

ORGANIC MARKET NEWS

JUNE 18- JUNE 25, 2021

PROMOTABLE ORGANIC MANGOS



Organic Mangos will be promotable all summer long as Four Seasons partners with Crespo **Organic Mangos** in our "Summer Mango Mania" celebration!

Crespo Organics is encouraging retailers to go big with bold mango displays! Crespo offers beautiful POS materials and some cool prizes to encourage retailers to educate, excite, engage, and create excitement for their customers!

Organic Mango varieties will include **Tommy Atkins**, **Ataulfo Honey**, **Green Thai**, and more! Fruit will be plentiful in 9ct, 10ct, and especially smaller 12ct for a best value approach. Look for more information from your Four Seasons Rep in the coming weeks!

Organic Fair Trade Francique Mangos from Haiti are seeing the season begin to wind down. Fruit continues to be very juicy and flavorful, but we have seen some enlarged lenticels that affect appearance. This does not affect the internal fruit.

Haiti has really been struggling the last few weeks with civil unrest. Another huge struggle right now is that the country's COVID battle is taking a big turn for the worse. Vaccinations are not readily available, and cases are on the rise. Help us put money back to small growers who are trying to make an honest living for their families and create a better life for themselves and their families!



OG STONE FRUIT

Organic Dark Sweet and **Rainier Cherry** supplies will transition from California to Washington here in mid-July. Washington is expecting an excellent crop, so expected promotable opportunities. As a reminder, we will switch from 16lb to 18lb cases.

Organic Yellow Peaches and **Nectarines** are expected to be in excellent supply. Be sure to join the Four Seasons and Homegrown Organics Display contest!

Organic White Peaches will be a little bit of a struggle until late June as varieties transition, but **Organic White Nectarines** should be plentiful.

Organic Red Plums, **Black Plums**, and **Pluots** supplies should improve and be in steady supply.



OG BERRIES

Organic Blueberries will be finished for the season out of Mexico and CA by the week of June 21/. A short local crop out of New Jersey will be available through mid-July. Heading into July, the Pacific Northwest growers are expected to produce the biggest **Organic Blueberry** crop in history! Expect excellent quality and big promotional opportunities.

Organic Blackberry supplies are in a transition from Mexico to California. Although the week of 6/21 may be a little bumpy due to the transition, supplies are expected to be excellent, and some cooler weather is expected to improve quality.

Due to some cooler weather, **Organic Raspberries** are expected to have excellent quality and supplies heading into July.

Organic Strawberry quality should be improving, and excellent supplies should be available heading into July.



OG LOCAL GREENS & HERBS

Organic Chards, **Collards**, **Dandelion Greens**, and **Kales** from Pennsylvania will remain robust in June. Expect plentiful supplies and promotional opportunities throughout the month! Don't forget to highlight Local as this is a great selling point for consumers.

Organic Cilantro, **Dill**, **Mint**, and **Parsleys** all continue to see strong local production. **Organic Parsley** has hit the ground running with strong supplies starting from Lady Moon Farms in PA in mid-June, while **Organic Cilantro**, **Dill**, and **Mint** are all being sourced from NJ, PA or NY!



OG SQUASH

Organic Zucchini from Lady Moon Farms in Georgia remains in strong production for June but will conclude as we approach July. Local PA, NJ and OH supplies have begun harvesting in mid-June and will create a seamless transition from Georgia to local season!

Organic Yellow Squash from South Carolina remains in strong production with excellent quality. Mid to late June will see improved pricing.

PA and NJ **Organic Yellow Squash** will begin harvests in the latter parts of June. Expect a seamless transition into local product.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Georgia continue in good availability. As we move towards late June, supply volumes are expected to be robust, and quality will continue to be outstanding.

At an excellent price point, late June is the perfect time to promote **Organic Eggplant!**



OG SWEET CORN

Organic Bi-Color Sweet Corn from California is finishing harvests in mid-June. Expect product from the Carolina's heading into July and production continue to move north towards local season!



OG WATERMELONS

Organic Seedless Watermelons will be available here in mid-June of California. Quality should be excellent on this new crop. **Organic Yumi Black-Skinned Watermelons** will be available as well coming from California. Talk to your rep today for a pre-order on this premium fruit!

Organic Mini Seedless Watermelons will be available from California and Arizona here in mid-June. Mexico is all but finished, and prices will rise as we begin to shift into our domestic crop. Quality should be excellent on the new harvests.



OG SWEET ONIONS

Organic Vidalia Sweet Onions will wind down and will be finished during the week of 6/21.

Some **Organic Sweet Onions** out of Florida will be available in the short-term with comparable pricing to that of Vidalias. The Florida product will bridge the gap on supply until we get started with local **Organic PA Simply Sweet Onions** – which will get started roughly the second week of July.



OG CELERY

Organic Celery supplies, quality, and pricing continue to improve in mid-June. Expect this trend to continue for the remainder of the month. **Organic Celery Heart** supplies have remained steady but expect promotable pricing later in June!



OG HASS AVOCADOS

Organic Hass Avocados should be steady in supplies though the end of June. Mexico, California, and Peru all have fruit in the marketplace. Prices should remain steady through the end of the month.

Four Seasons will offer, by request, **Fair Trade Organic Hass Avocados** from Peru in the Equal Exchange Fair Trade label through the month of June.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts costs have begun to increase as supplies from Mexico have slowed in June. Although supplies have slowed, availability is expected to remain consistent, and quality will remain superb. Adjust pricing and cut back on displays to create more space for promotable summer veg.



OG CABBAGE

Organic Green Cabbage from Pennsylvania is in full production! Expect excellent quality and plentiful supplies through the remainder of the month.

Organic Red Cabbage has also started local harvests in mid-June. Expect supplies from both Pennsylvania and New Jersey!



OG CUCUMBERS

Organic Mini Seedless Cucumbers will be promotable from Canada and Mexico. Quality has been excellent.

Organic Cucumbers from Lady Moon Farms in Georgia are ending in late June. Expect supplies to conclude quickly from Lady Moon, however other East Coast production is strong, so expect consistent supplies throughout the rest of the month.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** supplies and costs remain consistent during mid-June, however high heat and quality issues may cause farmers to halt harvests or leave product in the fields.

Heading into July, expect pricing for both commodities to rise as supplies and quality decrease. Canadian supplies are not expected until mid to late July.



OG GREEN BEANS

Organic Green Beans from California are ending in late June, and supplies are supposed to tighten with price increases. Expect supplies from Georgia to fill the gap since local season remains a few weeks from starting.

Local **PA Organic Green Beans** are expected to begin in mid-July.



OG LETTUCCES

Organic Lettuces from Pennsylvania remain in consistent supply during June, however as we approach July, the local season often concludes quickly because of the heat. Promote the PA local season while weather permits. New York and Canadian product will fill the void once Pennsylvania is concluded.

Organic Romaine Hearts and **Iceberg Lettuce** have mainly concluded for the local season. Expect to see limited **Organic Romaine Hearts** from Pennsylvania through the remainder of the month. Supplies from California are steady and priced to promote during June, but conditions can change quickly with extreme heat expected in California growing regions. Canadian product is not expected until July.



OG PEPPERS

Organic Green Peppers from Georgia remain in steady supplies and will continue to be available as harvests move up the East Coast.

Organic Red, Yellow, and Orange Bell Peppers are expected to see limited supplies and price increases as June finishes.

Organic Mini Sweet Peppers continue to see strong supplies coming from Mexico with pricing remaining promotable.

Organic Jalapeno Peppers are now in very strong supply from Lady Moon Farms in Georgia. Spice up your pepper set by expanding on these outstanding quality peppers!



OG TOMATOES

Organic Snacking Tomatoes from Wholesum Harvest will be available for the week of 6/21. **Organic Cherry On-The-Vine** and **Mini Medley** varieties will be available as new offerings. Quality should be excellent as these are packed to order.

Organic Cherry and **Grape Tomatoes** from Lady Moon Farms will be promotable out of Georgia. Harvests continue to flush, and quality has been excellent.

Organic Beefsteak Tomatoes remain steady out of Canada. Quality has been exceptional.

Organic Cluster Tomato prices remain promotable from Canadian growers. Quality has been outstanding.

Organic Roma Tomatoes remain available from Canadian hothouse growers. Quality has been consistently excellent.

OTHER STORIES

- **Organic Asparagus** prices remain steady out of California and Mexico. Quality has been excellent.

- **Organic Radishes** are now being harvested locally in both Pennsylvania and New York! Quality is outstanding.

- **Organic Artichokes** remain steady in availability from California in mid to late June. Expect pricing and supplies to remain consistent in June, with quality improving as the month continues.

- Prices will increase a couple of dollars on the **Organic Red, Orange, and White #1 Sweet**

Potatoes here in mid-June as supplies continue to tighten up as we near the end of the season. **Organic #1 Japanese Sweet Potatoes** are now done for the season, and we will have only medium sizing available until the new crop starts towards the last week of July or early August.

- **Organic Pineapples** are in good supply through the end of June. We are offering both Dole and Purity label options in several different sizes.

- **Organic Black Mission Figs** are available for the middle of June. Fruit is coming in from California and should be good eating quality!

- **Organic Green Kiwifruit** from New Zealand are officially in stock the week of 6/21! We will have good supplies through the entire summer.

- **Organic Lychee** from Florida will have limited availability during the month of June from Florida. This season is projected to be a shorter one.

- **Organic Lemon** supplies continue to be a real challenge with no fruit available from CA or Mexico, but there is a light at the end of the tunnel. Mexico is expected to start producing as we move into July.



CRESPO ORGANIC MANGO DISPLAY CONTEST

JUNE 14 - AUGUST 1, 2021

Are you ready to build a Mango Masterpiece? Well, if you answered "YES" then let's get our mango on and enter our Organic Mango Display Contest! Four Seasons Produce has once again partnered with Crespo to bring you a super exciting chance to build a sweet display, get some cool Crespo swag and have the opportunity to win some cool prizes!

June is National Mango Month and fruit is in full swing from Mexico. Product quality is excellent and pricing is promotable! Great math for successful sales! And remember, mangos are no longer just a "back of the aisle" fruit. Mango popularity continues to grow and is at an all time high! Perfect time to build BIG displays and get BIG results!

CONTEST CRITERIA

• Build a super awesome mango display! Fruit must be purchased from Four Seasons Produce and must be the Crespo label.

- 44190 - OG Mangos MEX 10 ct
- 44193 - OG Mangos MEX 12 ct
- 44185 - OG Mangos Ataulfo MEX 16/18 ct

- Display must contain both round mangos and ataulfo honey mangos
- Must purchase a minimum of 25 cases of mangos over the duration of the contest period.
- Use of Crespo Point of Sale signage is NOT required, however highly encouraged. Your Four Seasons sales rep and merchandiser will have super high graphic posters, signs and recipe cards. These will brighten up your displays and offer great information for your customers.
- Although POS signage is not mandatory, you must have something with the Crespo name on it. The graphic boxes work well for this with waterfalls and case stacks.
- Send your display pics into Steph Mayer (stephf@fsproduce.com) by August 5, 2021.
- Use of social media is not required but highly recommended.



CONTEST PRIZES

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

1ST PLACE

Four Seasons Jacket + Hat + \$50 Gift Card



2ND PLACE

Four Seasons Hoodie + Hat + \$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!



PHONE: 1.800.422.8384

WWW.FSPRODUCE.COM



ORGANIC STONE FRUIT DISPLAY CONTEST

June 14 - July 19, 2021

Four Seasons Produce has teamed up with Homegrown Organic Farms to bring you a super exciting display contest sure to drive volume and add some serious fun to your stone fruit season! We are in full swing with the tastes of summer, and sugars in the fruit are ramping up by the minute! Now is the perfect time to promote!

CRITERIA

- Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The commodities include:

- **OG Yellow Peaches** (Code: 220428)
- **OG White Peaches** (Code: 43832)
- **OG Yellow Nectarine** (Code: 220426)
- **OG White Nectarine** (Code: 220427)
- **OG Red Plum** (Code: 220429)
- **OG Black Plum** (Code: 220430)



- Must have a minimum of 4 varieties of fruit in your displays

- Displays must remain up for at least one week

- Send all pictures in to Steph Mayer (stephf@fsproduce.com) by Thursday July 22nd

STONE FRUIT HANDLING & MERCHANDISING TIPS

- Stone fruit is best stored and 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 over-ripe 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! (Homegrown Home Run)

\$1000 gift card!

Display **MUST** contain **ALL** varieties of stone fruit from Homegrown Organic Farms stone fruit listed above and will be judged on creativity and eye appeal.

Use of social media is strongly encouraged, but not mandatory.



LARGEST DISPLAY (Homegrown High Powered)

1ST - \$350 gift card

2ND - \$250 gift card

3RD - \$150 gift card

MOST CREATIVE DISPLAY (Homegrown Happening)

1ST - \$350 gift card

2ND - \$250 gift card

3RD - \$150 gift card

BEST SMALL STORE DISPLAY *3 registers or less* (Homegrown Hut)

1ST - \$350 gift card

2ND - \$250 gift card

3RD - \$150 gift card

ALL ENTRIES WILL RECEIVE:



1 tumbler

1 knife



JULY 4TH

MERCHANDISING TIPS

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

DELIVERIES & 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.

MONDAY 6/28:

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.

TUESDAY 6/29 - WEDNESDAY 6/30:

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

THURSDAY 7/1 - FRIDAY 7/2:

Get your tonnage items in early. Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Saturday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Thursday and pick up momentum as you get further into the holiday weekend.

SATURDAY 7/3 - SUNDAY 7/4:

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. Consider selling stone fruit in green pint tills by the pound for a farmer market look. 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 & Eastern Peaches
Green/Red/Black Seedless Grapes

White Flesh Peaches & Nectarines
Black and Red Plums

Nectarines
Dark Sweet Cherries

Rainier Cherries
Donut Peaches

Pluots/Plumcots
Apricots

BERRY MERCHANDISING

Keep your berry patch full with all sizes and varieties of Strawberries, Blackberries, Blueberries, and Raspberries.

You make great margin at fantastic retails!



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
Athena-style Eastern Cantaloupes
Tuscan
Cantaloupe
Western Cantaloupe
Honeydew



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 pre-book organic and conventional fresh cut packs from Four Seasons Produce.

VEGETABLE GRILL DISPLAY

Vidalia sweet onions, colored sweet bell peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes & Grill Pack Ru-set 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 dummed 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.

4TH OF JULY SCHEDULE

JULY 2 - JULY 5:
NORMAL OFFICE AND DELIVERY
SCHEDULES EACH DAY.

****SUNDAY, JULY 4:**
SALES OFFICE OPEN WITH LIMITED
STAFFING BETWEEN 8AM-1PM

HAPPY
Fourth of July 
★ INDEPENDENCE DAY ★

ORGANIC ASPARAGUS

HIPPIE ORGANICS®

DISPLAY CONTEST WINNERS MARCH 21 - APRIL 4, 2021

Four Seasons Produce partnered with Hippie Organics in March, "spear" heading some serious asparagus sales! Beautiful green organic asparagus was in full season from Mexico and placed center stage in departments. With bragging rights on the line, so many of you got creative and built some amazing displays, putting green asparagus in your customers carts, resulting in more green in your registers. An awesome few weeks of fierce display competition with some stellar displays submitted. Check out the winning displays below, and thank you to everyone that participated!

LARGEST DISPLAY CATEGORY WINNERS



FIRST PLACE

Healthy Living Market - Saratoga, NY

SECOND PLACE

Common Market - Frederick, MD

THIRD PLACE

Henning's Supermarket - Harleysville, PA

HONORABLE MENTIONS

MOST CREATIVE DISPLAY CATEGORY WINNERS



FIRST PLACE

Roots Market - Clarksville, MD

SECOND PLACE

City Market Co-op - Burlington, VT

THIRD PLACE

Healthy Living Market - Williston, VT

HONORABLE MENTIONS



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VIDALIA ONION DISPLAY CONTEST WINNERS

May 1 - May 31, 2021

Four Seasons Produce partnered up with Generation Farms throughout the month of May to bring you another super exciting display contest for the month! The long awaited, highly anticipated Vidalia Onion season came and customers were definitely looking for these precious gems from the south. Vidalia's added great sales opportunities and potential impulse sales for produce departments that participated. To everyone who participated in this amazing display contest, thank you! Check out the winning displays below!

1st



**HEALTHY LIVING MARKET
SARATOGA SPRINGS, NY**

2nd



**BRATTLEBORO FOOD CO-OP
BRATTLEBORO, VT**

3rd



**KENNIE'S MARKET
Spring Grove, PA**

4th



**THE BUTCHER SHOPPE
Chambersburg, PA**

5th



**COMMON MARKET
Frederick, MD**



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LOCAL LIST

ORGANIC

BIG BUCK FARM - HAMMONTON, NJ

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

FLAIM FARMS - VINELAND, NJ

- 40488 - OG Beets Red Bunched 12 ct
- 40510 - OG Bok Choy PREM 35 lb
- 40513 - OG Bok Choy Baby PREM 20 lb
- 40454 - OG Cabbage Red PREM 45 lb
- 40684 - OG Chard Green 12 ct
- 40682 - OG Chard Rainbow 12 ct
- 40685 - OG Chard Red 12 ct
- 40671 - OG Greens Collard 12 ct
- 40672 - OG Greens Kale 12 ct
- 40889 - OG Greens Kale Lacinato 12 ct
- 40647 - OG Herb Cilantro 15 ct
- 40209 - OG Herb Dill 12 ct
- 40210 - OG Herb Dill 24 ct
- 219525 - OG Herb Mint 12 ct
- 40314 - OG Lettuce Green Leaf 12 ct
- 40313 - OG Lettuce Red Leaf 12 ct
- 41181 - OG Lettuce Romaine 12 ct
- 40726 - OG Parsley Curly 15 ct
- 40729 - OG Parsley Flat Leaf (Italian) 15 ct
- 40897 - OG Spinach Bunched 12 ct
- 40900 - OG Spinach Bunched 24 ct

HEPWORTH FARMS - MILTON, NY

- 40666 - OG Chard Green PREM 24 ct
- 40667 - OG Chard Red PREM 24 ct
- 40886 - OG Radishes French Breakfast 24 ct
- 40640 - OG Herb Cilantro 30 ct
- 40210 - OG Herb Dill 24 ct
- 40864 - OG Radishes Red Bunched PREM 24 ct
- 40900 - OG Spinach Bunched 24 ct

LANCASTER FARM FRESH COOP - LANCASTER, PA

- 40379 - OG Beans Fava 10 lb
- 40532 - OG Beets Red Bunched PREM 24 ct
- 40502 - OG Broccoli 14 ct
- 40548 - OG Cabbage Green PREM 45 lb
- 40666 - OG Chard Green PREM 24 ct
- 40667 - OG Chard Red PREM 24 ct
- 40650 - OG Dandelion 12 ct
- 41112 - OG Escarole 24 ct
- 40675 - OG Greens Kale 24 ct
- 40676 - OG Greens Kale Lacinato 24 ct
- 40677 - OG Greens Mustard 24 ct
- 40640 - OG Herb Cilantro 30 ct
- 40210 - OG Herb Dill 24 ct
- 41159 - OG Lettuce Green Leaf PREM 24 ct
- 41158 - OG Lettuce Red Leaf PREM 24 ct
- 41185 - OG Lettuce Romaine Hearts 12/3 ct
- 41182 - OG Lettuce Romaine PREM 24 ct
- 41175 - OG Lettuce Romaine Red 24 ct
- 42314 - OG Peas English 15 lb
- 40745 - OG Peas Snap 10 lb
- 40740 - OG Peas Snow 10 lb
- 40180 - OG Radishes Red 12 ct Bunch
- 40864 - OG Radishes Red Bunched PREM 24 ct
- 41015 - OG Squash Green 20 lb
- 41101 - OG Squash Gold Bar 20 lb
- 40297 - OG Squash Yellow 20 lb
- 40617 - OG Turnips White Bunched 12 ct

LADY MOON FARMS - CHAMBERSBURG, PA

- 40680 - OG Chard Rainbow PREM 24 ct
- 40628 - OG Dandelion PREM 24 ct
- 203430 - OG Dandelion Red 12 ct
- 40211 - OG Fennel (Anise) 12 ct
- 41007 - OG Greens Collard PREM 24 ct

- 40811 - OG Greens Kale PREM 24 ct
- 40472 - OG Greens Kale Lacinato PREM 24 ct
- 43566 - OG Greens Kale Red 24 ct
- 41150 - OG Lettuce Butter Green 24 ct
- 41155 - OG Lettuce Butter Red 24 ct
- 41159 - OG Lettuce Green Leaf PREM 24 ct
- 41158 - OG Lettuce Red Leaf PREM 24 ct
- 41182 - OG Lettuce Romaine PREM 24 ct
- 41159 - OG Lettuce Green Leaf PREM 24 ct
- 40723 - OG Parsley Curly PREM 30 ct
- 40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)



CONVENTIONAL

EASTERN FRESH - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb
- 2255 - CV Squash Green MED NJ 20 lb

FIFER ORCHARDS - DOVER, DE

- 23031 - CV Tomatoes Vine Ripe XL 25lb

FLAIM FARMS - VINELAND, NJ

- 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
- 750 - CV Cabbage Green 50 lb
- 855 - CV Carrots Bunched 24 ct
- 1362 - CV Chard Green 12 ct
- 1355 - CV Chard Rainbow 12 ct
- 1368 - CV Chard Red 12 ct
- 1170 - CV Dandelion Bunch 12 ct
- 2876 - CV Endive (Chicory) 24 ct
- 2900 - CV Escarole 24 ct
- 1315 - CV Greens Kale NJ 18 lb
- 1308 - CV Greens Collard NJ 18 lb
- 455 - CV Herb Basil 15 ct
- 1200 - CV Herb Dill 24 ct

- 1510 - CV Herb Mint 12 ct Box
- 1462 - CV Kohlrabi Green 12 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
- 3127 - CV Radishes Red Bunched NJ 24 ct
- 2205 - CV Spinach Bunched 24 ct
- 2255 - CV Squash Green MD Local 20 lb

JERSEY FRUIT - HAMMONTON, NJ

- 10105 CV Blueberries NJ 12/1 pt

JOSH WEAVER - LANCASTER COUNTY, PA

- 750 - CV Cabbage Green 50 lb

NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb
- 480 - CV Beans Green 25 lb
- 550 - CV Beets Red Bunched 12 ct
- 591 - CV Bok Choy 30 lb
- 592 - CV Bok Choy Baby Shanghai 30 lb
- 750 - CV Cabbage Green 50 lb
- 1670 - CV Cabbage Napa 30 lb
- 780 - CV Cabbage Red 50 lb

- 795 - CV Cabbage Savoy 30 lb
- 1362 - CV Chard Green 12 ct
- 1368 - CV Chard Red 12 ct
- 1308 - CV Greens Collard NJ 18 lb
- 1315 - CV Greens Kale NJ 18 lb
- 1345 - CV Greens Mustard 12 ct
- 1350 - CV Greens Turnip 18 lb
- 1200 - CV Herb Dill 24 ct
- 1475 - CV Leeks Bunched 12 ct
- 3127 - CV Radishes Red Bunched NJ 24 ct
- 2205 - CV Spinach Bunched 24 ct



CONVENTIONAL MARKET NEWS

JUNE 18- JUNE 25, 2021

WASHINGTON CHERRY SEASON IN FULL SWING



Washington **Cherries** are in full production!

California **Cherries** are winding down and are aggressively pushing out the remainder of the fruit now due to Washington starting up.

There is a good range of sizes, from 11.5 row to 9/9.5 row, of Washington **Dark Sweet Cherries**. Volumes will be good through late July and then taper off with lighter supplies going into August.

Washington **Rainier Cherry** supplies will be good through early July, with many growers expected to be done completely by mid-July. Prices will likely be higher in mid-July as there will only be a few growers with volumes at that point.



CV STRAWBERRIES

Strawberries remain in steady supply heading into the week of 6/21, however key growing areas, such as Santa Maria, CA, have experienced some extreme heat recently.

Temperatures were over 100 degrees, and this is not beneficial to the **Strawberry** crop. Most supply from Santa Maria will come to an end, causing Salinas and Watsonville, CA to become the main growing areas.

Look for pricing to climb slightly as we head into July 4th. Quality has been nice on all **Strawberries**.



CV BERRIES

We're now in local Blueberry season! Supplies are excellent from New **Jersey**. Quality on our first arrivals have been excellent, and we'll be in good supplies heading into the 4th of July. We will have opportunities for 18 oz clamshells as well.

The **Sweetest Batch Limited Edition Blueberries** from Driscoll's will be coming to an end for the season. Our last shipment from California will be the first week of July.

Raspberries and **Blackberries** remain in steady supply from California, and pricing looks consistent heading into the 4th of July. **Blackberries** have started in Georgia and North Carolina, so there are options for East Coast grown berries!



CV PEPPERS

Green Peppers out of Georgia remain promotable as harvests are flushing. Quality has been excellent.

Mini Sweet Peppers will remain promotable from Mexico. Quality has been nice.

11lb **Red, Yellow, and Orange Bell Peppers** will begin to rise as the flush slows down back to normal production. Red and Yellow varieties remain much more promotable than Orange as well. Quality has been very nice from Canada.



CV SQUASH

Green Squash remains promotable from multiple regions. We will be supporting locally grown New Jersey Squash; however, Georgia and North Carolina are also harvesting excellent volumes and quality.

Yellow Squash will be promotable! We will begin to switch into locally grown New Jersey Squash as harvests start. Georgia and North Carolina continue to offer excellent quality and volume as well.



CV MELONS

Watermelons will be available with promotable volumes! Quality out of Georgia has been excellent, but prices will stay higher than average as freight rates continue to stay very high with limited trucks available.

Bin Athena-style Cantaloupes are shipping from Georgia, and the fruit has been clean and cutting good with nice sugars. Georgia will run through the end June and then move to South Carolina.



CV SWEET CORN

Sweet Corn remains promotable out of Georgia. Quality has been excellent. Delaware is expected to start at the end of June.



CV BROCCOLI & CAULIFLOWER

Virginia **Broccoli Crowns** are expected to be promotable for the remainder of June. California started to increase pricing as the extreme heat will be problematic for overall supplies.

There are a lot of unknowns with **Cauliflower** as temperatures out west are starting to rise. Growers will be assessing the damage the week of 6/21, but hopefully they'll only experience minimum losses.



CV GRAPES

Production of **Grapes** is down in Mexico, and California is running behind due to very hot weather.

Green Seedless Grapes are very short, and prices are higher. The heat has slowed everything down.

Red Seedless Grapes are in a little better shape, but with increased demand due to the shortage on Green, prices are also going higher.

The last shot of **Cotton Candy Grapes** from Mexico hits will be available for the week of 6/21. There will be a gap between Mexico and the start of California. The start date for California is not clear because of the extreme heat and how it will affect the quality.



CV ASPARAGUS

Asparagus prices will be rising as the local and Michigan production are finished up for the season. Product will start coming in from Peru and limited amounts from Mexico for the remainder of the summer. Quality has been nice from all regions.



CV CITRUS

It was a good run on 10/3 lb Halos **Mandarins** from California, but they are winding down for the season. We will transition into the import 10/3lb Halos by the week of 6/21.

For now, it looks like **Navel Oranges** from California will run through July, but a lot depends how the extreme heat in California affects the fruit still on the trees and how quality holds up



CV CUCUMBERS

Super Select Cucumber prices remain promotable as multiple states are all harvesting. Georgia and North Carolina are in heavy production, and New Jersey is expected to start the week of 6/21. Quality has been exceptional.

Euro Seedless Cucumber prices remain steady as demand is strong and production is consistent. Quality from Canada has been nice.

Mini Seedless Cucumbers will be promotable as harvests flush from Canadian greenhouses. Quality has been very nice.



CV CABBAGE

Green Cabbage is promotable from local PA and New Jersey growers. Quality is excellent!



CV GREEN BEANS

Green Bean prices are rising as production begins to slow down. Georgia, North Carolina, and Virginia are all harvesting, but some rainy weather has slowed down harvests. Quality has been excellent from all regions.



CV KIWIFRUIT

SunGold Kiwifruit are available with strong supplies in both bulk and clamshell options.

Green Kiwifruit from New Zealand are now available in a volume-filled bulk option. We also now have a 12/11b **Green Kiwifruit** clamshells from Zespri available for the week of 6/21!



CV LETTUCE

Local New Jersey **Red Leaf**, **Green Leaf**, and **Romaine Lettuces** are wrapping up for the spring season.

Boston, **Green Leaf**, **Red Leaf**, **Romaine**, **Romaine Hearts**, and **Iceberg Lettuce** out of Quebec, Canada are expected to arrive the week of 6/21!



CV STONE FRUIT

Besides **Yellow & White Peaches** and **Yellow & White Nectarines**, **Black Velvet Apricots** and **White Donut Peaches** will be loading for a delivery the week of 6/21 to the East Coast.

The **Black Velvet** has a velvety black skin and a honey-sweet golden flesh.

The **Donut Peaches** are a flat peach with a high color exterior, a creamy white interior, and are very sweet.

Apriums are available too! **Apriums** are a hybrid between an apricot and a plum (75% apricot and 25% plum).



CV TOMATOES

Locally grown **Vine Ripe Tomatoes** from Delaware's Fifer Orchards will begin to start with very light volume for the week of 6/21. Quality should be excellent. **Vine Ripe Tomato** prices will be steady out of Georgia. Quality has been nice.

Beefsteak Tomato prices started to level off after a quick spike in markets. As field growers struggled with harvest numbers, demand became very strong causing the spike. Quality has been excellent from Canadian and US greenhouses.

Cluster Tomatoes remain promotable, and quality has been excellent.

Grape Tomato prices will begin to fall as Georgia production starts up, leading to better supplies. Quality from hothouses and field growers has been very nice.

Roma Tomato prices will begin to ease off as more production out of Georgia and Canada starts up. Quality has been very nice.



CV TROPICALS

Mango supplies are in excellent supply as we approach the end of June and into July. 10 and 12ct fruit will be very promotable. We are also offering a large 6ct box of fruit.

Hass Avocado supplies are steady as we approach the end of June. Several countries are in full swing, keeping the pipeline filled. Four Seasons will offer the great eating, high oil content Mexican fruit through the summer until it gaps.

Pineapples continue to be promotable through June in all sizes. July will see bigger sized fruit be in tighter supply.

OTHER STORIES

- This year's **Eastern Apple** season is all but finished. With most varieties done, we will close the season out.

- **Artichokes** are readily available, but harvests are dependent on the upcoming heat wave in California.

- Oxnard, CA **Celery** crops are done for the season. Salinas, CA has availability, but they are not in full swing yet. Prices are staying steady. **Celery Hearts** are getting a little tighter.

- **Brussels Sprouts** pricing will remain higher as CA harvests are just beginning for the season. The beginning of July should kick off more CA volume!

- Black Mission Figs from CA will be available through June. There will be a slight gap in July and then fruit will become more available.

- Both **Lychee** and **Rambutan** will be available for June. Look to promote these specialty tropical fruits!

- **Pomegranates** from Chile will be available for the week of 6/21. Fruit is very tight and will gap as the summer progresses.