

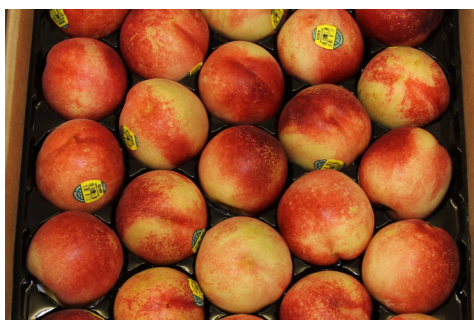
MARKET NEWS ORGANIC OUTLOOK

PROMOTABLE ORGANIC CHERRY SEASON



GREAT NEWS! Washington **Organic Dark Sweet Red Cherries** are now in excellent supply with large sizing and great flavor. Time to increase **Organic Cherry** display space now through July!

California **Organic Rainier Cherries** are available for late June, then the supply will transition to fresh crop Washington **Organic Rainiers**, with early July being the peak of the season.



OG STONE FRUIT

Organic Apricots, plus, **Organic White & Yellow Peaches** and **Nectarines** continue in good supply now!

South Carolina **Organic Yellow Peaches** are gapping this week, but we may get another shot by the end of June.

The **Organic "Galaxy" Donut Peach** variety is now in season!

Organic Flavorosa Pluots have finished, but some new **Organic Crimson Glo Pluots** are here in late June in limited supply.

Organic Red Plums are in good, steady supply. **Organic Black Plums** are in a short gap, but will return the last week of June in excellent supply.



OG BERRIES

ALERT! **Organic Strawberry** supplies and pricing have tightened up significantly! The heat wave that hit Salinas/Watsonville, CA earlier in June severely damaged the ripening fruit and plants. Expect higher prices and occasional out-of-stocks through mid-July.

Driscoll's **Organic Blackberries** out of Mexico and California will be in much tighter supply until mid-July due to weather and the transition out of Mexico. Other brands are gapping because of weather.

Driscoll's **Organic Raspberry** volumes are lighter for late June, following the heat wave, but are set to improve in July.



OG BLUEBERRIES

Local New Jersey **Organic Blueberries** are in peak season. Pints will be promotable through early to mid-July. Pricing is reasonable, but not trading at deep discounts.

Beyond the local New Jersey crop, **Organic Blueberries** are in tight supply due to weather issues across the country.

Late July should be a time of heavy promotion as the Pacific Northwest is expecting a bumper crop of **Organic Blueberries**. Barring weather challenges in Oregon and Washington, promotability could continue into much of August.



OG GRAPES

Organic Green, Black, and Red Seedless Grapes out of Mexico are now in excellent supply with promo pricing.

New crop **Organic Cotton Candy Grapes** have arrived in very limited supply. Much of the fruit is being delayed at the border, so expect sporadic gaps and very high prices.

New crop **Organic Sweet Sapphire (Elongated Black) Grapes** are now available in firm supply.



OG PEPPERS

Organic Mini Sweet Peppers from Mexico will continue to be promotable. 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 supplies in June. Continue to expect pricing to remain the same while quality continues to be excellent. East Coast **Organic Peppers** remain limited as the season is just beginning.



OG CABBAGE

Organic Green and Red Cabbage continues to be in steady supply from North Carolina. We will also see local PA **Organic Cabbage** begin in the final week of June. Expect excellent quality and pricing.

Organic Savoy and continue to see steady availability and good quality, with some local product.



OG KIWIFRUIT

Zespri New Zealand **Organic Green and Sun-Gold Kiwifruit** are now in steady supply. The last week of June, we will transition to the larger size on the **SunGold** variety.



OG SQUASH

Organic Green and Yellow Squash from Lady Moon Farms in Georgia remain in excellent quality. Expect to see improved volumes in the final week of June and pricing continue to remain consistent. As we enter early to mid-July, expect to see more locally grown **Organic Squash**.



OG GREENS

Organic Dandelion, Red Dandelion, and Green Kale will be promotable in mid-June from Lady Moon Farms in Chambersburg, PA. Look for aggressive pricing and outstanding quality! Late June and early July is a good time to promote.



OG CUCUMBERS

Organic Cucumbers from Georgia are expected to have improved volumes in the final week of June. Mexican **Organic Cucumbers** continue to remain in steady supply, however, expect to see pricing rise. As we enter early to mid-July, expect to see more locally grown **Organic Cucumbers**.



OG GREEN BEANS

Organic Green Beans remain limited in supply from California & Mexico while remaining very expensive in the final week of June.

Look for Virginia-grown **Organic Green Beans** to begin harvesting in the final week of June.



OG BOK CHOY

Organic Baby Bok Choy and Bok Choy are in steady supply as we finish June. As we continue in early July, expect to see continued excellent quality, improved pricing, and steady availability from California and local farmers.



OG SWEET CORN

Organic Bi-Color Corn from California is coming to a close, so expected limited supplies.

Sweet Corn from Virginia is expected to begin harvesting in early July, along with the Canadian crop to begin in mid-July.



OG TOMATOES

Organic Grape and **Cherry Tomatoes** from Lady Moon Farms remain very promotable as the fields in Georgia continue to flush. Quality is always fantastic on this premium name.

Organic Hothouse Beefsteak Tomato prices will be rising some this week. With more demand coming on before the 4th of July, prices will increase. Quality remains excellent. **Organic Cluster Tomatoes** are very promotable this week. Quality has been very nice.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Georgia is in excellent volume here at the end of June. Expect improving quality, consistent supplies, and pricing to remain the same.



OG BROCCOLI & CAULIFLOWER

Organic Stem Broccoli from Christ King from Lancaster County, PA is in peak season!

Organic Broccoli and **Cauliflower** from California are in plentiful supply. Although some suppliers experience extreme heat in mid-June, the weather did not last long enough to affect the crops.

Entering the final week of June, expect to see steady supplies, promotable opportunities, and aggressive price points. With July 4th approaching, this will be a great time to build displays to move extra volume.

The Quebec, Canada harvest is shaping up to be a good crop and begin in mid-July.



OG LETTUCE

ALERT! Local **Organic Leaf Lettuce** harvests have ended. Expect limited supplies in the final week of June as a couple extreme weather events in California has caused quality issues and some crop losses. The Quebec crop will begin harvesting in the beginning of July.

Organic Romaine Hearts from California will be in limited volumes in late June. Expect to see inconsistent supplies and price increases as many suppliers experienced damaged or lost crops due to weather issues. Expect the Quebec crop to begin in second week of July.



OG WATERMELONS

Organic Watermelon prices are steady this week from California. Product has been very nice quality with promotable pricing. Availability should be steady heading into the 4th of July holiday.

Organic Mini Watermelon prices remain steady with limited availability, but getting better. New crop product from Lamont, California will begin here in late June. Expect promotable volume for 4th of July. Quality has been excellent.

OTHER STORIES

- **GOOD NEWS!** **Organic Celery** volumes have increased in mid-June. Supply availability is steady and quality issues are minimal. Expect pricing, availability, and quality to continue to see slight improvements heading into late June and early July.

- **Organic Asparagus** prices are moving up this week as domestic crops begin to finish up for the season. Product should be steady as Mexico is

also beginning new harvests. Quality has been very nice on both crops.

- **ALERT!** **Organic Broccoli Rabe** supplies are going to be limited at the end of June and beginning of July. Expect to see erratic availability and possibly a small pricing increase. The limited supplies and possible pricing increase are caused by the heat in California.

- **ALERT!** **Organic Lemons** out of California and Mexico remain extremely limited with skyrocketing prices continuing. Mostly choice fruit is available.



PO Box 50045
Watsonville, CA 95077-5045
831.763.3200 Driscolls.com

Dear Valued Customer,

With this letter we would like to update you on our supply of strawberries for the next 3 weeks.

The rain event in May and the consecutive days with 100-degree weather and over 65-degree night temperatures in early June, has impacted green fruit and blooms by approximately 35 percent. Our Salinas and Watsonville districts have seen as high as 50% cull rates due to malformed fruit causing us to fall drastically short of our daily estimates since Saturday 6/15. Until we can realize our daily estimates and see better health in the plants, order fill and daily alignment will be necessary.

Most ranches in Salinas and Watsonville are showing positive crown growth in the plants that leads us to believe late July or early August we can see a return crop. However, we will have a better grasp on this over the next 10 days as the crowns mature. Health of the crowns and overall plant vigor will determine the capabilities of production.

Our production and forecasting teams in each district are out collecting the necessary information to forecast future supply. We understand that our inability to fill your business creates disruption. We intend to provide you with updates and ask for your patience as we progress through these current conditions.

Thank you for your patience and commitment to Driscoll's.

Yours sincerely,

Soren Bjorn
President

Wyard Stomp
VP of Sales & Marketing



AVAILABILITY FOR THE WEEK OF

JUNE 21 - JUNE 28, 2019

ORGANIC

NEW JERSEY

FLAIM FARMS - VINELAND, NJ

40208 OG Arugula PREM 24 CT
40431 OG Beets Gold Bunched 12 ct
40488 OG Beets Red Bunched 12 ct
40513 OG Bok Choy Baby PREM 20 lb
40510 OG Bok Choy PREM 35 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
40647 OG Herb Cilantro 15 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
41160 OG Lettuce Green Leaf 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



DELAWARE

FIFER ORCHARDS - DOVER, DE

1062 CV Corn Bi-Color 24 ct
1060 CV Corn White 48 ct

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

2238 CV Squash Green FCY NJ 20 lb
2255 CV Squash Green MED 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

NEW YORK

HEPWORTH FARMS - MILTON, NY

40210 OG Herb Dill 24 ct
41159 OG Lettuce Green Leaf PREM 24 ct
41182 OG Lettuce Romaine PREM 24 ct
40886 OG Radishes French Breakfast 24 ct
40864 OG Radishes Red Bunched PREM 24 ct

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
40548 OG Cabbage Green PREM 45 lb
40995 OG Kohlrabi Green 12 ct
46491 OG Peas Snap 10 lb

CHRIST KING - LANCASTER, PA

40577 OG Broccoli Stalk PA 14 ct
40548 OG Cabbage Green PREM 45 lb

JOSEPH WEAVER - LANCASTER, PA

40548 OG Cabbage Green PREM 45 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
40995 OG Kohlrabi Green 12 ct
41150 OG Lettuce Butter Green 24 ct
41155 OG Lettuce Butter Red 24 ct
41158 OG Lettuce Red Leaf 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
40518 OG Cabbage Savoy 35 lb
41112 OG Escarole 24 ct
41120 OG Frisee 24 ct
40472 OG Greens Kale Lacinato PREM 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

CONVENTIONAL

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
2255 CV Squash Green MED NJ 20 lb

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

HESS FARMS - WAYNESBORO, PA

2334 CV Squash Zucchini Gold Bar 20 lb

JOSH WEAVER - LANCASTER, PA

751 CV Cabbage Green PA 50 lb
780 CV Cabbage Red 50 lb
999 CV Cauliflower w/ Jacket Bins 60 ct

STAUFFER HULING FARMS - LANCASTER, PA

2256 CV Squash Green FCY PA 20 lb
2328 CV Squash Yellow FCY PA 20 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



ORGANIC STONE FRUIT DISPLAY CONTEST

JULY 1 - AUGUST 2, 2019

CONTEST CRITERIA

Build a masterpiece stone fruit display in your department using Homegrown label fruit purchased from Four Seasons Produce. Display must contain at least 5 commodities to qualify for entry. Commodities include:

OG Yellow Peaches (Code: 220428)
OG White Peaches (Code: 43832)
OG Yellow Nectarines (Code: 220426)
OG White Nectarines (Code: 220427)
OG Red Plums (Code: 220429)
OG Black Plums (Code: 220430)
OG Pluots (Code: 220585)



Use Homegrown Point of Sale Display materials. Contact your Four Seasons Merchandiser. We will have some display boxes available also in code 220443.

By August 9th, please send your display photos to Steph Mayer (stephf@fsproduce.com)

STONE FRUIT HANDLING & MERCHANDISING TIPS

- Stone fruit is best merchandised outside of your refrigerated cases. It allows the fruit to ripen properly and avoids it from being in the flavor kill zone!
- Place small brown paper bags on your displays to suggest ripening at home.
- Variety offerings are key in successful stone fruit sales. Be sure to carry a full array of fruit to offer to your customers. It might also expose them to varieties that they might have tried before.
- Cull stone fruit often during each day to insure freshness. Remove any bruised or overripe fruit.
- Stone fruit bruises very easily, so handle with care, both in the backroom and on your display.

For more stone fruit handling and merchandising tips, contact your Four Seasons Produce sales rep or merchandiser!

GRAND PRIZE!

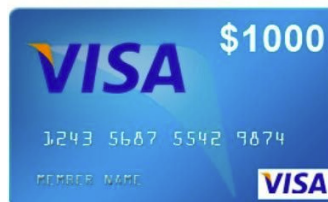
\$1000 gift card AND a dinner

with the Homegrown Farms Category Director at a local restaurant in your community!

Display must contain **ALL** varieties of stone fruit from Homegrown Farms: **White and Yellow Peaches, White and Yellow nectarines, Red and Black Plums, and Pluots.**

Display also **MUST** include sampling and point of sale signage.

Social media post mentioning "Fresh stonefruit from @hgofarms" is **REQUIRED.**



LARGEST DISPLAY

1ST - \$400
2ND - \$300
3RD - \$200

MOST CREATIVE DISPLAY

1ST - \$400
2ND - \$300
3RD - \$200

BEST SOCIAL MEDIA

\$100

ENTRY PRIZE!

Everyone who enters will receive this awesome Homegrown & Four Seasons coffee mug!



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

WWW.FSPRODUCE.COM



CHERRY DISPLAY CONTEST

JULY 1 - AUGUST 5, 2019



NORTHWEST CHERRY GROWERS



Who's ready for some cherry fun!?

Four Seasons Produce has partnered up with Stemilt Growers and the Northwest Cherry Commission to bring you a "cherry" sweet display contest for July. Cherries from the great Northwest are in peak season with an excellent quality crop expected. Consumers demand for these little red and white gems is high and so are the sales and profits, so let's have some fun planning and designing a cherry display to win some cold hard cash (and bragging rights)!

We are also highlighting the amazing Skylar Rae cherry this month and giving it its own category! The Skylar Rae is the sweetest cherry you will ever eat! So let's get to it!

CONTEST CRITERIA

• Build a display of fresh cherries in your department using fruit purchased from Four Seasons Produce. Codes are below:

220513 - CV Skylar Rae 16/11lb Top Seal

220515 - CV Red Cherry 8/2.25 lb Bag

220517 - OG Red Cherry 16/1 lb Top Seal

220516 - OG Red Cherry 12/1.5 lb Bag

• Non "all organic" displays must contain CV red cherries AND either organic, Rainier or Skylar Rae cherries.

• Use of Northwest Cherry Point of Sale material is required for entry. Display materials will be available through your Four Seasons merchandiser. We will have pop ups bins available as well.

• Send your display photos by August 9th to Steph Mayer (stephf@fsproduce.com)



CATEGORIES & PRIZES

GRAND PRIZE

"The Cherry Champion"

\$500

Display must contain conventional red, Skylar Rae and organic cherries, as well as the Northwest Cherry Point of sale material. Displays will be judged on creativity and overall eye appeal.

Everyone who enters will receive a Stemilt/Northwest Cherry hat!



For more cherry merchandising ideas, please contact your Four Seasons sales rep or merchandiser.

SKYLAR RAE

Display **MUST** highlight the Skylar Rae, but can include other cherry varieties.

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

MOST CREATIVE

"The Cherry Innovator"

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

BEST ALL ORGANIC

"The Cherry Conscious"

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

BEST SOCIAL MEDIA

\$100



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

WWW.FSPRODUCE.COM



MARKET NEWS

CONVENTIONAL OUTLOOK

LOCAL SWEET CORN STARTS IN MID-ATLANTIC

Local **White Sweet Corn** from Delaware is now available in 60dz bins and 48ct crates! Quality is looking excellent. Expect **Bi-Col** to begin the last week of June - right in time for 4th of July!

In the overall market, the **Sweet Corn** prices are beginning to increase ahead of the 4th of July pull. Georgia production is finishing fast, causing the markets to rise. Prices should steady out after the initial spike and remain promotable through the 4th of July holiday.



CV BERRIES

ALERT! Strawberries will be extremely tight this upcoming week out of California. Between the extreme heat and the wet weather, the plants have been extremely stressed, and the fruit yields will be limited through July. Look for much higher pricing as we head into the 4th of July holiday.

Raspberries will be in steady supply this week from California on 6oz and 12oz packs. Better promotional opportunities are expected for July.

Blackberry supplies will be improving going into early July out of California. Pricing will begin to slide as we head into the 4th of July holiday.

Blueberries continue to ramp up in volume. Look for great opportunities to promote local NJ grown Blues for the 4th of July. Pricing will continually drop as we head into the holiday.



CV GRAPES

There's an abundant supply of both **Red** and **Green Seedless Grapes** with pricing coming in two tiers.

Flames, Sugarones, and Perlettes varieties are being aggressively priced while the higher-end varieties like **Sweet Globes** and **Sweet Celebrations** are getting double the price.

Proprietary specialty varieties, like **Cotton Candy** and **Red Candy Snaps**, are in great demand. Our first conventional **Cotton Candy Grapes** arrive 6/22 and **Candy Snaps Grapes** (sweet with hints of strawberry) are in stock now in limited volume.



CV LETTUCE

ALERT! Romaine Hearts and Iceberg Lettuce will be extremely tight from California for late June, and pricing will be much higher than usual. The heat wave from earlier in the month damaged the crop severely. On **Iceberg**, shippers do not have 24 ct available, only 30 ct in limited volume.

We'll begin bringing in new crop Quebec, Canada grown **Leaf Lettuces** the last week of June since local PA and NJ is done for the season. Quality should be excellent for the initial Quebec harvest. Expect pricing to remain higher over the next couple weeks.

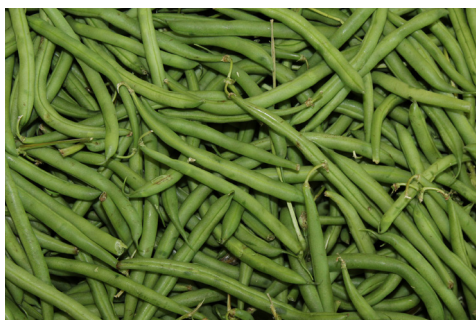
New crop Quebec, Canada **Iceberg** and **Romaine Lettuce** will be available the first week of July.



CV CANTALOUPE

Cantaloupes are in good supply from CA and AZ.

Bin Athena-style Cantaloupes are shipping in good volumes from Georgia. Sizing is very large. Prices are down on the Eastern melons but could start creeping back up as demand grows going into the 4th of July. Our Athena grower also has **Bin Honeydews** from Georgia.



CV GREEN BEANS

ALERT! **Green Beans** remain extremely high-priced and tight in supply. Inclement weather has taken its toll, creating a gap in production. Rains continue to fall, keeping crews out of fields to harvest.

New Jersey and Virginia fields have started harvests but volume is light. Expect high prices until the beginning of July.



CV CAULIFLOWER

Cauliflower is in steady supply from California this week, and pricing has finally stabilized. The weather has caused growers to peak on jumbo 9 ct, but 12's are also plentiful.

We're actually starting local **Bin Cauliflower** this week from Lancaster County, PA. Quality is excellent.



CV EASTERN PEACHES

Southern Peaches are finally starting to pick up a little on volume from Georgia and South Carolina. Better supplies are expected this weekend.

New Jersey and Pennsylvania **Peaches** will start up in early July. By then we should see adequate supplies.



CV CUCUMBERS

Local **Super Select Cucumbers** from NJ will be available in promotable volumes this week. Quality has been very nice so far.

Euro Seedless Cucumber markets are beginning to strengthen this week as well, however pricing and volume should remain promotable. **Mini Seedless Cucumbers** are also very promotable this week.



CV STONE FRUIT

In season this week from California:

- **Apricots**
- **Black Velvet Apricots (Midnight)**
- **Bella Jewel Apriums**
- **Yellow & White Nectarines**
- **Yellow & White Peaches**
- **"Peach Pie" Yellow Donut Peaches**
- **White Donut Peaches**
- **Red & Black Plums**
- **Red & Black Pluots**



CV ASPARAGUS

Asparagus prices should be promotable again this week. This will be the last full week of Michigan harvests in 28lb boxes. Quality continues to be great.

Production out of Mexico is beginning to ramp up as well in 11lb cases. Quality is very nice as well.



CV WATERMELONS

Watermelon prices remain very promotable this week. The 45ct market is more promotable than 60ct as there is more large fruit available from Georgia and South Carolina. Florida has finished all production for the season. Quality has been great.

Mini Watermelons will also be very promotable this week out of Florida and Texas. Quality is excellent with great sugar.



CV CELERY

Celery is in better supply this week, and pricing has started to slide. Many growers feel that this market will level out here due to limited volumes from Salinas, CA and that Oxnard, CA has stopped harvesting for the season. Quality has been nice on all stalks and hearts.



CV HASS AVOCADOS

ALERT! Hass Avocado growers continue to increase prices due to the shortage in Mexico. Most shippers have stopped buying and are waiting for the Flora Loca crops. We are expecting Flora Loca to be available in July. Some Peruvian fruit is available and there will be stronger supply in July.



CV PEPPERS

Green Pepper prices are higher this week as Georgia is now finished for the season. The bulk of the crops will be coming from North Carolina as New Jersey and Delaware are set to begin harvesting in early July. Quality has been very nice.

15lb **La Rouge Pepper** prices are steady this week. Quality has been very nice despite the higher temps in California. 15lb **Fancy Yellow Peppers** are also available this week and markets remain steady. Quality has been very nice.

ALERT! 11lb **Hothouse Red, Orange, and Yellow Bell Pepper** prices are extremely high, and supplies are short this week. Cloudy weather in Canada has prevented fields from strong yields. Prices should remain high until the beginning of July before we see some relief.



CV CHERRIES

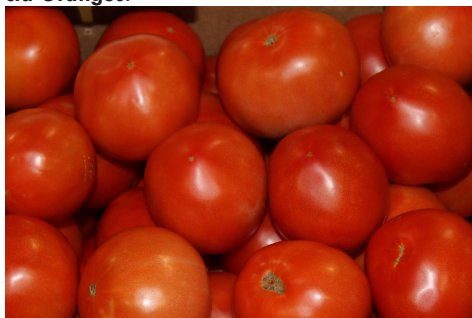
Washington has started their peak season of **Dark Sweet Red Cherries**. Quality is excellent and prices are dropping at promotable levels.

Rainier Cherries are also coming into season, plus Stemilt's super sweet **Skylar Rae Cherries**.



CV ORANGES

With many growers finished, the remaining few California **Navel Orange** growers will wind down the last week of June and should be done by July. At that point, there will be good supplies of Import **Navel Oranges** already available on the East Coast. Florida **Juice Oranges** are done for the season, so we will start bringing in CA **Valencia Oranges**.



CV TOMATOES

Grape Tomatoes will be promotable again this week. Markets are steady out of Florida as fields from North Carolina, Virginia, and PA are slowly getting ready for harvests. Quality is still very nice out of Florida. Local product will begin around July 1st.

Roma Tomato remain promotable despite a small increase in prices. Most product is still beginning harvested from Mexico as domestic crops are still not ready for harvest. Quality has been very nice.

Round Tomato prices and demand remain higher. Gaps in harvest and poor weather delaying crops and harvest crews has created the shortage. Product is available but there could be shortages for the last week of June as we transition areas. The Delaware crop could start in a light volume in late June.



CV SQUASH

Green and Yellow Squash from PA and NJ are now available in promotable volume! Quality is very nice on this local crop.

Gold Bar Zucchini Squash from PA is also available with limited numbers as harvests are just starting.



CV HOTHOUSE TOMATOES

Hothouse Beefsteak and Cluster Tomato prices will be going up slightly this week. Quality continues to be excellent. Limited availability on field-grown Tomatoes has put the demand on hothouse growers, causing the rises in prices.



CV PINEAPPLES

ALERT! Starting this week, we will start seeing less volume on **Pineapples** from Central America. This is a period called the "natural flowering process" during the summer when there is less fruit available. This shortage will be enhanced with the absence of independent growers that used to flood the markets but have now gone out of business. Supplies will not recover until mid-September.



CV BROCCOLI

Broccoli will be in steady supply this week from California. Quality on both bunches and crowns has been very nice.

Our eastern program for **Broccoli Crowns** will kick off around July 15th.

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.