

ORGANIC MARKET NEWS



OUTLOOK FOR JULY 1 - JULY 8, 2016

PEAK SEASON ORGANIC BLUEBERRIES



Peak **Organic Blueberry** harvests are here!

Organic Blueberry supply is now coming from the Pacific Northwest and New Jersey. Supplies are excellent, with promotional opportunities available on 12/1 pt and 12/6 oz!

New Jersey growers are picking their best tasting fruit during early July and will remain in peak through the 2nd week.

Washington and Oregon growers are picking a vintage crop of **Organic Blueberries** now through early August.



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market is very tight, with demand exceeding supply.

Mexico is done until late July or early August, putting all volume in the domestic California fruit. Some Peruvian fruit will also be available.

This extreme reduction in supply has shot prices up sharply!



OG TOMATOES

Organic Roma Tomatoes are in abundant supply from Mexico. Now is a good time to promote!

Organic Cluster Tomatoes are in good supply out of Mexico and Canada.

Organic Round Tomatoes are in limited supply out of Florida. Prices are higher. Mexico is reporting good supplies on **Organic 20 lb.** and **Hot-house Tomatoes**.

Organic Grape Tomatoes are in decent supply out of GA.

Organic Cherry Tomatoes are in adequate supply out of Mexico, but quality is fair. Organic Rainbow Cherry Tomatoes are now available out of Mexico.



OG LETTUCE

This week we will see the first **Organic Lettuce** out of Canada. **Organic Romaine Lettuce** will arrive this week, and **Organic Red** and **Green Leaf Lettuces** should follow next week.

California shippers are reporting good to abundant supplies of all **Organic Lettuces**, but all lettuce from CA is showing rib rust and some pink discoloration on the stems. Prices are expected to remain steady on premium product. There is lessor quality and lower priced **Organic Lettuce** available as well.

Organic Romaine Hearts are in good supply out of CA. Prices are steady.



OG CHERRIES

Washington **Organic Rainier** and **Red Cherries** are in tight supply and are expected to wrap up for the season in July. Promote while you can!



OG KALE

Organic Green and **Lacinato Kale** is available out of both CA and NC, but PA is reporting limited supplies of **Organic Green Kale** heading into this weekend.

Organic Red Kale is in good supply out of CA. There is no premium Organic Kale at this time out of CA due to hail damage.



OG WATERMELONS

California **Organic Watermelons** will continue to be plentiful this week and prices will ease down slightly.

Lady Moon Farms will start to harvest **Organic Seedless Watermelons** out of Georgia this week. They are in good supply on **Organic Sugarbaby Seeded Watermelons**.



OG SQUASH

Organic Zucchini is in adequate supply out of GA and limited supplies have started out of NJ. Mexico and California are reporting limited supplies.

Organic Yellow Squash is in limited supply out of GA. NJ will start next week. **Organic Gold Bar Squash** is in season from New Jersey.



OG PINEAPPLES

ALERT! **Organic Pineapples** supplies are still a tight coming off of a major mealy bug issue in Costa Rica. Pricing is still higher than normal.



OG SWEET CORN

Organic White Sweet Corn is now available out of CA. Flavor is very good and price is moving down.

New York and Canada will start in the next few weeks on East Coast **Organic Sweet Corn**.



OG MELONS

California **Organic Cantaloupe** and **Galia Melons** are in good shape and are expected to continue that way as we transition growing areas.

Honeydew are expected to gap for a couple of weeks and come into better supply mid to late July.



OG MANGOS

Organic Tommy Atkins and **Kent Mangos** are in good supply through the next 2 weeks. **Tommy Atkins** supplies will dwindle and **Kent** volumes increase going forward.

Organic Ataulfo Mangos will be hit and miss over the next few weeks.



OG PEPPERS

Dominican and Holland **Organic Red Peppers** are in adequate supply. **Organic Red Peppers** out from Mexico.

Organic Green Peppers are in tighter supply this week out of CA and Mexico. North Carolina is limited in availability.



OG CUCUMBERS

Organic Hothouse Cucumbers are in good supply out of Canada, Mexico, and Holland.

Organic Mini Cucumbers are expected to be in good supply.

Organic Cucumbers are in adequate supply out of Mexico and in limited supply out of California.



OG POTATOES

Organic Yellow and **Red Potatoes** out of Bakersfield, CA continue to be in good supply with steady price and outstanding quality. We should see good supply in colors through the month of July out of California.

California **Organic Russet Potatoes** will be slightly more limited towards the middle of this week and shippers are not packing again to load until the end of this week. Next week supply should be in much better shape.



OG BROCCOLI

Organic Broccoli is in good supply out of California and price appears to be coming down. Some of the better quality product is out of the Salinas area.

Organic Broccoli Crowns are in good supply and the price this week has come down. Expect continued good supply through the beginning of the month.



OG BERRIES

Organic Strawberry supplies got tight due to 4th of July demand but things should improve after the holiday, returning to excellent supplies with promotional opportunities.

Organic Blackberry supplies have firmed up, taking prices up with them.

ALERT! **Organic Raspberry** supplies have significantly dropped, causing prices to rise. Expect the situation to continue to get worse over the next few weeks. High heat is also causing weakness in fruit.



OG PLUMS & APRICOTS

California **Organic Black** and **Red Plums** continue in excellent supply. Promotional opportunities are available.

Organic Pluots are in sporadic supply as we begin to transition to the popular Dapple Dandy variety.

California **Organic Apricots** are in excellent supply. We should begin to transition to Washington in early July.



OG PEACHES & NECTARINES

California **Organic Yellow Peaches** have firmed up slightly with prices taking a slight bump up.

Organic White Peach supply continues to improve with larger sizing and prices continue sliding off slowly.

California **Organic Donut Peaches** continue in good supply, but are expected to wrap up in mid-July for the season.

California **Organic Yellow** and **White Nectarine** supplies are steady and in season.

OTHER STORIES:

- **Organic Red** and **Yellow Onions** are in good supply right now out of California, but quality continues to be a struggle with skin set and scald.

- California **Organic Green** and **Red Grape** supplies are tight. Better supplies are expected out of Bakersfield, CA in mid-July. CA **Organic Black Seedless Grapes** are in extremely firm supply with high prices. Supplies are expected to be high until new crop in Bakersfield, CA begins in mid-July.

- **Organic Green Beans** are in good supply out of CA. Quality continues to be very good. Prices are up for next week. Florida is done for the time being.

- Peruvian **Organic Ginger** can no longer ship by boat (end of season quality), so now it will come by air, giving a hefty price increase this week. **Organic Chinese Ginger** is available at a much lower price point.

- **Organic Baby Spinach** is coming back around slowly and prorates have been less and less. We should soon return to normal volume for a 3 major salad suppliers.

- **Organic Bunch Spinach** will be more limited in supply in early July. Some CA fields that were getting ready to harvest now have mildew. Prices will be up.

- **Organic Celery** is in better supply this week and prices are lower. Quality, in terms of the black heart we have seen lately, shouldn't be as evident.

- **Organic Celery Hearts** are in adequate supply, price is down, and quality is expected to improve this week.

- **Organic Eggplant** is in limited supply out of GA. Quality is very good. Mexico is reporting very light supplies.

FOOD BANK CASH DONATION



Food insecure children and food insecure families struggle most during the summer months when donations to food banks are lower and school breakfast and lunch programs are not in session.

That's why we're excited to support major food banks in our region with a cash donation this July.

We're also donating \$10,000 to the West Virginia food bank that supports the counties most impacted by the devastating June floods they experienced.



CENTRAL PENNSYLVANIA FOOD BANK

Serving the entire Susquehanna Valley of Pennsylvania

.....

\$13,000

PHILABUNDANCE

Serving Philadelphia and the greater Delaware Valley

.....

\$13,000

GREATER BERKS FOOD BANK

Serving Reading, PA city plus greater Berks and Schuylkill counties

.....

\$13,000

CAPITAL AREA FOOD BANKS

Serving Washington DC, plus surrounding areas in Maryland and northern Virginia

.....

\$13,000

MOUNTAINEER FOOD BANK

Serving 42 counties in eastern West Virginia (including those impacted by the devastating June flooding)

...

\$10,000

TOTAL CASH DONATION FROM THE FOUR SEASONS FAMILY OF COMPANIES THIS JULY!

\$62,000

We encourage you to donate to your local food bank this time of year! www.feedingamerica.org



for Flood impacted families



LIST FOR WEEK OF JULY 1 - JULY 8, 2016

ORGANIC



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

- 41101 - OG Squash Gold Bar NJ 20 lb

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA

- 40577 - OG Broccoli Stalk PA 14 ct 20lb

CLARION RIVER - SLIGO, PA

- 40550 - OG Cabbage Green PA 45 lb
- 40518 - OG Cabbage Savoy PA 35 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 40484 - OG Beets Gold Bunch 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



CONVENTIONAL



NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 02806 - CV Cucumber Super Select NJ 72 ct
- 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
- 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
- 01275 - CV Eggplant Graffiti NJ 12 lb
- 01285 - CV Eggplant Graffiti NJ 10 lb
- 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
- 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

JERSEY FRUIT - HAMMONTON, NJ

- 10105 - CV Blueberries NJ 12/1 pt

DRISCOLL'S - HAMMONTON, NJ

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

DELAWARE

VINCENT FARMS - DELMAR, DE

- 01084 - CV Corn White Bin DE 50 dz
- 01086 - CV Corn Bi-Color Bin DE 50 dz

PENNSYLVANIA

CREEKVIEW PRODUCE (LEVI STOLTZFUS) - COCHRANVILLE, PA

- 00631 - CV Broccoli Bin w/ Stem PA 110 ct

JOSH WEAVER - LANCASTER COUNTY, PA

- 00751 - CV Cabbage Green PA 40 lb

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

- 00751 - CV Cabbage Green PA 40 lb
- 00758 - CV Cabbage Green Bin PA 60 ct
- 02320 - CV Squash Yellow Medium PA 20 lb

HARLAN HESS - ZIONSVILLE, PA

- 02855 - CV Cucumber Carton PA 24 ct
- 02845 - CV Cucumber Kirby PA 40 lb
- 02258 - CV Squash Green Medium PA 20 lb
- 02320 - CV Squash Yellow Medium PA 20 lb
- 02334 - CV Zucchini Gold Bar PA 20 lb

KEITH BENEDICT - CHAMBERSBURG, PA

- 02258 - CV Squash Green Medium PA 20 lb
- 02320 - CV Squash Yellow Medium PA 20 lb
- 02334 - CV Zucchini Gold Bar PA 20 lb
- 02855 - CV Cucumber Carton PA 24 ct

SUNNY HARVEST - COCHRANVILLE, PA

- 02165 - CV Rhubarb PA 20 lb
- 01760 - CV Peas English PA 25 lb

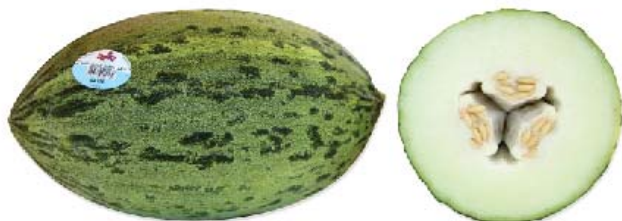
NEW ITEMS OR BACK IN SEASON

ORGANIC

42193 - OG Apple Jazz New Zealand	80/90 ct
42958 - OG Apple Jazz New Zealand	100 ct
43776 - OG Watermelon Bin SDLS 9# Avg	70 ct
43786 - OG Watermelon Sugarbaby 11#Avg	60 ct
44437 - OG Watermelon Sugarbaby 5Ct	60+ lb
44438 - OG Watermelon Sugarbaby 6Ct	60+ lb
45233 - OG Watermelon Sugarbaby 7Ct	60+lb
41808 - OG Watermelon Bin Yellow 8lb Avg	80 ct
43360 - OG Watermelon Yellow SDLS 8ct	50 lb
43533 - OG Lychee Fruits	5 lb
42201 - OG Mango Kent Mexico	9 ct
41337 - OG Tomatillos	10 lb
40857 - OG Kohlrabi Bunch Purple	12 ct
40187 - OG Broccoli Rabe	20 ct



CONVENTIONAL



05877 - CV Apples Envy 70/90ct New Zealand	40 lb
05104 - CV Apples Eve 80/90ct New Zealand	40 lb
06068 - CV Apples Jazz 80/90ct New Zealand	40 lb
05042 - CV Apples Mahana Reds New Zealand	80/90 ct
11190 - CV Melons Crenshaw	6 ct
11191 - CV Melons Hami	6 ct
11192 - CV Melons Santa Claus	6 ct
11580 - CV Melons Galia	6 ct
11509 - CV Melons Canary	6 ct
11545 - CV Melons Orange Flesh	6 ct
11520 - CV Melons Casaba	6 ct
14841 - CV Apricots 2-Layer 60s	14 lb
14855 - CV Apricots 1-7/8"	24 lb
14833 - CV Apricots Crimson Velvet 56s	6.5 lb
03057 - CV Lettuce Green Leaf Canada 20lb	24 ct
03060 - CV Lettuce Red Leaf Canada 20lb	24 ct
03074 - CV Lettuce Romaine Canada	24 ct
03116 - CV Romaine Hearts Canada	12/3 ct

FAMILY TREE FARMS SPECIALTY FRUIT

White Donut Peaches

SWEET AND READY TO EAT! WHITE-FLESH



- | | |
|---------------------------------------|---------|
| 15708 - Peaches White Donut Tray | 11 lb |
| 15739 - Peaches White Donut Clamshell | 14/1 lb |
| 14870 - Peaches White Donut Tote Till | 12/2 lb |

Peach Pie Peaches

HEIRLOOM-FLAVOR, FLAT & YELLOW PEACHES!



- | | |
|--------------------------------------|----------|
| 15694 - Peaches Peach Pie Donut Tray | 10 lb |
| 15727 - Peaches Peach Pie Clamshell | 14/14 oz |
| 14871 - Peaches Peach Pie Tote Till | 12/2 lb |

Plumogranate Pluots

RICH PLUM & POMEGRANATE FLAVOR! HIGH IN ANTI-OXIDANTS!



- | | |
|--|---------|
| 16283 - Pluot Plumogranate Volume Filled Box | 28 lb |
| 16284 - Pluot Plumogranate 64s 2-Layer Box | 16 lb |
| 16161 - Pluot Plumogranate Tote Till | 12/2 lb |

2016 July 4th Holiday Schedule

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 JULY 1 - JULY 8, 2016

SWEET CORN OUTLOOK

ALERT! Crop transitions from one growing regions to the next can be tricky, and that's exactly what is happening with **Sweet Corn**.

July 4th weekend through July 10th is shaping up to be a time of very short supply for **Sweet Corn** on the East Coast. **Why?**

Georgia growers are basically done for their season and Virginia growers are not ready to start shipping volume until after the 4th of July. Delaware growers who pack in bins have started in a small way but don't have extra volume for the big July 4th promotions that retailers have out there.

PA and NJ growers have started with some of their early product, but most of that is going directly to farm stands and auctions. These local regions will enter their peak season the 3rd and 4th week of July - later than normal.



CV BERRIES

Expect steady supplies and pricing this week on **Strawberries**.

Keep promoting **Blueberries**! New Jersey will be in peak production this week. Pacific Northwest fruit is keeping much of the rest of the country well-supplied.

Raspberries and **Blackberry** supplies will be tighter this week as production is on the decline. Look for prices to increase this week.



CV AVOCADOS

ALERT! **Hass Avocados** are reaching high prices not seen in many years. What's going on?

Production essentially came to a stop in Mexico, putting all of North America's demand on a small amount of California grown fruit and the new crop Peruvian fruit coming to ports. There's simply not enough product to fill demand.

The fresh crop Peruvian fruit is arriving green and hard, so retailers are wise to stay ahead on inventory since the fruit is ripening at a slower rate.

New crop production of **Hass Avocados** will begin in another region in Mexico in late July or early August.



CV PEACHES

There is trouble with **Peaches** in the South – they are now getting soft before they are ready to be picked. No one really knows why this is happening. It could have to do with the limited chill hours/unseasonably warm winter or the excessive heat with lack of rain they experienced the last several weeks. **BOTTOM LINE:** It will be a struggle picking and packing South Carolina and Georgia **Peaches** the remainder of this season!

It's a shame, because there are plenty of peaches on the trees. There are less cases of **Peaches** available in the South right now. Pricing has inched back up.

New Jersey Peaches will be in season the second week of July.



CV WATERMELONS

Watermelons will continue to arrive out of both South Carolina and Georgia for 4th of July, but the Georgia crop will be ending and North Carolina fruit will begin in early July. We should see supplies get a little better as the demand will ease. Prices will adjust down slightly for mid-July promotions.



CV MELONS

Keep promoting **Cantaloupes** and **Honeydews**! Good supplies and promotable pricing will continue this week.



CV PEPPERS

Green Peppers are limited from North and South Carolina, but pricing is steady.

ALERT! 11lb **Red, Yellow, and Orange Bell Peppers** are limited from Canada and Holland greenhouses, driving prices up.

15 lb. Field Grown Red Peppers are very limited from the West Coast.



CV SWEET ONIONS

Vidalia Onions have leveled off in price this week.

We will see **PA Simply Sweet Onions** get started in late July.



CV CHERRIES

Despite the push going into the 4th of July ad business, **Cherry** prices pretty much remained the same. The only thing affecting the market is the small supply of 11 row and smaller fruit. Most growers are peaking on the 10 row and larger sizes.



CV PINEAPPLES

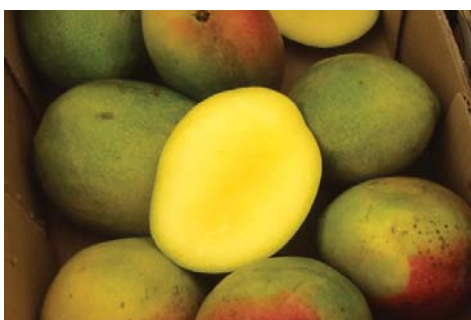
ALERT! We've been dealing with a short **Pineapple** supply the past few weeks. Supplies may not improve until mid July. Prices are temporarily spiking, but will return to normal later in the month.



CV CUCUMBERS

Cello Wrapped Seedless Cucumbers and **12/6ct Mini Seedless Cucumbers** remain abundant from greenhouse production, making them good items to promote.

Super Cucumbers remain limited as NJ and PA are starting in a light way.



CV MANGOS

The **Mango** market is oversupplied and prices are on the floor. This should continue well into August on **Round Mangos**, barring some type of weather problem that shuts off the supply due to quality.

Quality is fantastic right now coming out of the main growing region of Southern Sinaloa and dry each time. So unless conditions really change, we are expecting the Southern Sinaloa crop to continue to be massive.



CV TOMATOES

Grape and Cherry Tomatoes are more limited with an increase in pricing this week. Most of our **Grape Tomato** supply this week will be on greenhouse grown Sun Drop variety.

Cluster and Beef Tomatoes are in good supply.

Two-layer and 25lb. Vine Ripe Tomatoes and **Roma Tomatoes** are in good supply and promotable.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are promotable with steady to lower pricing this week. Quality is nice from CA. We will have PA grown bins again this week.

Cauliflower is up a tad in pricing, but still good supplies.



CV SQUASH

Zucchini is abundant from Pennsylvania. Pricing is lower this week with promotable volumes.

Yellow Squash is steady to lower in pricing. Beautiful **Gold Bar Squash** is in season too.



CV CABBAGE

Cabbage supplies are still limited and pricing is steady to lower.

We will have some PA grown **Cabbage** bins this week (60ct) from Amish growers.



CV GRAPES

Cheap, cheap, cheap is the best way to describe the market on end-of-season Mexican **Grapes**. Most growers are blowing out the last of their inventory because fruit from the Bakersfield/Arvin area in California is starting in a small way on **Red Seedless Grapes** this weekend with most growers all shipping by July 5th. **White Seedless Grapes** will follow in another week.

The best quality will be on the new crop, of course, but the price difference may entice you to stick with the Mexican fruit one more week. You will pay double the price for the 19lb. box from California.



CV LETTUCE

Iceberg Lettuce is active out of California with higher pricing this week. However, we will have Canadian "Little Junior" **Iceberg Lettuce** this week at good pricing and promotable volumes.

Romaine Hearts remain limited. We will continue to carry California and Canadian options. Both prices are steady, with an advantage on the Canadian.

There are steady supplies and pricing of **Romaine, Green Leaf, and Red Leaf Lettuces** from California. The New Jersey product is finishing, however there are good supplies of nice quality **Romaine, Green Leaf, and Red Leaf Lettuces** with aggressive pricing.



CV POTATOES

Russet Potatoes, in bags and counts, continue to be in good supply and pricing remains steady this week. The **Count Russet Potato** market has come off slightly this week. I expect it to hold steady for the next few weeks.

We have seen some of the nicest **Red, Yellow, and White Potatoes** that we've ever seen out of Kirschenmen from California in all sizes and colors. These **Potatoes** really shine!

Unclassified Potatoes will wind down for the summer months. We will see some higher pricing on chef potatoes well as we get into NC, VA, and NJ potatoes.

Displays of the Week!

