ORGANIC OUTLOOK FOR JUNE 24 - JULY 1, 2016

ORGANIC STONE FRUIT UPDATE



Washington **Organic Rainier** and **Red Cherries** are in tight supply for the 4th of July. The crop is expected to be shorter than in recent years and will wrap up in early July.

California **Organic Yellow Peaches** are in excellent supply with great quality for late June. **Organic White Peach** supplies continue to improve with larger sizing and prices sliding off slowly.

California Organic Donut Peaches continue in decent supply.

California **Organic Black** and **Red Plum** supplies are no excellent. Promotional opportunities are available! **Organic Pluots** are back in good supply.

California **Organic Apricots** remain in season but are winding down. We should begin to transition to new crop Washington **Organic Apricots** by early to mid-July.

California **Organic Yellow** and **White Nectarine** supplies are firm and are expected to be through Independence Day. The fruit is great quality, but demand is outpacing supply.



OG STRAWS & BLUES

Organic Strawberry supplies continue to be excellent. Pricing is reasonable and flavor is fantastic!

Extremely high heat out West is making fruit have less shelf life, so keeping it moving through the supply chain is the best thing wholesalers and retailers can do.

Organic Blueberry supply has transitioned to the Pacific Northwest and to local New Jersey. Both areas are in peak season production.

Supplies are excellent on both and promotional opportunities are available on both 12/6 oz. and 12/1 pt packs.



OG RASP & BLACK ALERT! Organic Raspberries remain available for

ALERT! Organic Raspberries remain available for the last week of June BUT...

Look for massive price hikes for the 4th of July as Driscoll's and other growers approach a 2-3 week period where production will be down to 1/4 of what it was during June. The major flush of peak season supply is now done and typical summer harvests (average to light volume) will continue through until the fall.

Organic Blackberry supplies are steady this week, however look for steep price increases for most of July as growers hit a harvest gap. Peak season availability will return for August and September.



OG MELONS

California is breaking new **Organic Watermelon** fields, so look for very good volume this week especially on bigger size fruit.

Lady Moon Farms will get started on **Organic Watermelons** in a limited way during late June in Georgia. Their volume will increase in early July.

Mexico is all but finished on Organic Watermelons.

California **Organic Cantaloupes, Honeydew**, and **Galia Melons** are in good shape and are expected to continue that way through the 4th of July.

JUNE 24 - JULY 1, 2016 | WEEK 25 | FOUR SEASONS PRODUCE







OG SALADS

ALERT! Organic Baby Spinach continues to be a source of problem with organic growers as they battle mildew. Prorates in the retails from all three of Four Seasons Organic Salad suppliers have continue and will affect next week slightly.



OG CAULIFLOWER

Organic Cauliflower is in excellent supply this week. Excellent supplies this week on cauliflower. Sizing at this time is mostly 12's, which is ideal, and quality has been very nice out of Santa Maria, CA. Now is the time to promote **Organic Cauliflower!**

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OG SWEET CORN

We've had beautiful arrivals from our grower in California on **Organic White Sweet Corn**, and we have more on the road. We also have **Organic Sweet Corn** arriving next week from our grower in North Carolina for an East Coast option.



OG BROCCOLI

Organic Broccoli will be in excellent supply this upcoming week. Look for promotional opportunities on all 14s.

We've also started **Organic Local 14ct Broccoli** with our local grower, Christ King, who is located right here in New Holland, PA!

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OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market is very tight with demand greatly exceeding supply right now on both Mexican and California fruit. Expect massive price hikes.

Mexico is basically done until the Flor Loca season starts up in late July. The Peruvian season is starting slowly and scattered offerings of Peruvian fruit will help to fill gaps in supply.



OG MANGOS

Organic Ataulfo Mangos have tightened a bit in supply and will likely be winding down in the next 2-3 weeks. Supplies will be hit and miss between now and then.

Organic Tommy Atkins fruit continues to be plentiful coming out of Mexico and the Kent variety has been slowly picking up on volume. Transition from Tommy to Kent fruit out of Mexico is not too far off.



OG PINEAPPLES

ALERT! Organic Pineapple supplies will be limited through early July.

Supplies will be especially tight on "non-Dole" label **Organic Pineapples.**

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OG PEPPERS

Organic Red, Yellow, and **Orange Peppers** are steady out of Holland at this time.

Organic Green Peppers will be in good supply out of California, but should begin here on the East Coast in better volume within the next 3-4 weeks.

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OG CUCUMBERS

Supplies on **Organic Cucumbers** will remain limited this week as we're in the middle of transition. Florida has finished, and supplies are very limited out of Georgia and growing regions in Mexico.

Greenhouse grown **Organic Euro Cucumbers** however will be very promotable for this upcoming week. These are grown in Dublin, VA and the quality is excellent!



OG CARROTS

Organic Bunched Carrots with tops are arriving with decay and yellowing on the greens. We expect gaps in supply and shortages due to this poor quality.

An alternative is the **Clipped Top Organic Carrot** from Cal-Organic.



OG APPLES

New Zealand **Organic Diva Apples** have arrived. Get these extremely limited beauties before they're gone – supplies will be extremely limited!

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OG GRAPES

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

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

Mexican **Organic Green** and **Red Seedless Grapes** are winding down for the season by the end of June.



OG POTATOES & ONIONS

Organic Yellow and **Red Potatoes** out of Bakersfield, CA continue to be in good supply. Price is steady and quality is outstanding.

We have pulled the plug on the Colorado **Organic Count Russet Potatoes** due to "peepers" in the product. We will focus on having the best quality count russets available, which are coming out of CA. We have 70 and 80 ct product at the same price, and the 90ct product will be good quality at a discount comparatively.

Organic Red and Yellow Onions are in good supply right now out of California. Organic Medium Yellow Onions are more limited as the product is currently sizing towards the Jumbo profile.



OG KIWIFRUIT

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

New crop Zespri Organic SunGold Kiwifruit is here in limited supply which is expected to improve over the next few weeks.

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OG TOMATOES

Organic Tomatoes are in good supply across the board.

Organic Grape and **Cherry Tomatoes** will be steady out of Georgia, but our local grower here in Pennsylvania will begin right after the 4th of July on **Organic Grape Tomatoes.**

Organic 2-Layer Vine Ripe Tomatoes are steady out of Mexico and our grower in New Jersey will begin in a few weeks as well.

OTHER STORIES:

- We will see pricing increase again on **Organic Garnet** and **Jewel Sweet Potatoes** out of California from AV Thomas by a couple dollars this week. Quality remains outstanding.

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

- **Organic Young Thai Coconuts** supplies for next week look to be a bit better. Pricing remains higher than normal.

- **Organic Lime** supply continues to improve with better quality and prices.

- **ALERT!** California **Organic Lemon** supplies continue in a severe decline and prices continue with steep increases. Expect large fruit to virtually disappear. Mexican fruit should arrive in late-June or early July.

- Argentinean Organic Abate, Anjou, Bartlett, Golden Russet Bosc, and Packham Pears continue to wind down as the end of the import season wraps up expect most varieties to fade out over the next 2-4 weeks with a small gap before California gets rolling around the first week of August.

- Excellent supplies of California **Organic Valencia Oranges** are now available. - Organic Navel Orange crop will be drying up for the season by the end of June.

- Supplies on **Organic Celery** will be somewhat limited this week on all sizes and packs – 24s, 30s, and hearts.

- California **Organic Grapefruit** supplies continue to transition into the Marsh Ruby variety where we historically see a much lighter pink-pale flesh. Prices are high and supplies are limited.



LIST FOR WEEK OF JUNE 27 - JULY 1, 2016

NEW JERSEY

BIG BUCK FARMS - HAMMONTON, NJ 43712 - OG Blueberries NJ 12/6 oz 43706 - OG Blueberries NJ 12/1 pt

EASTERN FRESH - CEDARVILLE, NJ 41160 - OG Lettuce Green Leaf NJ 24 ct 41101 - OG Squash Gold Bar NJ 20 lb



ORGANIC

USDA

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA 40577 - OG Broccoli Stalk PA 14 ct 20lb

LADY MOON FARMS - CHAMBERSBURG, PA

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 40667 - OG Chard Red Premium PA 24 ct 41007 - OG Greens Collards PA 24 ct 40628 - OG Greens Dandelion Premium PA 24 ct 40811 - OG Greens Kale PA 24 ct 40472 - OG Greens Kale Lacinato PA 24 ct 40668 - OG Greens Kale Red Bore PA 24 ct 40723 - OG Parsley Curly Prem PA 30 ct 40724 - OG Parsley Italian Flat Prem PA 30 ct



PENNSYLVANIA

FRANK SENSENIG - LANCASTER COUNTY, PA 02256 - CV Squash Green Fancy PA 20 lb 02334 - CV Zucchini Gold Bar PA 20 lb

JOSEPH S. WEAVER - LANCASTER COUNTY, PA 00999 - CV Cauliflower Jacket Bin PA 60 ct

JOSH WEAVER - LANCASTER COUNTY, PA 00751 - CV Cabbage Green PA 40 lb

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

00997 - CV Cauliflower Jacket Bin PA 70 ct 02256 - CV Squash Green Fancy PA 20 lb 0 - CV Squash Yellow Medium PA 20 lb

HARLAN HESS - ZIONSVILLE, PA

0 - CV Squash Green Medium PA 20 lb 02320 - CV Squash Yellow Medium PA 20 lb

KEITH BENEDICT - CHAMBERSBURG, PA

02258 - CV Squash Green Medium PA 20 lb 02320 - CV Squash Yellow Medium PA 20 lb

SUNNY HARVEST - COCHRANVILLE, PA

00631 - CV Broccoli Bin w/ Stem PA 110 ct 01760 - CV Peas English PA 25 lb

CONVENTIONAL

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ 02981 - CV Lettuce Cello NJ 24 ct 02238 - CV Squash Green Fancy 20 lb

FLAIM FARMS - VINELAND, NJ

00205 - CV Arugula NJ 24 ct 00455 - CV Basil NJ 15 ct 00560 - CV Beets Gold Bunch NJ 12 ct 00551 - CV Beets Red Bunch NJ 12 ct 00591 - CV Bok Choy NJ 30 lb 00592 - CV Bok Choy Baby (Shanghai) NJ 30lb 00790 - CV Cabbage Chinese NJ 30 lb 00745 - CV Cabbage Green NJ 50 lb 00795 - CV Cabbage Savoy NJ 30 lb 00855 - CV Carrots Bunch NJ 24 ct 01362 - CV Chard Swiss Green NJ 12 ct 01355 - CV Chard Swiss Rainbow NJ 12 ct 01368 - CV Chard Swiss Red NJ 12 ct 01034 - CV Cilantro NJ 30 ct 01170 - CV Dandelion Bunch NJ 12 ct 01200 - CV Dill NJ 24 ct 02875 - CV Endive/Chickory NJ 18 ct 02901 - CV Escarole NJ 18 ct 01308 - CV Greens Collard NJ 18 lb 01315 - CV Greens Kale 18 ct NJ 18 lb

01346 - CV Greens Mustard NJ 18 lb

01350 - CV Greens Turnip NJ 18 lb 01462 - CV Kohlrabi Green NJ 12 ct 01478 - CV Leeks Bunched NJ 12 ct 03042 - CV Lettuce Boston NJ 24 ct 03028 - CV Lettuce Boston Red NJ 12 ct 03050 - CV Lettuce Green Leaf 20 lb. NJ 24 ct 02910 - CV Lettuce Naked NJ 24 ct 03065 - CV Lettuce Red Leaf 20 lb. NJ 24 ct 03097 - CV Lettuce Romaine 35 lb. NJ 24 ct 03099 - CV Lettuce Romaine Red NJ 12ct 01516 - CV Mint Box NJ 12 ct 01704 - CV Parsley Curly NJ 30 ct 01700 - CV Parsley Curly NJ 60 ct 01715 - CV Parsley Italian Flat Leaf NJ 30 ct 01711 - CV Parsley Italian Flat Leaf NJ 60 ct 01180 - CV Radish Daikon NJ 40 lb 03132 - CV Radish Red Bunch NJ 24 ct 03205 - CV Scallions NJ 48 ct 02200 - CV Spinach Bunched NJ 24 ct

JERSEY FRUIT - HAMMONTON, NJ

10105 - CV Blueberries NJ 12/1 pt

DRISCOLL'S - HAMMONTON, NJ

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

ndependence Day Merchandising

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

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

Deliveries and Planning

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

MONDAY 6/27:

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

MONDAY 6/27 - TUESDAY 6/28:

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

WEDNESDAY 6/29 - THURSDAY 6/30:



FRIDAY 7/1 - SATURDAY 7/2:

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

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

Summer Fruit Merchandising

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

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

Black and Red Plums Nectarines Dark Sweet Cherries

Saturn (Donut) Peaches **Pluots/Plumcots Rainier Cherries**

Apricots White Flesh Peaches



Berry Merchandising

Keep your berry patch full with all sizes and varieties and you make great margin at fantastic 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 outstand-ing right now. Build a melon patch display!

Whole & Cut Watermelon* Specialty Melons Mini seedless Watermelon* Tuscan cantaloupe Western Cantaloupe* Honeydew*



Fresh Cut Fruit and Vegetables

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

Vegetable grill display

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

Sweet Corn

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

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



2016 July 4th Holiday Schedule

WEDNESDAY (6/29) – Extra deliveries made to support pre-holiday sales in most regions. THURSDAY (6/30) THROUGH SATURDAY (7/2) – Standard delivery and office schedule. SUNDAY 7/3 – Sales office open 8:00am to 1:00pm.

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

Very limited deliveries to pre-planned customers or regions.

TUESDAY 7/5 – Standard delivery and office schedule.

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

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



CONVENTIONAL MARKET NEWS OUTLOOK FOR JUNE 24 - JULY 1, 2016

MELON MANIA

WATERMELONS

Georgia and South Carolina are in full **Watermelon** production. Demand heading into the 4th of July has been very strong, helping to drive up prices and tighten supplies. This will continue through the holiday.

Quality overall has been excellent out of both states. 60ct are the least abundant while 36ct (xlg) are where there are some spot deals on the **Seedless Watermelon** bins.

HONEYDEW & CANTALOUPES

Mexico is wrapping up this week on **Cantaloupes** and **Honeydews**. Demand will shift to Arizona and California. We will see prices firm up as some of the excess supply dries up.

But, Honeydew, Cantaloupe, and Tuscan Cantaloupe remain in peak season with great quality and flavor.





SPECIALTY MELONS

Specialty varieties of **Melons** are in peak season from California for the summer. These interesting varieties offer wide range of shell colors, flesh colors, flavors, and aromas. Retailers can sell them by the each, the pound, or sell pre-sliced cuts in store.





CV BLUEBERRIES

New Jersey **Blueberry** production will be excellent this week. Now through mid-July will be the best time of the year to promote 12/1 pt **Blueberries!**

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CV SPECIALTY STONE FRUIT

In season and available this week!

- Peach Pie Heirloom Flavor Peaches (gold, flat)
- Donut Peaches (white, flat)
- Bella Jewel Apriums (purple skin, red flesh)
- Plumogranate Pluots (black skin, maroon flesh)
- Verry Cherry Plums (super sweet)



CV CUCUMBERS

12/6ct Mini Seedless Cucumbers, 12ct Cello Wrapped Cucumbers, and 12/1 lb CuteCumbers are steady with good volumes and aggressive pricing.

Cucumbers remain limited. North Carolina product is available, but only in a light way. PA product is expected to start towards the 4th of July and NJ product post the 4th. Quality has been nice.



CV STRAWBERRIES

High temperatures have caused some **Strawberry** supply issues in California. There should still be promotable pricing and volume for the 4th of July.



CV SWEET CORN

Crate **Sweet Corn** from Georgia remains in good supply with reasonable pricing for 4th of July promotions. Quality has been nice on **White**, **Yel-Iow**, and **Bi-Color Corn**.

Delaware grown **Sweet Corn** in bins is expected to be available right around July 4th and will be in peak season in mid-July.

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CV CHERRIES

Peak season continues for **Dark Sweet** and **Rainier** Cherries!

Last weekend was a little bit of a headache for Washington **Cherry** growers. They had enough rain to keep them from harvesting for the weekend and they did suffer some damage, maybe 15%.

There will still be a good supply going into the 4th of July weekend, but some growers are running behind.

The deals on the 11.5 and 12 row small fruit are winding down since most of the crop is peaking on the 11 to 9 row Ig and xIg range.

Be sure to add **Rainier Cherries** to your display - the eating quality is fabulous!



CV BROCCOLI

Broccoli Crowns are in good supply with steady to lower pricing. **PA grown Organic Broccoli** with Stem (110 ct) are available again this week.

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CV BERRIES

ALERT! Tighter supplies and higher markets are expected this week on both **Raspberries** and **Blackberries**.

CV PEPPERS

Green Peppers are more limited as the Georgia crop is winding down, supplies are limited from the Carolinas, and local will not be ready until post July 4th. Pricing will be higher this week.

15lb Red Peppers are limited with steady pricing from California.

111b Red, Yellow, and **Orange Peppers** are in good supply.

Mini Mixed Sweet Peppers are steady. 8/3 ct Rainbow and Stoplight Peppers are a good deal right now as pricing is lower!



CV HASS AVOCADOS

ALERT! Hass Avocados are suddenly extremely light in supply and becoming quite expensive.

In a matter of a week, the market on **Hass Avocados** jumped up by as much as fifteen dollars on 60's and larger fruit. Mexico is at the end of their old crop with the new crop not expected to start until closer to August.

There are minimal amounts now coming in from Mexico, leaving the burden of supplying the demand on fruit from California, which is dealing with a small crop and on fruit just now coming in from Peru.

The Peruivan fruit is arriving very hard and is slower to ripen, so retailers will want to stay ahead on ordering.



CV PINEAPPLES

Pineapple supplies are very short this week and all growers are prorating orders. Two things are contributing to this shortage:

1. It's the natural flowering period for **Pineapples** and this fruit will not ride to destination because it tends to have shorter shelf life and growers want to avoid the quality issues that would arise.

2. The inspectors at shipping point are meticulously grading the fruit and slowing down the shipments. Shortages and higher prices could go through the remainder of the summer.



CV GRAPES

You will be looking at a two tier **Grape** market for the next few weeks. Mexico trying to get through their inventory of mostly medium to medium/large **Red Seedless Grapes** are aggressively pricing this fruit to sell before the California growers in the Bakersfield/Delano get kicked off this weekend in a small way.

With the extreme heat now hitting Central California, many growers will wait until next week, because the heat slows the sugar from coming up in the fruit. With **White Grapes**, it's pretty much the same except Mexico has a good supply of **Sugarones** and some **Sweet Globe Grapes** with extra-large size and can cover demand until the fruit is ready in California.

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CV TOMATOES

Beef Tomatoes are steady with nice quality.

Cluster Tomatoes are flush with aggressive pricing.

2-Layer **Vine Ripe Tomatoes** are in good supply with steady pricing. Quality is excellent from Mexico.

25lb Vine Ripe Tomatoes look good from South Carolina. Supply is steady this week.

Roma Tomato pricing will be steady to lower. Quality is nice from Mexico.

Grape and Cherry Tomatoes remain plush with aggressive pricing.

Campari Tomatoes are up a tad in pricing, but quality is nice.



CV LETTUCES

Iceberg Lettuce is fairly steady. Pricing is up a bit this week and quality is nice from California. Canadian Iceberg Lettuce is expected to start by July.

California and NJ **Leaf Lettuces** are steady. Canadian Lettuce has started and we will switch from NJ to Canadian in early July.



CV CAULIFLOWER

Cauliflower is beautiful and in excellent supply.

Volumes and pricing are aggressive and promotable yet again this week!

OTHER STORIES:

- Celery remains in very good supply with nice quality, promotable volumes, and steady pricing.
- Green and Yellow Squash are steady. PA Squash has started.
- There are good supplies of Georgia Eggplant again. Quality is nice.
- There are good, promotable supplies of Brussels Sprouts.
- 12ct Artichokes remain flush with aggressive pricing.

- Vidalia Onions continue to increase in price this week. Demand is strong on this product and shippers are struggling to produce enough volume to keep up with demand.