



# ORGANIC MARKET NEWS



JUNE 16 - JUNE 23, 2023

## NEW JERSEY ORGANIC BLUEBERRY SEASON



**GOOD NEWS!** **Organic Blueberries** remain steady overall. **LOCAL** New Jersey fruit has started, and quality looks excellent! It should be a strong New Jersey deal as weather has been favorable and crops look nice. California fruit is increasing as well. Time to get behind **Organic Blueberries!**

**GOOD NEWS!** **Organic Strawberry** prices remain promotable overall out of California. Supplies remain strong, and quality has been excellent. This is a great time for ads and in-store specials.

**Organic Blackberry** prices are steady. Supplies are on the shorter side as we are in a small transition from Mexico to USA. California production is starting to pick up. **LOCAL** New Jersey fruit will start the week of 6/19.

**Organic Raspberries** are steady out of California. Supplies are steady. Quality has improved as new blocks have started, and it has been looking sharp!



### OG STONE FRUIT

**GOOD NEWS!** **Organic Cherries** are transitioning from California to Washington, and there will be overlapping volumes. A great size crop with nice size delicious fruit is expected. Look for promotional opportunities on bulk and clamshell **Organic Dark Sweet** and **Rainier Cherries**.

**Organic White & Yellow Nectarines** and **Peaches** are in excellent promotional supply. Late June through July will be peak season!

South Carolina **Organic Peaches** are available, but sporadic supplies should be expected.

**Organic Red** and **Black Plums** are in season, but expect a firmer supplies. **Organic Pluots** will be extremely limited with sporadic supplies. The "Flavorosa" variety is now available.

**Organic Apricots** are in firm supply and are expected to remain that way until the first week of July when we will transition to Washington, which is expecting a good crop for about 1 month.



### OG TOMATOES

East Coast **Organic Grape** and **Cherry Tomatoes** from Lady Moon Farms out of Georgia are available and are becoming promotable. Quality is outstanding.

**Organic Grape Tomatoes** from NatureSweet are available in a 16oz and a 10oz packs. Quality is outstanding out of Mexico.

**Organic Roma Tomato** prices have increased and will stay strong into the end of June with Mexico having very little product crossing. Quality is great on our inbounds.

**LOCAL Organic Roma Tomatoes** are expected to start by the first week of July in a small way.

**LOCAL Organic Vine Ripe Tomatoes** are expected to start by the first week of July in a small way.



### OG GREENS & LETTUCES

**LOCAL Organic Greens** and **Lettuces** from Pennsylvania and New Jersey continue to thrive in June. Expect promotional opportunity on various items throughout the remainder of the month. Although supply volume is strong currently, the local season is brief. As July approaches, expect supplies to shift North toward New York and Vermont.

Also on the horizon is the Quebec season which provides ample supply volume of **Organic Kales** and **Lettuces** until late September or October.

**Organic Romaine Hearts** and **Iceberg Lettuce** have concluded for the most part from Pennsylvania and New Jersey. Although local supply has come to an end, supply volume from California remains plentiful. Expect both availability and prices to remain consistent into early July.





## OG TROPICALS

**GOOD NEWS!** **Organic Pineapple** supplies are promotable from Costa Rica. Quality has been excellent. Fruit should be in good supply to start June.

**Organic Hass Avocado** volume was down even more over previous weeks and prices took a big jump up in the middle of June. Some growers are gapping and done for the season, putting more pressure on those that do have fruit. Some California fruit will be available, but freight is expensive.



## OG MANGOS

**GOOD NEWS!** **Organic Mango** volumes are promotable from Mexico here in the peak of season, and quality is great. It's a great time to join the Mango Mania Display Contest!

Florida-grown "non hot water treated" **Organic Mangos** are available in 8-10ct packs. Fruit will continue through July.

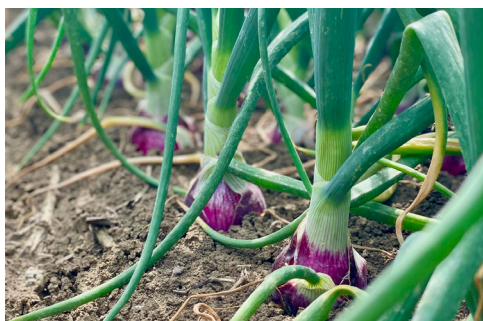


## OG WARM VEG

**Organic Eggplant, Cucumbers, and Squash** continue to flourish throughout the entire East Coast. Lady Moon Farms in Georgia continues to have strong volume on **Organic Zucchini** and **Eggplant**, while producing steady supply of Organic Cucumbers.

In the Carolinas, **Organic Zucchini, Yellow Squash,** and **Cucumbers** continue to flourish. Finally, **LOCAL** supply has begun or will begin harvest during June.

Look for specialty items specific to the **LOCAL** season like **Organic Patty Pan Squash**.



## OG ONIONS

Peri & Sons will be transitioning **Organic Onions** up to Firebaugh, California in late June. **Organic Red Onion** supplies remain limited.

**LOCAL Organic Red Onions** are expected to hit just after July 4th.



## OG SWEET CORN

**Organic Sweet Corn** is back in stock from Cal-Organic, and quality has been nice.

South Carolina **Organic Bi-Color Corn** should be available in modest supply headed into the 4th of July holiday.



## OG CELERY

**Organic Celery** from California is expected to continue experiencing improved costs and availability in mid to late June.

Expect this trend to continue as production will move to Salinas by late June. This is expected bring a big boost in supply volume which will drive costs to normalize by early July.



## OG CABBAGE

**LOCAL Pennsylvania Organic Green** and **Napa Cabbage** continue to produce excellent volume.

As June continues, expect increase volumes from **LOCAL** growers, as well as the addition of **Organic Red Cabbage** and **Organic Savoy Cabbage**.



## OG BRUSSELS SPROUTS

**ALERT!** **Organic Brussels Sprouts** from Mexico will continue to have inconsistent availability throughout June and July. Supplies from Mexico are limited while domestic production from Wisconsin and local New York have yet to begin. Prepare for gap in supply and elevated costs for the foreseeable future.



## OG CUCUMBERS

**Organic Cocktail Cucumbers** from NatureSweet are available. Quality is outstanding out of Mexico on this snack-centric product.

12ct **Organic Euro Seedless Cucumbers** will be increasing slightly into the end of June with product out of Canada and Mexico. Quality is outstanding.





## OG FIGS

New crop California **Organic Black Mission Figs** will be available for late June. This first short season in SoCal will continue through the beginning of July, then product will gap until August when the true peak season runs through September.



## OG KIWIFRUIT

Zespri **Organic SunGold Kiwifruit** from New Zealand will be promotable for the end of June and early July!

**Organic Green Kiwifruit** will be out of stock for the month of June.



## OG GRAPES

New crop **Organic Grapes** from Mexico are now in peak season with good supply and great quality.

**Organic Gummy Berries** and **Cotton Candy Grapes** will be available in modest volumes starting the week of 6/19.



## OG MELONS

**GOOD NEWS!** **Organic Cantaloupes** and **Honeydews** are in good supply as Southern California growers are coming on strong. We are fully transitioned into USA fruit. Keep an eye out for spot buys on 9ct **Organic Cantaloupes** in late June.

9ct **Organic Galia Melons** will be available from California starting the week of 6/19.

**Organic Mini Seedless Watermelons** are expected to shorten up as the Mexico season has finished for many growers. There is light availability from California right now. There is small North Carolina deal expected to start by late June. Quality has been excellent.

**Organic Seedless Watermelons** are available out of Mexico. California has some fruit as well. Quality is excellent but the Mexico season is finishing up.



## OG PEPPERS

**Organic Green Peppers** are producing consistent supply volumes from various growing regions as the local season approaches in July. Georgia continues to produce steady supply volume, while Coachella, California continues their season. Bakersfield, California will begin in mid-June bringing more availability to the market. Finally, Mexican suppliers continue to produce **Organic Green Peppers**. Expect strong availability in late June, followed by improved prices.

**Organic Red, Orange, and Yellow Bell Peppers** from Canada remain steady in supply. Cold days with less sun than expected has slowed production. Supply volume does remain consistent, however if growing conditions continue it can potentially lead to cost increases and less available volume. Quality remains strong in June.

**Organic Mini Sweet Peppers** remain very limited in June, however local supply will begin in mid-July to provide consistent availability.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** remains consistently available, but e supply volume has decreased as cost increase in California.

**LOCAL** supplies from Pennsylvania and Virginia on **Organic Broccoli** are helping to keep costs down as a supplementary option as California limitations and cost increases continue weekly. **LOCAL Organic Stem Broccoli** is in season from Lancaster County, PA.

**NOTE:** **Organic Broccoli Crowns** are available, but supply volume is limited and costly.

**GOOD NEWS!** **Organic Cauliflower** from California continues to have strong availability in mid-June. As volumes continue to increase, expect promotional opportunities in late June.

## OTHER STORIES

- **Organic Asparagus** fields in Mexico are new crop. Quality is great on all inbound.

- **Organic Jackfruit** will be available through the month of June from Florida.

- **Organic Lemons** remain extremely limited out of both California and Argentina with Mexican fruit on the horizon, hopefully things will improve as we move into July.

- **Organic Navel Oranges** and **Mandarins** are winding down and are expected to completely finish by the first week in July at the latest, make sure you have these before they are gone.

- **Organic Cosmic Crisp Apples** are winding down for the season and are expected to finish completely by early July and gap until new crop begins in November or December.

- **Organic Granny Smith, Honeycrisp, and Pink**

**Lady/Cripps Apples** are on the limited side, and storage crop Washington will give way to new crop imports as we head into summer.

- **Organic Rockit Apples** are back in stock.

- **Organic Green Beans** from Mexico are in good supply. Although costs remain elevated, quality has remained strong. Expect Mexican supply to remain available until local supply from Pennsylvania begins in mid-July.

# JULY 4<sup>TH</sup> MERCHANDISING

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

## INDEPENDENCE DAY "MUST-HAVES" CHECKLIST

### GRILLING VEGETABLES

- ☐ Asparagus
- ☐ Eggplant
- ☐ Fennel
- ☐ Mushrooms - Portabella Caps & Slices
- ☐ Sweet Onions
- ☐ Peppers - Sweet Bell & Mini Sweet
- ☐ Potatoes - Russet Counts
- ☐ Potatoes - Grill-Ready Packs
- ☐ Squash - Zucchini & Yellow
- ☐ Sweet Corn - Bulk & Tray Packs

### STONE FRUIT

- ☐ Apricots/Apriums
- ☐ Cherries - Dark Sweet & Rainier
- ☐ Nectarines - Yellow, White, & Donut
- ☐ Peaches - Yellow, White, & Donut
- ☐ Plums - Red & Black
- ☐ Pluots/Plumcots

### VALUE ADDED

- ☐ Croutons
- ☐ Dips
- ☐ Dressings
- ☐ Fresh cut Fruits and Veg
- ☐ Garlic Expressions Marinade
- ☐ Guacamole
- ☐ Juices
- ☐ Kabob Kits
- ☐ Salsa
- ☐ Veggie Trays

### PICNIC INGREDIENTS

- ☐ Lettuces
- ☐ Onions
- ☐ Potatoes - Red & Gold (for potato salad)
- ☐ Slicing Tomatoes

### MELONS

- ☐ Cantaloupes - Athena-style, Tuscan, & Western
- ☐ Honeydew
- ☐ Watermelons - Mini
- ☐ Watermelons - Whole & Cut
- ☐ Specialty Melons (Kiss Melons)

### BERRIES & GRAPES

- ☐ Blackberries
- ☐ Blueberries
- ☐ Raspberries
- ☐ Strawberries
- ☐ Grapes - Red/Green
- ☐ Grapes - Cotton Candy

## ORDERING TIMELINE

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. On Independence Day, the office will close at noon. 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.

### FRIDAY 6/30 - SATURDAY 7/1:

**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 Friday and pick up momentum as you get further into what will be a long holiday weekend.

### SUNDAY 7/2 - TUESDAY 7/4:

**Bring in your refill of ad items, highly perishables, and product** to cover your holiday sales and Wednesday morning business.





## MELON MERCHANDISING

- The summer 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.

## BERRY MERCHANDISING

- Keep your berry patch full with all sizes and varieties of **Strawberries, Blackberries, Blueberries, and Raspberries**. This is an ideal time for big packs.
- During the heat of summer, it is recommended to solely merchandise in refrigerated cases to keep turns fast on berries and protect shelf-life.



## FRESH CUT FRUIT & 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 order organic and conventional fresh cut packs from Four Seasons Produce.

## GRILLING DISPLAY

- Set up a display in your department to focus on items that are perfect for grilling to get your customers inspired!
- Cross merchandise with multiple items, including charcoal.
- Encourage fruit grilling as well! Print out our "Grilling Produce Infographic" to put on your display.

## SWEET CORN

- To satisfy demand you will need to build a secondary display of corn using a bin dum-mied 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.

## 4<sup>TH</sup> OF JULY SCHEDULE

### JULY 1 - JULY 5:

NORMAL OFFICE AND DELIVERY SCHEDULES EACH DAY.

### \*\*TUESDAY, JULY 4:

NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN 8:00AM-NOON.

HAPPY  
Fourth of July  
★ INDEPENDENCE DAY ★





# CRESPO ORGANIC MANGO MANIA DISPLAY CONTEST

## JUNE 12 — JULY 30, 2023



Well, its that time again!!! Mango Mania is finally here and we are going to celebrate it in style! Four Seasons Produce has again teamed up with Crespo Organic to bring you the annual Mango Mania promotion and display contest. BEAUTIFUL organic mangoes from Mexico are in full swing with AMAZING quality fruit coming off of the trees and onto your department displays and counters. It is the PERFECT time to promote this PERFECT fruit! Remember, BIG mango displays will lead to BIG mango sales for sure, so plan out your next mango masterpiece and watch your mango sales soar.



### CONTEST CRITERIA

• Build a BEAUTIFUL and impactful mango display in your produce department. ALL fruit MUST be purchased from Four Seasons Produce. Product codes are below:

#### Mango Product Codes:

44169—OG Mangoes Mex 8ct  
44163—OG Mangoes Mex 10ct  
44165—OG Mangoes Mex 12ct  
44177—OG Mangoes Ataulfo 12/14ct  
44185—OG Mangoes Ataulfo 16/18ct  
234668—OG Mangoes 8/6ct Club pack

#### Mango Bin Codes:

230749—POS Display Bin Ataulfo/Honey  
224210—POS Display Bin Mango  
235364—POS Display Bin Mango Crespo

#### Dried Mango Codes:

235754—OG Dried Mangoes 12/4 oz Crespo  
235041—OG Dried Mangoes 60/4 oz Crespo  
235755—OG Dried Mangoes Ataulfo 12/4 oz Crespo  
235044—OG Dried Mangoes Ataulfo 60/4 oz Crespo

- All displays must include round (Tommy Atkins/Kent/Keitt) mangoes, Ataulfo (Honey) mangoes as well as at least one of the SKU's of Crespo dried mangoes.
- Displays must remain up for at least one week
- Displays must have Crespo point of sale posters/cards in it or have the Crespo graphic boxes built into the display. Point of sale signs, posters and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase a total of 25 cases of mangoes within the contest period
- Send all display contest photos to [contest@fsproduce.com](mailto:contest@fsproduce.com) by Thursday August 3rd 2023



### CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

#### 1ST PLACE

Four Seasons Jacket + \$50 Gift Card

#### 2ND PLACE

Four Seasons Hoodie + \$25 Gift Card

#### 3RD PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card



### EVERYONE IS A WINNER!

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



### MANGO MERCHANDISING TIPS

- Merchandise mangoes in a high traffic area to give them great visibility and create some impulse sales
- Be sure to rotate fruit on display and in backroom areas to control ripening.
- Be sure to have both ripe and unripe fruit on display. This allows for a consumer to eat one immediately and buy a few for later in the week
- BIG displays sell BIG amounts of mangoes. Don't be afraid to shoot for the stars when it comes to display size. With the popularity that mangoes now have, these are now on a lot of consumers shopping lists.
- Sell in multiples for the best results (2/\$3.00 over \$1.49 each)

For more information on mangoes and for display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser



PHONE: 1.800.422.8384

WWW.FSPRODUCE.COM





# NORTHWEST CHERRY DISPLAY CONTEST JULY 3-30, 2023



Four Seasons Produce has partnered with the Northwest Cherry Commission to bring you one "cherry" of a display contest! BEAUTIFUL red and white Washington State grown cherries are in season and ready to showcase on your department floors and counters. These seasonal gems will be in high demand for sure and with an abundant crop in the forecast it is an excellent time for promoting fresh cherries. Cherries are a high tonnage commodity with high sales and volume potential, so let's get creative, have fun and grow your sales of this super seasonal consumer favorite!

## CONTEST CRITERIA:

- Build a BEAUTIFUL cherry display in your department using fresh CV or OG (or both!!) Northwest Cherries! All fruit MUST be purchased from Four Seasons Produce. Codes are as follows:

**15033** CV Dark Cherry 8.5 row 18 lb.

**15050** CV Dark Cherry 9.5 row 18 lb.

**15052** CV Dark Cherry 10.5 row 18 lb.

**15049** CV Dark Cherry 11.5 row 18 lb.

**15072** CV Rainier 9.5 row 15 lb.

**15063** CV Rainier 10.5 row 15 lb.

**14873** CV Rainier 10.5 row 16x11lb clamshell

**209725** CV Skylar Rae 10.5 row 15lb.

**220513** CV Skylar Rae 10.5 row 16x11lb clamshell

**43264** OG Rainier 9.5 row 15 lb.

**43253** OG Rainier 10.5 row 15 lb.

**225248** OG Rainier 10.5 row 16x11lb clamshell

**41263** OG Dark Cherry 9.5 row 18 lb.

**43257** OG Dark Cherry 10.5 row 18 lb.

**43256** OG Dark Cherry 11.5 row 18 lb.

- Use of Northwest Cherry Point of Sale material is required for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.

- All displays must remain up for one week

- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday August 3rd 2023

**\*\*While use of social media is not required it is strongly recommended, as it is a great way to bring cherry awareness to your customers and get creative with advertising!**



**220570** Red/Rainier Stemilt  
Cherry Display Bin



## CONTEST PRIZES:

**Grand Prize** **\$1,000**  
(Cherry Champion)

Display will be judged on creativity, overall eye appeal and use of both Stemilt and Northwest Cherry point of sale materials.

**National Rainier  
Cherry Day is July 11th**

Best display and promotion celebrating all things Rainier will win **\$100!**  
All entries for this category must be received by July 12th 2023



**Best All Organic**  
(Cherry Planet)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**Most Creative**  
(Cherry Crafter)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**Best Skylar Rae**  
(Skys the Limit)

Display may include red cherries as well with Skylar Rae being the highlight in your display



**Every qualified entry will receive a super cool Stemilt World Famous Cherry Hat!**

Want to learn more about growing, packing and shipping fresh cherries?  
Click on the link below to attend the amazing Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more cherry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)







# NEW!

## ORGANIC VEGAN CHOPPED SALAD KITS

**Both Kits are Organic Certified =  
Clean Dressing & Component Ingredients**

**INCLUDES A  
ZINGY GODDESS  
SEASONING PACKET**  
= Key to overall  
flavor experience



### Aloha BBQ

- Hawaiian BBQ flavors with tangy sweet pineapple bits

### Avocado Goddess

- Fresh herb notes with a creamy avocado dressing
- Stay crunchy flatbread strips



### VEGAN

### COCONUT BACON

First to market with this  
vegan ingredient, inspired  
by a food influencer.

CODE	DESCRIPTION	PK/SZ	UPC
235761	OG Salad Chop Vegan Aloha BBQ	6/11 oz	8-16554-02092-6
235762	OG Salad Chop Vegan Avo Goddess	6/10.5 oz	8-16554-02090-2

## IN STOCK NOW!

**TALK TO YOUR REP FOR MORE INFORMATION**



CODE	DESCRIPTION	PK/SZ	UPC
234083	OG Salad Caesar	6/7.8 oz	8-16554-02051-3
226332	OG Salad Chop Asian	6/11.5 oz	8-16554-02001-8
226333	OG Salad Chop Mediterranean	6/11.5 oz	8-16554-02031-5
226388	OG Salad Chop Southwest	6/11.5 oz	8-16554-02014-8
226390	OG Salad Chop Sriracha Ranch	6/11.5 oz	8-16554-02024-7
226391	OG Salad Chop Sweet Kale	6/11.5oz	8-16554-02002-5
230834	OG Coleslaw Mix	6/9 oz	8-16554-02056-8



PHONE: 1.800.422.8384

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# CONVENTIONAL MARKET NEWS

JUNE 16 - JUNE 23, 2023

## PROMOTABLE CHERRIES NOW THROUGH MID-JULY



**GOOD NEWS!** It's time to get behind the **Cherry** category in a big way!

With California being late this year, there will be overlap of volumes here in June with the Washington crop starting up. With 2 growing regions going at once, there will be plenty of spot buy opportunities to use for in-store specials and short term ads.

Washington is expecting a huge crop as well for **Dark Sweet Cherries**, so we expect great promotional opportunities for the rest of June and the entire month of July! Be nimble and be aggressive on price points.

Expect all sizes of **Dark Sweet**, **Rainier**, and **Skylar Rae** varieties to be plentiful for our 2023 Stemilt and Northwest Cherry Display Contest in July for Four Seasons independent retailers.



### CV STONE FRUIT

**White & Yellow Peach** and **Nectarine** supplies are sizing up and increasing, so expect promotional opportunities in July.

For our premium 2-layer California program, Mountain View Fruit will be transitioning from their "Summertime Fresh" label to their tree-ripe "Summeripe" label in early summer.

South Carolina **Yellow Peaches** are available but not abundant. Sizing is just okay so far.

California **Apricots** remain in season with bulk, pouches, and clamshells available.

**Red and Black Plums** are a little sporadic here to start, but better supplies are expected as we move into July.



### CV SPECIALTY STONE FRUIT

Now is the time of the year to start adding in some **Specialty Stone Fruit** items to your set. It is not uncommon for these varieties to be available for 1-3 weeks at a time, so be flexible in transitioning throughout the season.

New crop "**Bella Jewel**" **Apriums** will be available for late June from Family Tree Farms in both bulk and clamshells. "**Bella Jewel**" has a ruby flesh that is dense and juicy.

White flesh **Donut Peaches** will be available for late June in modest volumes in both bulk and 1lb clamshell options.

Our first **Plumcots** of the season will be available in late June, with the "**Amigo**" variety which has a purple black skin with yellow flesh.



### CV BERRIES

**GOOD NEWS!** **Blueberry** prices are very promotable as Georgia, North Carolina, and **LOCAL** New Jersey are all harvesting strong supplies and excellent quality. The California season has started as well, so expect plenty of fruit available on pints and 18oz clams. Four Seasons will mostly be focused on promoting the **Jersey Blues**.

**GOOD NEWS!** **Strawberries** are still promotable with peak season quality and volumes out of California.

**Blackberry** supplies should slowly improve as USA production picks up. Georgia fruit has been slowed by rain, North Carolina fruit is coming on, and California production is increasing.

**NOTE:** **Raspberries** continue to be short and limited, keeping prices on the higher side. California production is hopeful to increase by early July as new blocks are set to start up. Quality has improved and has been very nice lately.





## CV GRAPES

**GOOD NEWS!** Grape volumes are building up now that Mexico and Coachella, CA growing regions are harvesting nearly double the fruit they typically would at this time (due to the late start). **Reds** are much more promotable than the **Greens**, particularly on the LG and MD/LG sizing. We will see more XL fruit and some specialty varieties for late June.

**Cotton Candy Grapes** will arrive the week of 6/19.



## CV SWEET ONIONS

**Vidalia Sweet Onions** continue to be available and looking nice. This product has been coming out of storage for the last few weeks, and has a bit better skin set that product we were seeing in May. Overall, the market on **Vidalia Onions** are expected to be fairly limited through the remainder of the season with pricing inching up weekly as we round out the season.

Expect to see supply last through June and into July with a smooth transition into **PA Simply Sweet Onions** the second or third week of July.



## CV LETTUCE

CA: **Lettuce** pricing has been holding steady, product is readily available, and quality has been improving.

NJ: **LOCAL** NJ Leaf Lettuces are readily available. Quality is great.

CAN: New crop Quebec **Lettuce** is expected to start arriving the last week of June.



## CV KIWIFRUIT

**SunGold Kiwifruit** from continue in peak season supply.

**Green Kiwifruit** supplies continue to be limited as Chilean fruit has been tight in supply. New Zealand fruit from Zespri is expected to start sometime in the next few weeks. California grown **"Mighties"** **Green Kiwifruit** continues in steady supply.



## CV SWEET CORN

**ALERT!** **Sweet Corn** will be in very limited supply through the 4th of July!

**ALERT!** Major wind and hail storms ripped through the Georgia growing region in mid-June before knocking over entire fields of **Corn** about to be picked. Many growers are calling an "act of God" for their ad commitments and prices are skyrocketing!

**OUTLOOK:** We are expecting **LOCAL Sweet Corn** out of New Jersey and Delaware at our around July 4th with Pennsylvania shortly behind.



## CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Cauliflower** pricing dropped back down and is promotable again. The market looks to be very unstable.

**Broccoli Crowns** pricing is reasonable since there are so many growing regions at once on both the East and West Coast.



## CV PINEAPPLES

**GOOD NEWS!** **Pineapples** will be abundant for the rest of June. With good price points, particularly on 7ct, look to promote larger displays and run in-store specials. Quality has been good.

**PinkGlow Pineapples** will be available again for the end of June. Code 227907.



## CV WATERMELONS

**NOTE:** **Seedless Watermelon** supplies remain short out of Georgia. We saw a big gap during the transition from Northern Florida. Georgia also received some heavy rain and hail in mid-June, for which the damage is being assessed. Expect supplies to run snug through the 4th of July holiday, and pricing to be on the higher side.

**Mini Seedless Watermelons** are coming out of Florida, and quality has looked excellent. We should remain in USA supplies as Mexico finished up.



## CV LOCAL VEG

**LOCAL** Baby Bok Choy, Bok Choy, Napa, Green Squash, Yellow Squash, Cabbages, and Pickle Cucumbers out of New Jersey.

We are expected to see more product out of New Jersey and Pennsylvania by the end of June. **PA Cabbage** is in season now.





## CV SQUASH

**LOCAL Squash** prices are steady out of New Jersey, but Delaware and Pennsylvania will follow this. There are very promotable options for **Squash** out of Georgia with excellent quality as well.



## CV MELONS

**Bin Athena-style Cantaloupes** are coming on strong out of Georgia with top-notch quality.

**Honeydew** and **Cantaloupe** supplies are increasing as Mexico/Yuma, AZ are harvesting more.

**Tuscan-style Cantaloupes**, along with **Summer Kiss Melons**, will be available to promote the week of 6/19.



## CV CUCUMBERS

### GOOD NEWS!

**Euro Seedless Cucumbers** are expected to remain steady and promotable heading into the beginning of July. Quality is outstanding.

**Super Select Cucumbers** will be promotable into the end of June with flushes out of Mexico and Georgia. We are expected to see some **LOCAL** New Jersey **Cucumbers** by the end of June.



## CV TOMATOES

**Roma Tomatoes** will be promotable for the end of June with nice quality.

**Grape** and **Cherry Tomatoes** are increasing in price but are still affordable. We will continue to promote plenty of **Snacking Tomato** special packs. **LOCAL Snacking Tomatoes** are expected to start by the first week of July in a small way.

**Cluster Tomatoes** are starting to rise into the middle of June. Rugose disease inside a number of greenhouses is a big contributor to this with some growers having to pull out their entire crop.

**Beefsteak Tomato** prices have dropped slightly as we head into the end of June with product from Canada in large sizing.

**LOCAL Vine Ripe** and **Heirloom Tomatoes** are expected to start by the first week of July in a small way.



## CV PEPPERS

15lb **Elongated Sweet Red Peppers** quality has been excellent and promotable from Mexico and California.

**Mini Mix Sweet Peppers** promotable for the end of June.

**"Dulce Italiano" Peppers** are available with outstanding quality.

**Jumbo Green Bell Peppers** continue to be promotable with picks out of GA and new fields starting in Mexico. Quality is good. Pricing could change by middle of June.

11lb **Hothouse Color Bell Peppers** are steady. We will have promotable opportunities on all **Red**, **Yellow**, and **Orange Peppers** heading into July.



## CV MANGOS

**Mangos** are in great supply with "Tommy Atkins" and some "Kent" varieties. Pricing continues to be promotable in the 10 and 12ct sizing. **Ataulfo Mangos** will be steady for June

"Pango Mango" label **Mangos** from Puerto Rico will be available in a 9ct carton through most of July.

Florida grown "non-hot water treated" **Mangos** are just getting started. This fruit will be tree ripened and should provide a great eating experience!

**Mini Sugar Mangos** from Columbia will take a small transitional gap in the middle of June, but they will be back for the last week in June.

## OTHER STORIES

Delaware. Then, finally transitioning to New Jersey **White Potatoes** starting the 3rd week of July.

• New Jersey **Red Potatoes** are expected to get started the 3rd week of July, and the Gold Potatoes are expected to get started the last week of July.

• July and August are expected to be very tight on Idaho bagged **Green Giant Russet Potatoes**. At current inventory levels, shippers are expecting to see some supply gaps in August before new crop Idaho Russet Potatoes are ready to ship.

• **Mandarins** have transitioned into Chile and Peru fruit, with some Uruguay and South African fruit. Quality has been exceptional, and the pricing remains promotable.

• **Hass Avocado** supplies continued to dwindle as harvest volumes out of Mexico were down, and a slow start to the Peru Avocado season has put extra strain on the Mexico supply chain. Prices are moving up.

• **Celery** from Oxnard, CA is very limited, but Santa Maria has better availability and pricing. There will be a large price gap for the remainder of June.

• Dole label **Red** and **Gold Potatoes** are coming out of Florida, and then will cut over to North Carolina product starting in late June. North Carolina Dole 10/5 **White Potatoes** will be available later this week after a short gap on supply. Product will then transition from North Carolina, to Virginia, and

• **Lemons** are coming on strong with the crop peaking more towards choice grade and larger fruit. **Limes** continue to increase in volume with stable quality.

• **Navel Oranges** are entering late varieties, which are peaking on 56ct - 88ct. There's more supply in choice options vs. fancy. This crop looks to go into July. The **Valencia Orange** crop is in full swing.

• **Cara Cara** and **Blood Oranges** are finished for the season.