nice numbers in the coming weeks.



### OG STONE FRUIT

**Organic White & Yellow Peaches** and **Nectarines** continue in good supply from California. South Carolina **Organic Yellow Peaches** are in steady supply.

**Organic Donut Peaches** will be steady this week, then we may see a small gap waiting for the new Galaxy variety.

**Organic Dark Sweet Red Cherries** are now in season from Washington. A good crop is expected with peak volume in late June and early July.

**Organic Rainier Cherries** are available from California, but they will be gone quickly. Hopefully Washington will begin around the beginning of July.

**Organic Apricots, Red Plums, and Black Plums** are in good, steady supply.

**Organic Flavorosa Pluots** are finishing up and we will gap for a couple of weeks until the next pluot variety begins (likely Dapple Fire).



### OG GREENS

**Organic Greens** from Lady Moon will continue to harvest and see steady supplies through the summer.

**Organic Kale** from Lady Moon Farms is beginning to ramp up volumes in early June. Expect fresh Pennsylvania product with outstanding quality and good price points. Early to mid-June is going to be a great time to promote.

**Organic Dandelion** and **Red Dandelion** will be promotable in mid-June from Lady Moon Farms in Chambersburg, PA. Look for aggressive pricing and outstanding quality.





## OG ASPARAGUS

**Organic Asparagus** prices are going up this week as harvests begin to slow down from California. Quality remains very nice.

28lb cases from New York grower, Pedersen Farms, will still be available but volume is slowing as the end of their season is approaching. Quality has been excellent all season.



## OG CUCUMBERS

**Organic Cucumber** from Georgia have struggled in the early to mid because of the rain Georgia. Hopefully the third week of June will bring sunshine and help see volumes improve.

Expect to see higher volumes of Mexican and California crop while supplies are low on Georgia **Organic Cucumbers**.



## OG SWEET CORN

**Organic Bi-Color Sweet Corn** from California continues to yield steady volumes in mid-June. As the season continues, we have seen improving quality and pricing. The California crop will come to an end in late-June. Expect Virginia to begin harvesting in early July, along with the NY and Quebec crop to begin in mid-July.



## OG CAULIFLOWER

**Organic Cauliflower** from California has had vast improvements in quality and availability here in mid-June.

However, expect pricing to rise toward the end of June because of the extreme heat California is experiencing. The Canadian crop will begin in mid-July.



## OG GRAPES

**Organic Green, Black, and Red Seedless Grapes** out of Mexico are now in excellent supply with prices allowing for promotion.

The first **Organic Cotton Candy and Sweet Sapphire Grapes** are expected to arrive to the East Coast on June 15.



## OG HASS AVOCADOS

**ALERT! Organic Hass Avocados** continue to climb even higher in price as Mexican fruit is all but done, and California fruit is very limited. Peruvian fruit is commanding a higher price as a result.

Mexico will look to make a rebound in early to mid-July with the first "Flora Loca" season fruit beginning to be available. Pricing could go even higher in the meantime.



## OG GREEN BEANS

**Organic Green Beans** from Georgia were in limited availability in the second week of June. After getting some rain, crews were unable to harvest the crop.

As we head into the third week of June, supplies from Georgia will be limited. Supplies from California and Mexico will be available in limited volumes until **Organic Green Beans** begin harvesting in Virginia at the end of June.



## OG CABBAGE

**Organic Green Cabbage** continues to be in steady supply. East coast **Organic Cabbage** will begin to transition to North Carolina in mid-June. With this transition, expect improved quality and pricing. We will also begin to see local supplies in mid to late June.

**Organic Red Cabbage** availability has continued to improve in June. Expect pricing to begin to improve headed into the third week of June.

**Organic Savoy and Napa Cabbage** continue to see steady availability & good quality, with some local availability.



## OG BROCCOLI

**Organic Broccoli and Broccoli Crowns** from California have increased in supplies here in mid-June. Pricing and availability have begun to improve in the second week of June, as quality has remained excellent. **NOTE:** We can expect to see pricing to begin to rise at the end of the third week in June due to the extreme heat California has been experiencing in many of its growing regions.

The Canadian crop is shaping up to be a good crop and begin in mid-July.





## OG CELERY

**Organic Celery** has seen improved volumes in June. Availability seems to be steadier and quality issues are minimal. Expect pricing to remain expensive, with some moderate decreases in mid-June. Both availability and quality will continue to improve as we head into late June.



## OG SQUASH

**Organic Green Squash** and **Yellow Squash** from Lady Moon Georgia remain in excellent quality. Expect volumes and availability to tighten headed into the third week of June due to the rain in Georgia, however pricing will remain the same. The good news is that local **Organic Squash** is coming into season from OH, NJ, and PA.



## OG SPECIALTY FRUIT

**Organic Specialty Fruit** that are now in season for June: **Organic Jackfruit** (very limited supplies) **Yellow Pitahaya (Dragon fruit)**, **Black Mission Figs**, and **Lychee** fruit!



## OG PEPPERS

**Organic Mini Mix Sweet Peppers** from Mexico will be promotable in the mid-June. Quality continues to remain good and volumes are increasing. This is a great time to add them to a display for a splash of color.

**Organic Green Peppers** from the West Coast are in steady supply as mid-June is ramping up. Expect pricing to remain the same while quality continues to remain excellent. East Coast **Organic Green Peppers** remain limited as the season is just beginning.

**Organic Colored Bell Peppers** from Holland are beginning to see tightened supplies in mid-June. Expect to see both Canadian and Holland pepper in mid to late June with a slight price increase.



## OG BERRIES

New crop **Organic Blueberries** out of New Jersey are have started! Get ready to promote local blues.

**ALERT!** The Salinas Valley in California experienced extreme heat for several days this week. It delayed **Organic Blackberries**, it caused some **Organic Raspberries** to drop off the plants, and on **Organic Strawberries**, is causing smaller berry size and post-harvest bruising to show up on the fruit.

We'll all be dealing with the consequences of the heat-stressed berries for the next few weeks. Stay tune for more info.



## OG TOMATOES

**Organic Grape** and **Cherry Tomatoes** from Lady Moon Farms continue to be very promotable this week. Harvests continue to flush from Georgia and quality is always outstanding.

**Organic Beefsteak** and **Cluster Tomatoes** will be very promotable again this week. Prices are starting to rise some ahead of the holiday demand, but still very promotable. Quality has been excellent.

**Organic Heirloom Tomatoes** will be available again early week from Mexico. Local greenhouse grower, Toigo Farms, is experience a harvest gap currently causing the shortage of product. Quality looks to be very nice from Mexico.

## OTHER STORIES

- **Organic Eggplant** from Lady Moon Farms in Georgia has improved in supply. As we head into the third week of June, expect to see steady supplies, improved quality, and better quality.

- **Organic Broccoli Rabe** supplies are going to be limited in mid-June. Expect to see erratic availability and possibly a small pricing increase. The limited supplies and possible pricing increase is caused by the heat in California.

- **Organic Baby Bok Choy** is seeing increased volumes in mid-June. As we continue in June, expect to see continued excellent quality, improved pricing,

and steady availability. Also, we expect to begin seeing local crop in mid to late-June.

- New crop medium **Organic Red** and **Yellow Onions** are in limited supply this week. **Jumbo Organic Red, Yellow, White, and Sweet Onions** are in much better supply.

- **ALERT!** **Organic Lemons** out of California and Mexico remain extremely limited with skyrocketing prices. Supplies are expected to improve in late June as Mexican production ramps up, which has been slow due to some of the coolest temperatures and way higher than normal rainfall.

- **Organic Leaf Lettuces** from Lady Moon Farms in Chambersburg, PA will be in steady supply through the third week of June. The final week of June expect to see more volumes coming from California and Canada.

- **Organic Romaine Hearts** are steady now, but due to the extreme heat in California impacting harvests and plantings, will become much more expensive and limited for the rest of the month.

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.

### WEDNESDAY 6/26:

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.

### THURSDAY 6/27 - FRIDAY 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.

### FRIDAY 6/28 - SATURDAY 6/29:

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.

### SUNDAY 6/30 - WEDNESDAY 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 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.



# 2019 JULY 4TH HOLIDAY SCHEDULE

**Tuesday (7/2) & Wednesday (7/3)** - Standard delivery and office schedule.

**Thursday (INDEPENDENCE DAY 7/4)** - Standard delivery schedule. Sales office open 8:00am to 12:00pm, finalizing orders for Friday delivery.

**Friday (7/5) & Saturday (7/6)** - Standard delivery and office schedule.





# AVAILABILITY FOR THE WEEK OF

## JUNE 14 - JUNE 21, 2019

### ORGANIC

#### NEW JERSEY

##### FLAIM FARMS - VINELAND, NJ

40208 OG Arugula PREM 24 CT  
40488 OG Beets Red Bunched 12 ct  
40513 OG Bok Choy Baby PREM 20 lb  
40671 OG Greens Collard East 24 ct  
40672 OG Greens Kale 12 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  
41150 OG Lettuce Butter Green 24 ct  
41155 OG Lettuce Butter Red 24 ct  
40729 OG Parsley Flat Leaf (Italian) 15 ct

##### LITTLE BUCK ORGANICS - HAMMONTON, NJ

43706 OG Blueberries NJ 12/1 pt

##### NATURIBE - HAMMONTON, NJ

43706 OG Blueberries NJ 12/1 pt

#### NEW YORK

##### HEPWORTH FARMS - MILTON, NY

40210 OG Herb Dill 24 ct  
40886 OG Radishes French Breakfast 24 ct  
40864 OG Radishes Red Bunched PREM 24 ct

##### PEDERSEN FARMS - SENECA CASTLE, NY

40324 OG Asparagus 28 lb

#### PENNSYLVANIA

##### CENTRAL PA PRODUCE COOP - TYRONE, PA

40490 OG Beets Chiogga Baby Bunched 24 ct  
40438 OG Beets Gold Baby Bunched 24 ct  
40495 OG Beets Red Baby Bunched 24 ct  
40995 OG Kohlrabi Green 12 ct  
40857 OG Kohlrabi Purple Bunched 12 ct

##### CHRIST KING - LANCASTER, PA

40505 OG Broccoli Crowns 18 lb

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

40666 OG Chard Green PREM 24 ct  
40680 OG Chard Rainbow PREM 24 ct  
40667 OG Chard Red PREM 24 ct  
40628 OG Dandelion PREM 24 ct  
40893 OG Dandelion Red 24 ct  
40211 OG Fennel (Anise) 12 ct  
41007 OG Greens Collard East 24 ct  
40811 OG Greens Kale PREM 24 ct  
40472 OG Greens Kale Lacinato PREM 24 ct  
43566 OG Greens Kale Red PREM 24 ct  
41150 OG Lettuce Butter Green 24 ct  
41155 OG Lettuce Butter Red 24 ct  
41159 OG Lettuce Green Leaf PREM 24 ct  
41158 OG Lettuce Red Leaf PREM 24 ct  
41182 OG Lettuce Romaine PREM 24 ct  
40723 OG Parsley Curly PREM 30 ct  
40724 OG Parsley Flat Leaf PREM 30 ct (Italian)

##### LANCASTER FARM FRESH - LANCASTER, PA

40513 OG Bok Choy Baby PREM 20 lb  
40548 OG Cabbage Green PREM 45 lb

40518 OG Cabbage Savoy 35 lb  
40685 OG Chard Red PREM 12 ct  
40650 OG Dandelion 12 ct  
41112 OG Escarole 24 ct  
41120 OG Frisee 24 ct  
40472 OG Greens Kale Lacinato PREM 24 ct  
41150 OG Lettuce Butter Green 24 ct  
41155 OG Lettuce Butter Red 24 ct  
41175 OG Lettuce Romaine Red 24 ct  
41020 OG Squash Green PREM 20 lb  
40297 OG Squash Yellow 20 lb

##### TOIGO FARMS - CARLISLE, PA

41358 OG Tomatoes Heirloom PA 10 lb

#### VIRGINIA

##### PARKER FARM - OAK GROVE, VA

40502 OG Broccoli 14 ct



### CONVENTIONAL

#### DELAWARE

##### VINCENT FARMS - LAUREL, DE

1062 CV Corn Bi-Color 24 ct  
1060 CV Corn White 48 ct  
1084 CV Corn White 50 dz Bin

#### NEW JERSEY

##### EASTERN FRESH - CEDARVILLE, NJ

357 CV Asparagus NJ 28 lb  
2238 CV Squash Green FCY NJ 20 lb  
2326 CV Squash Yellow MED 20 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  
745 CV Cabbage Green NJ 50 lb  
780 CV Cabbage Red 50 lb  
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  
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

##### NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

480 CV Beans Green 25 lb  
530 CV Beets Red 25 lb  
745 CV Cabbage Green NJ 50 lb  
1665 CV Cabbage Napa Green NJ 50 lb  
795 CV Cabbage Savoy 30 lb  
2799 CV Cucumbers Super NJ 72 ct  
1704 CV Parsley Curly 30 ct  
1839 CV Peppers Green XL NJ 22 lb

3127 CV Radishes Red Bunched NJ 24 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

##### JOSH WEAVER - LANCASTER, PA

751 CV Cabbage Green PA 50 lb  
780 CV Cabbage Red 50 lb

##### SUN AQUA FARMS - DALTON, PA

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

#### VIRGINIA

##### C & E - CHERITON, VA

480 CV Beans Green 25 lb



# VIDALIA ONIONS DISPLAY CONTEST

## WINNERS!

MAY 1 - MAY 31, 2019



From May 1<sup>st</sup> to May 31<sup>st</sup> of 2019 we ran our onion display contest in a partnership with Vidalia Onions. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the top winners below!

1<sup>st</sup>

### FIRST PLACE WINNER!

Dutch-Way Farm Market - Myerstown, PA



2<sup>nd</sup>

3<sup>rd</sup>

4<sup>th</sup>

5<sup>th</sup>



### SECOND PLACE THIRD PLACE FOURTH PLACE FIFTH PLACE

Brattleboro Food Co-Op - Brattleboro, VT

Sharp Shopper - Belleville, PA

Lexington Co-op - Buffalo, NY

Abundance Co-op - Rochester, NY

### HONORABLE MENTION

Jerry's Great Valu - Red Lion, PA

CHECK OUT SOME OF THE OTHER ENTRIES BELOW



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# DISPLAY CONTEST

## JUNE 24 – AUGUST 12

### WHO'S READY TO HAVE SOME FUN WITH SPUDS?!

Four Seasons Produce has teamed up with the Little Potato Company to bring you a spud-tastic contest perfect for building super cool displays in your stores. Summer is a great time to throw some potatoes on the grill and serve them up with corn, and LPC's tremendous variety will have your customers coming back for more!

### CONTEST CRITERIA:

- Build a super cool display of LPC product using LPC potatoes purchased from Four Seasons Produce.
- **You must include in your display:**
  - 3 varieties of Grill/Oven packs
  - 3 varieties of Microwavable packs
  - 4 varieties of 1.5lb bags
  - 3 varieties of 3lb bags
- You must include LPC Point of Sale material OR bins and shippers in your displays. These are available from your Four Seasons sales rep or merchandiser.
- Send your display photos to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by August 16th.



*(Use of social media and recipe cards are not a requirement, but help add exposure and can create meal ideas for your customers!)*

### PRIZES:

- 1st—Weber Grill
- 2nd—\$200 Gift Card
- 3rd—\$100 gift card

EVERY entry will receive a grill apron provided by LPC!

All displays will be judged based off of creativity, use of LPC Point of Sale material, and overall eye appeal.



### SOME POTATO DISPLAYING TIPS:



- Create cool themes for your displays, tied in around grilling and roasting. Corn, garlic, peppers, eggplant, artichokes—all pair well with potatoes.
- Place in a high traffic area. These high graphic bins and shippers make it easy to move them around your department
- Don't be afraid to stick a shipper or bin over in your meat department either! Perfect tie ins and easy sales!

Talk to your Four Seasons sales rep or merchandiser for more display suggestions and tips!



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# CRESPO ORGANIC MANGO DISPLAY CONTEST

## JULY 1 - JULY 29, 2019

Four Seasons Produce has teamed up with Crespo Organic to bring you our 3rd Annual Organic Mango Contest! Mangoes have quickly become one of the produce departments most popular fruit, and July is the perfect month to create some "mango mania" in your stores!

Fruit from Mexico will be at its peak and eating quality is going to be outstanding! BIG beautiful displays of mangoes will sell fruit, so start planning ahead to build your next "Mango Masterpiece"!

### CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes purchased from Four Seasons Produce
- Display must include both round **AND** Ataulfo (honey) mangoes in order to qualify.
- Use of Crespo Organic Mango Point of Sale material is required for entry. Posters, variety sheets and recipe cards will all be provided by your Four Seasons Merchandiser.
- Send your display pics in to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by August 2, 2019.
- Use of social media is not required but is a great opportunity to spread the love on mangoes!
- Displays will be judged on eye appeal and creativity



### MANGO DISPLAY TIPS:

- Merchandise fruit in higher traffic areas to create better visual impact. The natural color of this beautiful fruit is a draw itself, so show them off!
- Sample, sample, sample! Although increased in popularity, there are many consumers who have yet to try a mango. Capture them with the sweet tropical taste this fruit has to offer.
- Sell in multiples, rather than singles (ex. 2/\$3.00 instead of \$1.49). Multiple pricing on mangoes normally produces the best results.

### PRIZES:

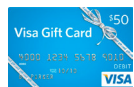
#### 1<sup>ST</sup> PLACE:

Virtual Reality Headset +  
\$100 Gift Card +  
Mango Fork



#### 2<sup>ND</sup> PLACE:

Four Seasons Jacket +  
\$50 Gift Card +  
Mango Fork



#### 3<sup>RD</sup> PLACE:

Four Seasons Shirt & Hat +  
\$25 Gift Card +  
Mango Fork



### EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!

- Crespo T-Shirt
- Crespo Bag
- Crespo Mango Tree Hat



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

WWW.FSPRODUCE.COM





## MARKET NEWS

## CONVENTIONAL OUTLOOK

## NJ BLUEBERRY SEASON, BERRY UPDATE

**Blueberries** have started in New Jersey, and volumes will be excellent this week. Quality is very nice to kick off the season.

There are still some **Blueberries** available from Georgia and North Carolina, but we're sticking with New Jersey blues going forward. Mid-June through early July will be the best time to promote 12/1 pints of local **New Jersey Blueberries**.

**ALERT!** **Strawberries** have become very limited for mid to late-June due to the extreme heat in the Salinas and Watsonville, CA growing areas during. Pricing will begin to move higher as fewer supplies are available. Due to the heat, we will begin to see more bruising than usual.

**Blackberries** are much tighter this week due to the extreme heat in Salinas/Watsonville, CA. Supplies from Mexico are very limited, and California is still another week or so away from beginning in better volumes. Look for pricing to remain higher this week.

**Raspberries** are in good supply this week, but supplies will begin to drop the third week of June. Look for pricing to increase until California supplies improve headed towards July.



## CV WATERMELONS

**Watermelons** continue to be promotable. Florida, Georgia, and South Carolina are all harvesting fields. Quality continues to be excellent.

Markets on the 60cts will go up slightly due to more big-sized fruit being available after the crew are crowning new fields in Georgia and South Carolina, while Florida is finishing up for the year.



## CV GRAPES

For late June, we will have some new items that are pretty exciting!

- 10/2lb clamshell light red **"Candy Snap"** Grapes that have a Strawberry-like flavor.
- 18lb **Black "Sweet Bond"** Grape, known for its exceptional sweet flavor.

Due in the 3rd week of June:

- **Sweet Celebration Red** and **Sweet Globe Grapes**, with exceptional size and flavor
- **"Cotton Candy" Grapes** - what you've all been waiting for!

## SALINAS, CA TEMPERATURES

DAY	DATE	TEMP	ABOVE AVG
SAT	6/8	84°	15
SUN	6/9	96°	27
MON	6/10	106°	37
TUES	6/11	104°	35
WED	6/12	82°	13

Average Temperatures for June in Salinas is < 70°

## CV LETTUCE ISSUE

**ALERT!** All **Lettuces** will be in extremely short supply this week as California growers have been experiencing abnormally high temperatures. Salinas, CA hit high temperatures well over 100 degrees this past week, and **Lettuce** fields were impacted severely. Look for pricing to increase significantly on all **Green Leaf, Red Leaf, Romaine, and Iceberg Lettuce**.

New Jersey will continue to harvest all **Lettuces** through late June, then our Canadian growers will begin.





## CV CUCUMBERS

**Euro Seedless Cucumber** prices will steady out this week, however they remain very promotable.

**Super Select Cucumber** prices are on rise as Georgia is all finished up for the season. New Jersey is beginning harvests in a small way, while the bulk of harvests are coming from North Carolina.



## CV MELONS

Supplies of bin **Athena-style Cantaloupes** have greatly improved out of Georgia. We are seeing some larger fruit and lower prices.

Western **Cantaloupes** are shipping now from Arizona and Southern California. **Tuscan Cantaloupes** are also in season from those areas.

Good supplies of **Honeydews** are now shipping from Texas, Arizona, Southern California, and some from Mexico. Prices have remained steady and we should soon see some jumbo fruit.



## CV CHERRIES

No more struggles with quality as we are now into fresh crop **Dark Sweet Cherries** from Washington!

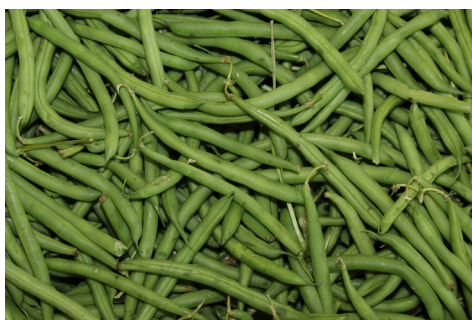
The new crop Washington **Cherries** will mostly be 11 row and smaller to start, but will quickly ramp up to the larger sizes (10.5, 10, 9 row) very soon.



## CV BROCCOLI & CAULIFLOWER

**Cauliflower** supplies have been steady, but the heat will slow growth going forward. Pricing will ease up, but not significantly.

**Broccoli** will be in steady supply this week. Now is a good time to promote. Quality has been excellent. The California heat may impact supplies later in June.



## CV GREEN BEANS

**ALERT! Green Bean** prices rose significantly this week. Georgia crops finished very early due unseasonably hot weather, followed by flooding rains. South Carolina and Virginia crops were not ready to harvest the numbers needed to fill the demand.

Prices should be high this week but start to ease off as New Jersey harvests will begin in small numbers this week. Quality however from VA and SC has been very nice despite higher pricing.



## CV ASPARAGUS

**Asparagus** remains very promotable. Mexico is beginning a harvest flush. Michigan growers are still harvesting, while getting ready to end for the season in late June.

New Jersey **Asparagus** will finish in mid-June for the season.



## CV ARTICHOKES

**Artichokes** are in excellent supply from many growers in California. Now is a great time to promote jumbo 12ct and 18ct.



## CV STONE FRUIT

In season this week from California:

- **Apricots**
- **Bella Jewel Apriums**
- **Black Velvet Apricots** (arriving 6/19)
- **Yellow & White Peaches and Nectarines**
- **Red & Black Plums**
- **Red & Black Pluots**
- **White Donut Peaches**



## CV SWEET CORN

**Sweet Corn** remains promotable for June!

Georgia harvests are rolling very strong and South Carolina will be next for crate **Sweet Corn**. Quality remains great with beautiful green husks.

The first local Delaware **White** and **Bi-Color Sweet Corn** in 60 dozen bins is expected by 6/19.





## CV GREEN PEPPERS

**Green Peppers** prices rose this week back to normal pricing. Georgia crops are finished up for the season and North Carolina is beginning in a small way. California crops are also rising due to extreme heat in the fields. New Jersey harvests are slowly becoming available as well.



## CV HOTHOUSE TOMATOES

**Hothouse Beefsteak Tomato** prices are still on the rise. Quality has been very nice, but demand has risen causing the rising markets. **Cluster Tomatoes** remain promotable.

**Campari Tomato** prices remain higher again this week as yields are still on the lighter side and demand is high. Quality is still very nice on fresh picks.



## CV SOUTHERN PEACHES

**ALERT!** What a disastrous season so far on **Southern Peaches**. With hot temps and little rain, the fruit is just not turning loose and not sizing up. Many chains are on ad and growers cannot meet their demand. The spot market is much higher than what many ad lids were given out.

We may not see any improvement on **Eastern Peaches** until we get into Pennsylvania and New Jersey fruit early in July.



## CV COLORED PEPPERS

**LA Rouge Red Pepper** prices will be rising from California this week. Extremely hot weather is limiting harvests and yields, with temps well over 100 degrees! **Fancy Yellow Peppers**, after a nice 1st harvest, will be very scarce this week and almost all finished until new harvests begin in the San Joaquin Valley in CA in a few weeks. Quality on what we have in is excellent - get them while supplies last!

**Mini Mix Sweet Peppers** will remain very promotable this week out of California. Quality has been very nice.

11lb **Red, Orange**, and **Yellow Bell Pepper** prices will continue to be high this week. Yields continue to be weak out of Canada with cloudy weather. Expect prices to remain high for the next couple of weeks.



## CV HASS AVOCADOS

**ALERT!** Mexican **Hass Avocado** prices are skyrocketing as harvest volumes are down sharply and any of the Peruvian fruit that has arrived to the US so far has been pre-booked for contract commitments.

There simply isn't enough fruit to meet demand, which is driving up the prices. This time, there's no "market manipulation" happening in Mexico.

Volumes will not improve in Mexico until July, when the next harvests come on-line. Imports from Peru will also ramp up in July somewhat. Hopefully these two factors can bring pricing back to more reasonable levels by mid-summer.



## CV FIELD TOMATOES

**Round Tomato** prices are rising while in transition. Florida is finished for the spring season and Georgia has had very hot temperatures, followed by heavy rains. Expect pricing to rise again this week. Alabama will begin harvests around the end of the month. Delaware high tunnel-grown Tomatoes could be available as early as the 3rd week of June in small amounts, weather permitting.

**Roma Tomato** prices are also rising this week. Crops are in a gap from Florida, Georgia, and Tennessee. Mexico is still pumping out some decent volume and nice quality tomatoes, but pricing is going up.

**Grape Tomato** prices are steady this week. Quality and price still remain very promotable out Florida. North Carolina harvests should begin this week, and you can expect Virginia-grown to be available right around the 4th of July.

## OTHER STORIES

• **ALERT!** We will see North Carolina **White Potatoes** get started the 3rd week of June. This market is tight and elevated due to extremely limited supply of **White Potatoes**.

• We have made the switch this week over to California premium bulk **Red, White**, and **Gold Potatoes**. Quality is outstanding but product remains very limited this week.

• Large sized **Idaho Russet Potatoes** have seen an uptick in pricing this week and supply is more limited than the smaller sizes.

• The **Onion** market has remained steady and strong; however, we could see the market price go up in the next couple of weeks depending on supply.

• **Green and Yellow Squash** will be available from New Jersey in good volume this week. Quality has been very nice.

• California **Navel Oranges** should run through the end of June, and then will transition into imports in July, which are available now from Peru, Chile, and Uruguay.