



ORGANIC OUTLOOK

JUNE 29 - JULY 13, 2018



WWW.FSPRODUCE.COM 9 CT

PROMOTABLE ORGANIC MELONS

California **Organic Cantaloupes** are in excellent supplies this week in 9, 12, and 15 ct boxes. Quality is excellent, making it a good item for seasonal displays.

Supplies are good from the west coast on both **Organic Mini** and **full-size Seedless Watermelons** will continue this week.

Lady Moon Farms has just started shipping their **Organic Seedless Watermelons** from their Georgia farm. **Organic Orange Seedless Watermelons** are available.

California **Organic Honeydew** is now in season. California **Organic Galia Melons** continue in firm but steady supply.



OG MANGOS

Organic Tommy Atkins Mangos are in great supply. 10 and 12ct fruit will be available at nice pricing for all of July!

Organic Ataulfo (Honey) Mangos will begin to tighten up here through mid-July. Some fruit should still be available, but pricing will increase.

Haitian Organic Fair-Trade Mangos are available for the first week of July! This fruit tastes amazing!

July is Mango Mania Month! We will be hosting an **Organic Mango** display contest and we want your help! There will be great prizes available and you will see a nice lift in sales. Be sure to ask your Four Seasons sales rep or merchandiser for more details!



OG CHERRIES

Peak season is here for **Organic Cherries!**

Organic Dark Sweet and **Rainier Cherries** out of Washington are in excellent supply with prices coming down. Fruit sizing is larger, but there are also some deals on 11.5 row.

Early July, and especially mid-July, will be the best time of the year to promote **Organic Cherries** when they're at their best.

A special, particularly sweet variety of gold-flesh cherry, is available from Stemtil, called the Skylar Rae. **Organic Skylar Rae Cherries** will be available during early to mid-July.



OG STONE FRUIT

California and Washington **Organic Apricots** are now in excellent supply with some of the best fruit in years! Prices have come off significantly.

Organic Yellow Peaches are now in excellent supply and lots of promotional opportunities are available. **Organic White Peaches** are gapping between varieties, but we should see the next variety here in late June.

Organic Yellow Nectarines are in firm supply with higher prices. **Organic White Nectarines** are in season with nice quality.

Organic White Donut Peaches are available, with the new larger "Galaxy" variety.

Organic Black Plums are back in very limited supply and will gap again before the next fruit arrives. **Organic Red Plums** are in firm, but steady supply, with the Yummy Beaut, Showtime, and Hiromi varieties.

Organic Pluots are in a gap until new varieties start in July.



OG BLUEBERRIES

Organic Blueberries are in excellent supply this week out of many regions, including local New Jersey crop! Jersey **Organic Blueberries** are peaking in volume this week and next, and pricing will be aggressive. 12/1 pints are a great item to promote this week!

Driscoll's **Organic Blueberries** are now in very good supply in 6oz and pints from Mexico and California and soon from Washington.

The Pacific Northwest should begin very shortly. Promotional opportunities will be available.



OG BERRIES

California **Organic Strawberry** harvest volumes remain excellent with promotional opportunities expected to continue into July.

Driscoll's **Organic Raspberries** supplies are ramping up and should continue to be in good supply. Promotional opportunities are available.

Driscoll's **Organic Blackberries** are in slightly better supply this week as California ramps up. Promotional opportunities are available.



OG KALE

Organic Kale is in good supply out of OH, GA, TN, NC, PA, and CA. Prices are coming down, as it appears to be an overabundance situation for a few weeks.

Good supplies are available on **Organic Lacina-to** and Red Kale out of GA, NJ, and CA. NY has started with **Organic Kale** as well.



OG CUCUMBERS

Organic Cucumbers are in good supply out of GA and Mexico. Pricing out of Mexico is up a little this week.

Organic Hothouse Cucumbers are more limited out of Mexico and Spain.



OG LETTUCE

Organic Romaine Heart remain in good supply and quality.

Organic Lettuce is in good supply out of Quebec, Canada and California. Prices are steady. Lady Moon Farms has finished out of PA.



OG CELERY

Prices are dropping quickly this week on **Organic Celery** and **Celery Hearts**. Volumes are promotable, particularly on **Organic Celery Hearts**. Expect prices to drop further the first week of July.



OG SQUASH

Ohio growers have good supply of both **Organic Zucchini** and **Yellow Squash**. Prices will be dropping again the first week of July as more eastern shippers have more volume.

Prices have loosened on Mexican **Organic Squash**, as prices have dropped as the week went on. Supplies are decent out of GA, but more limited on **Organic Yellow Squash**.



OG PEPPERS

Organic Red, Yellow, and Orange Peppers are in decent supply out of Holland, but prices are moving up. Expect tight supplies around the 4th of July.

Desert production has begun on **Organic Green Peppers**, and prices have begun to drop. GA is limited on **Organic Green Peppers**, mostly the jumbo size.



OG CABBAGE

CA **Organic Green Cabbage** is in decent supply, with high demand and prices.

Organic Red Cabbage is tight from FL and GA.

Ohio growers now have **Organic Green Cabbage**, and they will have **Organic Red Cabbage** available the week of July 4th.



OG LEMONS

ALERT! CA **Organic Lemon** supplies are virtually gapping. Some Mexican fruit is available, but at high prices.



OG RUSSET POTATOES

We are now into new crop California grown **Organic Russet Potatoes**. Prices are higher, but these are the nicest **Organic Russet Potatoes** we have seen in months!



OG ONIONS

We will see locally grown **Organic Red** and **Sweet Onions** come to the market in the middle of July. Until then, **Organic Red, Yellow, White,** and **Sweet Onions** are available from both CA and Mexico. The market has been pretty steady this week.



OG TROPICALS

Organic Hass Avocados will be steady with fruit available from Mexico, California, and Peru. Pricing has been slowly increasing as the season progresses.

Equal Exchange **Organic Fair Trade Hass Avocados** continue to be available on 48ct & 60ct from Peru into the first week of July.

Organic and **All-Natural Young Thai Coconut** supplies will continue to be limited through July. Expect prices to remain elevated.

Organic Pineapple supplies should be good for most of July. Quality has been great.



OG TOMATOES

Mexico and Canada have limited supplies of **Organic 15lb Beef Tomatoes** this week, but Mexican **Organic 2-Layer Tomatoes** are in good supply.

Organic Cherry and **Rainbow Cherry Tomatoes** are in decent supply out of GA. Supplies are limited on **Organic Cherry Tomatoes** out of Mexico. **Organic Grape Tomatoes** are in steady supply out of GA and Mexico.

Organic Roma Tomatoes are in decent supply. Quality and color is very good.

Organic Cluster Tomato prices are up this week. Quality is very good out of both Canada and Mexico.



OG BROCCOLI & CAULIFLOWER

Local PA Organic Stem Broccoli is available from Christ King, a Lancaster County grower. Supplies are expected to be good until mid-July.

CA **Organic Broccoli** is in adequate supply and prices are soft.

ALERT! **Organic Cauliflower** is in very tight supply and prices are up dramatically. Shippers who have product have very little, and describe it as ricy, with yellow hue and leaves. Tight markets might last for early July.

OTHER STORIES:

- **Organic Green Beans** are in very tight supply. Nothing is available out of Mexico and the South-eastern US, and CA is limited. PA should start the week of July 4th.

- **ALERT!** **Organic Asparagus** supplies are now winding down out of CA. They will ship until early July. Prices are up.

- GA growers report decent supplies of **Organic Eggplant**, but Mexico has no product. Some may be available out of Northern CA the first week of July.

- **Organic SunGold Kiwifruit** from New Zealand are now available in larger sizes with excellent quality. **Organic Green Kiwifruit** has transitioned fully to the Zespri brand out of New Zealand.

- **Organic Salads** are in good supply overall. Taylor Farms has had some issues with supply on **Broccoli Florets** and a few other SKUs, but should be rebounding and good for early July.

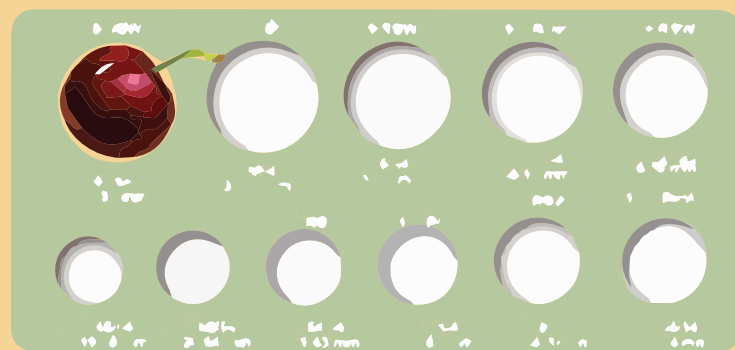



CHERRY SIZING

WHAT DOES THE "ROW" COUNT MEAN IN CHERRY DESCRIPTIONS?

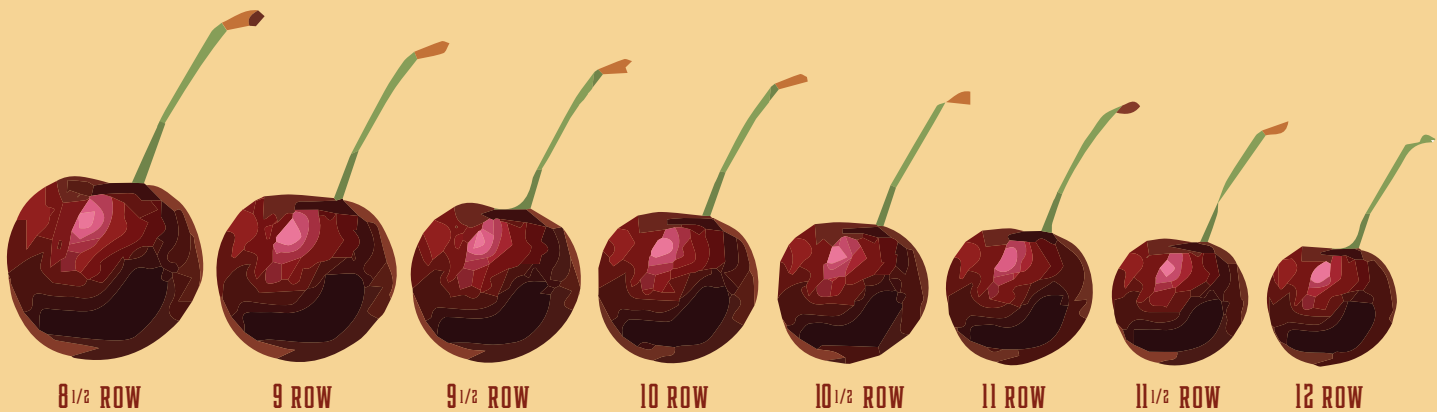
Cherries from the Northwest used to be packed in small 4-5 lb wooden boxes for shipping and the top layer would be packed into neat rows. The amount of cherries you could fit in a row across the top became the sizing scale.

Even when the industry began shipping in 15lb, 18lb and 20lb wood lug crates and later cardboard box – the industry stuck with the "row" sizing scale instead of a millimeter diameter.



 This is a cherry sizing tool, but most cherries are now sized electronically by rapid-image-scanners for sorting.

Large cherries (the lowest row count) command the highest prices. Small cherries, like 12 row and smaller, are often used for processing in canning, juice, dried or frozen.



Local Produce

June 29 - July 13, 2018



ORGANIC



NEW JERSEY

Big Buck Farms

>> Hammonton, NJ
43706 - OG Blueberries NJ 12/1 pt

Eastern Fresh

>> Cedarville, NJ
41792 - OG Cucumbers Plain NJ 45 lb

NEW YORK

Hepworth Farms

>> Milton, NY
40208 - OG Arugula Prem NY 24 ct
41112 - OG Escarole NY 24 ct
40864 - OG Radishes Red Bunched Prem NY 24 ct
40816 - OG Rhubarb NY 1.5 lb

Pedersen Farms

>> Seneca Castle, NY
40675 - OG Greens Kale NY 24 ct

OHIO

Green Field Farms

>> Wooster, OH
40550 - OG Cabbage Green OH 45 lb
40675 - OG Greens Kale OH 24 ct
40297 - OG Squash Yellow OH 20 lb

PENNSYLVANIA

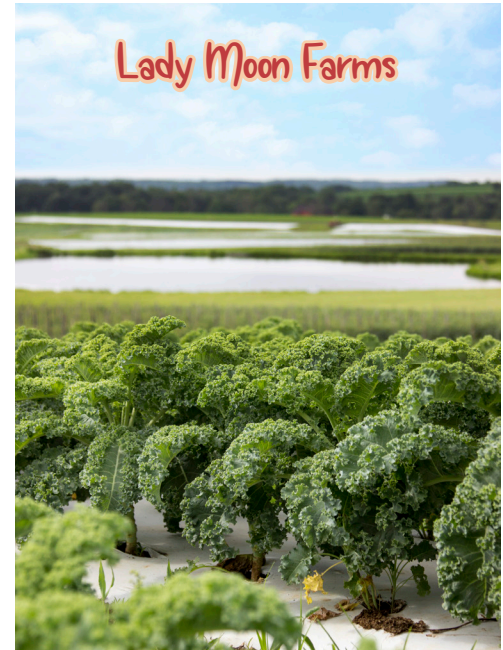
Christ King

>> Lancaster, PA
40577 - OG Broccoli w/ Stem OA 14 ct

Lady Moon Farms

>> Chambersburg, PA
40484 - OG Beets Gold Bunched PA 24 ct
40532 - OG Beets Red Bunched Prem PA 24 ct
40666 - OG Chard Green Prem PA 24 ct
40680 - OG Chard Rainbow Prem PA 24 ct
40667 - OG Chard Red Prem PA 24 ct
40628 - OG Dandelion Prem PA 24 ct
41007 - OG Greens Collards Prem PA 24 ct
40811 - OG Greens Kale Prem PA 24 ct
40472 - OG Greens Kale Lacinato Prem PA 24 ct
43566 - OG Greens Kale Red Prem PA 24 ct
40723 - OG Parsley Curly Prem PA 30 ct
40724 - OG Parsley Flat Leaf Prem PA 30 ct

Lady Moon Farms



Hepworth Farms



Green Field Farms



Local Produce

June 29 - July 13, 2018



DELAWARE

Vincent Farms

>> Delmar, DE

1084 - CV Corn White DE 50 dz Bin

NEW JERSEY

Eastern Fresh Growers

>> Cedarville, NJ

2855 - CV Cucumbers NJ 24 ct Carton

2812 - CV Cucumbers Select NJ 72 ct

2799 - CV Cucumbers Super NJ 72 ct

2255 - CV Squash Green Medium NJ 20 lb

Flaim Farms

>> Vineland, NJ

205 - CV Arugula NJ 24 ct

530 - CV Beets Red NJ 25 lb

550 - CV Beets Red Bunch NJ 25 lb

591 - CV Bok Choy NJ 30 lb

592 - CV Bok Choy Baby Shanghai NJ 30 lb

758 - CV Cabbage Green 60-65ct Bin NJ

750 - CV Cabbage Green NJ 50 lb

1670 - CV Cabbage Napa NJ 30 lb

780 - CV Cabbage Red NJ 50 lb

795 - CV Cabbage Savoy NJ 30 lb

1362 - CV Chard Green NJ 12 ct

1355 - CV Chard Rainbow NJ 12 ct

1368 - CV Chard Red NJ 12 ct

1170 - CV Dandelion Bunch NJ 12 ct

1285 - CV Eggplant Italian NJ 10 lb

207772 - CV Endive (Chicory) NJ 24 ct

207770 - CV Escarole NJ 24 ct

1308 - CV Greens Collard NJ 18 lb

1315 - CV Greens Kale 18 ct NJ 18 lb

1346 - CV Greens Mustard NJ 18 lb

1350 - CV Greens Turnip NJ 18 lb

455 - CV Herb Basil NJ 15 ct

1200 - CV Herb Dill NJ 24 ct

1510 - CV Herb Mint NJ 12 ct Box

1462 - CV Kohlrabi Green NJ 12 ct

1475 - CV Leeks Bunched NJ 12 ct

3042 - CV Lettuce Boston NJ 24 ct

3028 - CV Lettuce Boston Red NJ 12 ct

3050 - CV Lettuce Green Leaf 20 lb NJ 24 ct

3065 - CV Lettuce Red Leaf 20 lb NJ 24 ct

3097 - CV Lettuce Romaine 35 lb NJ 24 ct

1704 - CV Parsley Curly NJ 30 ct

1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct

Jersey Fruit

>> Hammonton, NJ

10105 - CV Blueberries NJ 12/1 pt

CONVENTIONAL

Nardelli Lake View Farm

>> Cedarville, NJ

480 - CV Green Beans NJ 25 lb

790 - CV Cabbage Chinese NJ 30 lb

1670 - CV Cabbage Napa NJ 30 lb

3127 - CV Radishes Red Bunched NJ 24 ct

2255 - CV Squash Green Medium NJ 20 lb

2455 - CV Turnips NJ 25 lb

Sun Valley Orchards

>> Swedesboro, NJ

2812 - CV Cucumbers Select NJ 72 ct

2855 - CV Cucumbers NJ 24 ct Carton

OHIO

Holthouse Farms

>> Willard, OH

1300 - CV Greens Collard OH 18 lb

1320 - CV Greens Kale 18 ct OH 18 lb

1975 - CV Peppers Cubanelle OH 18 lb

1995 - CV Peppers Poblano OH 20 lb

PENNSYLVANIA

Benedict Farms

>> Chambersburg, PA

2258 - CV Squash Green Med PA 20 lb

2320 - CV Squash Yellow Med PA 20 lb

209126 - CV Squash Zucchini Gold Bar PA 20 lb

Copenhaver Produce

>> Lebanon, PA

482 - CV Beans Green PA 25 lb

Hess Farms

>> Waynesboro, PA

2258 - CV Squash Green Med PA 20 lb

2320 - CV Squash Yellow Med PA 20 lb

209126 - CV Squash Zucchini Gold Bar PA 20 lb

Joseph Weaver

>> Lancaster, PA

999 - CV Cauliflower w/Jacket PA 60 ct bin

Josh Weaver

>> Lancaster, PA

751 - CV Cabbage Green PA 50 lb

780 - CV Cabbage Red PA 50 lb

Lester Weaver

>> Lancaster, PA

758 - CV Cabbage Green 60-65ct Bin PA

Sunny Acres Farm

>> Chambersburg, PA

1320 - CV Greens Kale 18 ct OH 18 lb

2258 - CV Squash Green Medium PA 20 lb

Sun Aqua Farms

>> Dalton, PA

443 - CV Herb Basil Hydroponic PA 6 ct

442 - CV Herb Basil Hydroponic PA 12 ct





July 2 – July 29, 2018

CRESPO ORGANIC MANGO DISPLAY CONTEST

Four Seasons Produce has partnered with Crespo Organics to bring you the 2nd Annual Crespo Organic Mango Display Contest in July. Winners will be judged off of creativity and impact of your display. Posters, Recipe Cards, and Variety Cards will be available through your Four Seasons Merchandiser.

****All Crespo Organic Mangos must be purchased through Four Seasons. Multiple sizes and varieties will be available.**

Send the digital photograph(s) of your display to stephf@fsproduce.com by **August 3, 2018**.

PRIZES:

1ST PLACE:

Breville Juicer + Mango Fork



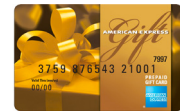
2ND PLACE:

Four Seasons Jacket +
\$25 American Express Gift Card +
Mango Fork



3RD PLACE:

\$50 American Express Gift Card +
Mango Fork



EVERYONE IS A WINNER!

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

- Mango Tree Shirt
- Mango Tree Hat
- Mango Knife
- Mango Tree Socks
- Crespo Bag



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CONVENTIONAL OUTLOOK

JUNE 29 - JULY 13, 2018

WWW.FSPRODUCE.COM 12/1 PT

TOMATOES PROMOTABLE



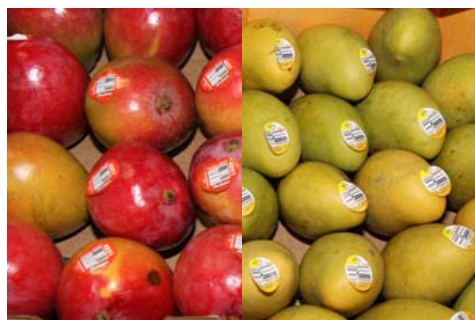
Summer **Grape Tomato** season is coming for July!

Grape Tomatoes are in excellent supply out of Florida and the Carolinas. Virginia will start on July 1st, and our local PA growers here in Lancaster County will begin the first week of July from high tunnel production. We will be packing all local PA **Grape Tomatoes** in the "Native Grown" label.

Local Vine Ripe Tomatoes from high tunnel production are now in season from Delaware! New Jersey and Pennsylvania grown will arrive in early-mid July.

Campari Tomatoes are in excellent supply right now, and quality is excellent. This is a great time to promote!

All **Hothouse Beef Tomatoes** are in steady supply out of Canada and quality has been very nice. As mentioned previously, sizing is beginning to drop, so look for spot opportunity buys on 30-35 ct.



CV MANGOS

We expect promotable volume of all sizes (7s - 12s) of **Round Mangos** for the entire month of July. The varieties will be mostly **Kents**, with **Tommy's** and **Keitt's** also widely available.

Honey (Ataulfo) Mangos will be available as well with volumes dropping off quickly the second half of the month.

The National Mango Board's Mango Mania Display Contest will be taking place in July. Multi-varietal displays with varietal POS material (cost free provided by NMB) would be a great way to educate consumers about the versatility and many flavors of **Mangos**.

Mexico's volume will gradually decline over July. We expect pricing to strengthen, as volume leaves the market. July-Sept will prove to be volatile months for Mexican fruit.



CV GRAPES

Supplies are still good on Mexican **Green Seedless**, **Red Seedless**, and **Red Globe Grapes**. There is plenty to bridge the gap as growers transition from Southern California to the Bakersfield, Delano, and Fresno areas.

Some growers in Central California have started in a small way, with more by the end of the first week of July. You will not see our favorite, "**Pretty Lady**" **Grapes** until the middle of July as they start later than most, waiting for the proper maturity. They are saying the crop is a normal year, and will have high quality and size.



CV CHERRIES

The Northwest **Cherry** season has gotten off to a good start. Quality has been nice on both **Dark Sweet** and **Rainier Cherries**.

Many growers are struggling to keep prices elevated as they go through the heavy shipping week for July 4th and pulls with the large harvest volume they had at the end of June.

However, the weather has cooled off in Washington, slowing the maturity of the next harvest varieties. **Cherries** will crank back up for mid-July promotion.

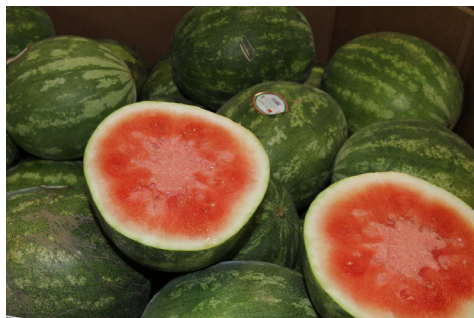
Be sure to increase your display space for this high dollar, high impulse-buy fruit. **Cherries** are ideal for display next to grapes.



CV ASPARAGUS

ALERT! Asparagus prices will be much higher for the next few weeks. Supplies will be limited.

Mexican production was knocked way down due to weather challenges, and Peru will not be able to cover all of the demand.



CV MELONS

Prices have been rather high headed into early July on **Watermelons**, but expect volumes to come on stronger during mid-July with improved harvests out of Georgia and South Carolina. **Mini Watermelons** will be very promotable.

Cantaloupes and **Honeydews** will be in good supply and have steady prices for July.

Bin Athena-style Cantaloupes will begin out of Delaware in early July.



CV ONIONS

Local PA Simply Sweet Onions will start in early July.

The product is looking great in the fields and we should see a seamless transition between **Vidalia** and **PA Simply Sweet Onions**.



CV BERRIES

New Jersey **Blueberry** production will be strong and pricing will be more promotable.

Keep promoting **Strawberries** as we head into July! Steady supplies will continue and pricing will remain promotable.



CV CUCUMBERS

Warm weather and well-timed rainfall have jump started the NJ **Cucumber** deal. Supplies are plentiful and quality is excellent.

PA **Cucumbers** should start the first week of July.



CV HARD SQUASH

New crop **Hard Squash** from NC starts this week.

Acorn and **Spaghetti Squash** will start first, with **Butternut** and **Kabocha Squash** following about a week later.



CV SWEET CORN

Sweet Corn is in excellent supply this week out of North Carolina and Georgia... if you can find an affordable truck to bring it to the Northeast.

We're currently making the transition into Virginia and Delaware **Sweet Corn** this week, but volumes look to be much lighter than anticipated. The eastern shore (DE) experienced heavy rains the middle of June, and this is now causing yields to drop off by as much as 30%. Lancaster County, PA **Sweet Corn** will ramp up in mid-July.



CV GREEN BEANS

Green Bean prices have tightened significantly. Supplies out of NC are extremely limited and most shippers expect to wrap up the first week of July. The VA and MI deals will not begin until the second week of July.

We have limited **Green Beans** from PA (code 482) and NJ (code 480). Expect tight supplies and high prices to continue for the next few week in July.



CV EGGPLANT

Italian Eggplant (code 1285) from NJ is here! Availability will be limited to start, but should be steady by the second week of July.

Promotable volume and low prices continue on GA and NC **Eggplant**. GA will finish this week, and the NC deal will go into late July.



CV POTATOES

There are ample supplies of quality new crop **Red Potatoes** available. New crop **Yellow Potatoes** are limited throughout the country. Pricing is ranging higher than normal but will begin to drop as more areas harvest and ship Yellow Potatoes. The new crop **Green Giant Red** and **Gold Bagged Potatoes** look great out of AZ.

Bagged Potatoes have really tightened up as old crop supplied have fizzled out. NC **White Potatoes** have been delayed due to heavy rains in the growing regions and early quality will likely be less than stellar due to the amount of rain.



CV HASS AVOCADOS

Mexico's **Hass Avocado** volumes will gradually decline over the month of July. Expect pricing to strengthen, as volume leaves the market. July-Sept will prove to be volatile months for Mexican fruit.

Peru is getting a late start. Volume being shipped to the U.S. is below initial expectations. Volume will improve in July, with larger shipments arriving in August and September.



CV PEACHES

South Carolina has really slowed down the growth on the **Peach** crop. Either due to high temps and fruit not maturing, or because effects from the freeze in the spring, **Peaches** are falling off the tree before maturity.

A very small amount is coming out of the South with many growers gapping until sometime next week. We will fill in a little bit with product from Alabama.



2018 JULY 4TH HOLIDAY SCHEDULE

Monday (7/2) & Tuesday (7/3) - Standard delivery and office schedule.

Wednesday (INDEPENDENCE DAY 7/4) - Standard delivery schedule. Sales office open with limited staffing 8:00am to 12:00pm finalizing orders for Thursday delivery.

Thursday (7/5) & Friday (7/6) - Standard delivery and office schedule.