

MARKET NEWS ORGANIC OUTLOOK

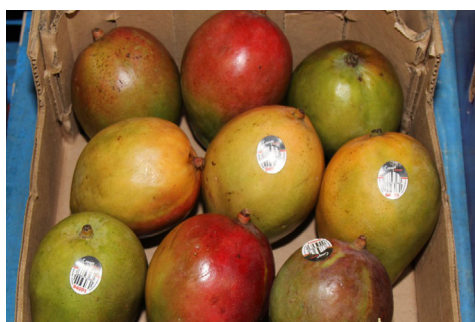
ABUNDANT ORGANIC GRAPES FOR EARLY JULY



Organic Green, Black, and Red Seedless Grapes out of Mexico are now in excellent supply, which is allowing for aggressive promo pricing. Early July will be an excellent time to promote **Organic Grapes** with big displays and sharp price points. Quality has been nice. **Organic Grapes** are also in season from the Southern California desert growing region of Coachella.

Organic Cotton Candy Grapes have a 2 week window of promotability from Mexico. The first half of July will be the best time of the year to highlight certified Organic Cotton Candies to your customers, and wow them with the flavor.

New crop **Organic Sweet Sapphire Grapes** are now in peak season from Mexico. With more production coming on this year on this elongated, black seedless specialty variety, expect promo pricing for much of July.



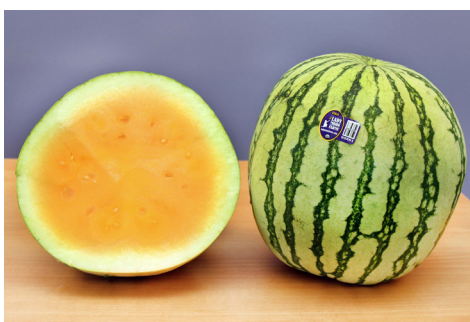
OG MANGOS

Organic Mangos from Mexico, currently the Tommy Atkins variety, are in peak season and we will have promotable pricing going forward for the summer! Look to build big displays and keep them stocked all summer long!

Organic Ataulfo (Honey) Mango supplies and pricing are steady for next week. **Organic Ataulfo Mangos** will likely run through most of July.

Ask your sales rep or merchandiser about the Crespo Organic Mango Display Contest!

Haitian Fair Trade Organic Mangos are finished for the season.



OG WATERMELONS

Organic Watermelons will be very promotable this week. Good supplies from California are coming in and should arrive in time for the July 4th pull. There will also be a small amount available from Georgia as well.

Lady Moon Farms **Organic Orange Seedless** and **Sugar Baby Seeded Watermelons** will be available in small quantities this week out of Georgia.

Organic Mini Watermelon prices remain steady with limited availability. California fields were not quite ready to harvest as predicted. Quality that has been coming in has been very good.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms continue to be very promotable this week. Quality has been excellent on this premium tomato. Continue to promote with confidence.

Organic Beefsteak and **Cluster Tomatoes** remain promotable this week and quality has been consistently excellent from Canada. Quality has been very nice on these as well. Look to promote both for the holiday BBQ's!

Organic Roma Tomato prices will be more promotable this week as a Mexico harvest is flushing this week. Look for local product to be available in mid-July in small amounts with more volume ramping up in the beginning of August.



OG CHERRIES

Organic Cherry season is up and running out of Washington, and so far, fruit has been very nice with good sizing and flavor. Time to promote both **Dark Sweet** and **Rainier**.

Ask your merchandiser or sales rep for more details about the Stemilt Artisan Organics Display Contest for July.



OG CELERY

Organic Celery continues to drop in pricing, supplies, and quality as we end June and enter July. Expect to see significant price drops as we head into July.

Although this will provide a brief relief on sale prices, suppliers are prepared to see limited volume and pricing to rise again in mid to late July.



OG GREENS

Organic Dandelion, Red Dandelion, and Green Kale will be promotable in early July from Lady Moon Farms in Chambersburg, PA. Look for aggressive pricing and outstanding quality. Late June and early July will be a great time to expand your wet wall sets to sell more of these items.



OG SPECIALTY VEG

In season this week:

- **OG Romanesco (CA)**
- **OG Watermelon Radish (CA)**
- **OG Purple & Green Kohlrabi (PA)**
- **OG English & Snap Peas (PA)**



OG EGGPLANT

Organic Eggplant from Lady Moon Georgia is seeing excellent volumes in the end June. Expect improving quality, consistent supplies, and pricing to remain the same.



OG SQUASH

As we enter early to mid-July, expect to see more locally grown **Organic Green** and **Yellow Squash**. Lady Moon's PA crop will begin with limited volumes the second week of July. Other Ohio, PA, and NJ production is up and running.



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 to a display for a splash of color.

Organic Green Peppers from the West Coast are in steady supply for the beginning of July. Continue to expect pricing to remain the same while quality continues to remain excellent. East Coast **Organic Peppers** remain limited as the season is just beginning.



OG LETTUCE

Organic Leaf Lettuces from PA and NJ local growers have ended harvesting. Expect to see limited supplies coming from New York and California to bridge the gap before the Canadian crop will begin harvesting in the beginning of July. New York will have limited supplies, and California will remain high-priced due to the loss of some of their crops in extreme heat.

ALERT! **Organic Romaine Hearts** from California continue to see limited supplies in early July. Expect to see inconsistent supplies and price increase as many suppliers experienced damaged or lost crops due to weather events. Expect the Canadian crop to begin in second week of July.



OG CUCUMBERS

As we enter early to mid-July expect to see more locally grown **Organic Cucumbers**. Until local production ramps up fully, we'll be sourcing product from Georgia and Mexico.

Organic European Cucumbers and **Mini Cucumbers** remain in excellent supplies. Expect to see continued steady supplies and promotable pricing as we enter the beginning of July.



OG SPECIALTY FRUIT

Organic Black Mission Figs will be in good supply for the first week of July, but the early season will be winding down and will gap for a few weeks until the big crop is available again later this summer!

Organic Yellow Pitahaya (Dragonfruit) will sell out the first week of July. That will be the last of the Ecuador Organic fruit for the season.

There is a chance for some very limited amounts of **Organic Jackfruit** from Florida that will be available for the first week of July. Stay tuned!



OG STONE FRUIT

Organic Apricots are in steady supply from CA. New this week are **Organic "Cotton Candy" White Apricots**.

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

Organic White & Yellow Peaches and **Nectarines** continue in peak season supply, along with **Organic Red Plums** from CA.

Organic Black Plums and **Pluots** are also in season, but in limited volume for early July.

Ask your sales rep or merchandiser about the exciting Homegrown Organic Farms Display Contest for July.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli Stalks from local New Holland, PA (Lancaster County) is now in steady supplies. With quality being outstanding, this is a great time to promote a local **Organic Broccoli** program and support our local farmers.

Organic Broccoli and **Cauliflower** from California remain in steady supplies. As we enter July, it will be a great time to continue to promote these items as the pricing will remain aggressive, quality will be outstanding, and supplies will be plentiful.



OG BERRIES

ALERT! **Organic Strawberries** continue to be a major problem following the heat stress the plants endured earlier in June. Expect higher prices and occasional out-of-stocks through mid-July.

Driscoll's **Organic Blackberries** out of Mexico and California will be in somewhat lighter 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 beginning to improve headed into July.



OG HASS AVOCADOS

Organic Hass Avocados continue to draw a premium price at the cash register. California and Peruvian fruit will be available for the first week of July, with both seeing increases in price yet again.

Mexico will look to make a rebound in mid to late-July with the first "Flora Loca" season fruit beginning to be available. Pricing could go even higher in the meantime.



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.

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.

OTHER STORIES

- **Organic Baby Bok Choy** and **Bok Choy** are in steady supply as we finish June. Expect to see excellent quality, improved pricing, and steady available from local farms and California in early July.

- **Organic Pineapple** supplies are good for early July, but projections for the rest of the month are down. Pricing will be steady for the next few weeks before likely seeing increases.

- **Organic Green Beans** from Mexico remain limited in the end of June/ beginning of July. Although supplies are tighter, expect pricing to improve and

quality to be excellent. The Virginia crop has been pushed back, but expect harvesting to begin in the first or second week of July.

- **Organic Asparagus** prices will be going up this week. US harvests are ending for the season and Mexico is just beginning. Quality has been very nice still from both regions.

- **Organic Bi-Color Sweet Corn** from California is ended their harvest. Except to see a supplies gap for the beginning of July. **Organic Sweet Corn**

from Virginia has been pushed back to begin harvesting in mid-July along with the Canadian crop to begin in early August.

- **Organic Green** and **Red Cabbage** continue to be in steady supply from North Carolina. PA-grown **Organic Cabbage** has begun in the final week of June and quality has been excellent to begin the season. Continue to expect excellent quality and pricing. **Organic Savoy** and **Napa Cabbage** continue to see steady availability and good quality, with some local availability.



AVAILABILITY FOR THE WEEK OF JUNE 28 - JULY 12, 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
41155	OG Lettuce Butter Red 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
-------	---------------------------

NEW YORK

HEPWORTH FARMS - MILTON, NY

40210	OG Herb Dill 24 ct
41159	OG Lettuce Green Leaf PREM 24 ct

DELAWARE

FIFER ORCHARDS - DOVER, DE

1062	CV Corn Bi-Color 24 ct
1060	CV Corn White 48 ct
23031	CV Tomatoes Vine Ripe XL 25 lb

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

1062	CV Corn Bi-Color 24 ct
2799	CV Cucumbers Super NJ 72 ct
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
530	CV Beets Red 25 lb
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
2876	CV Endive (Chicory) 24 ct
1308	CV Greens Collard NJ 18 lb

41158	OG Lettuce Red 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
220690	OG Kohlrabi Green 24 ct
220562	OG Kohlrabi Purple 24 ct
46491	OG Peas Snap 10 lb
42314	OG Peas English 15 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

CONVENTIONAL

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
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

CHRIST L ESH - HOLTWOOD, PA

1075	CV Corn Bi-Color PA 50 dz Bin
------	-------------------------------

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
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

40518	OG Cabbage Savoy 35 lb
41112	OG Escarole 24 ct
41120	OG Frisee 24 ct
40472	OG Greens Kale Lacinato PREM 24 ct
40995	OG Kohlrabi Green 12 ct
41155	OG Lettuce Butter Red 24 ct
41175	OG Lettuce Romaine Red 24 ct
41122	OG Radicchio 12 ct
41020	OG Squash Green PREM 20 lb
40297	OG Squash Yellow 20 lb



COPENHAVER - LEBANON, PA

482	CV Beans Green PA 25 lb
-----	-------------------------

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

STAUFFER HULING FARMS - LANCASTER, PA

482	CV Beans Green PA 25 lb
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

SUNNY ACRES FARM, LANCASTER PA

2334	CV Squash Zucchini Gold Bar 20 lb
------	-----------------------------------

VIRGINIA

C & E - CHERITON, VA

480	CV Beans Green 25 lb
-----	----------------------

SUMMER DISPLAY CONTESTS

CONTACT YOUR SALES REP OR MERCHANDISER FOR MORE INFORMATION!



THE LITTLE POTATO COMPANY DISPLAY CONTEST

June 24 - August 12, 2019

<http://ow.ly/Yyzz50uP3N0>



CRESPO ORGANIC MANGO DISPLAY CONTEST

July 1 - July 29, 2019

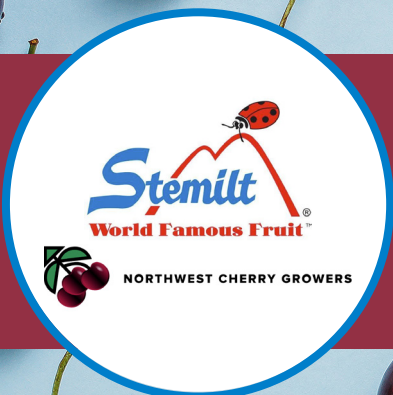
<http://ow.ly/651C50uP3JJ>



ORGANIC STONE FRUIT DISPLAY CONTEST

July 1 - August 2, 2019

<http://ow.ly/Pi7T50uP2Nf>



CHERRY DISPLAY CONTEST

July 1 - August 5, 2019

<http://ow.ly/7PjI50uP3Gu>

MARKET NEWS

CONVENTIONAL OUTLOOK

QUEBEC LETTUCE SEASON

Just across the New York State border in Quebec, Canada, is soil ideal for growing high-quality **Lettuces** during the summer months.

These Quebec growers produce professionally grown product that is less than a day's drive from the major marketplaces of the mid-Atlantic and Northeast, allowing for lower freight costs and fresher quality than bringing product in from California this time of year.

We started this past week on all **Iceberg**, **Romaine**, and **Leaf Lettuces**. Quality is spectacular and the weights are heavy.

Look for the majority of our **Leaf Lettuce** supply to be sourced from Quebec, Canada going forward. Their growing conditions have been nice, and compared to California pricing, we're able to be more competitively priced.



CV SWEET CORN

Sweet Corn prices should be very promotable again this week for the holiday. Georgia fields are all closed for the season, but Delaware harvests are up and running strong.

Quality looks great from Delaware on bins and cartons for early July.

New Jersey **Sweet Corn** will be available early this week as well. There's also a small amount available from PA but are limited.



CV TOMATOES

Local Vine Ripe Tomatoes from Delaware are available with limited supplies. Harvests have just begun but the quality looks great. Alabama fields should be starting up as well this week as harvests are just beginning. Local **Tomatoes** from PA and NJ will begin slowly in mid-July with better volume in the beginning of August.

Grape Tomato prices will continue to be promotable this week. Look for the transition from Florida into Virginia-grown and also North Carolina new crop early this week. Quality should be excellent on both.

Beefsteak and **Cluster Tomato** markets will be very promotable this week for the holiday. Quality looks excellent. Look for the new NY 2-pack **Beefsteak Tomatoes** now available!



CV BERRIES

Blueberries are in peak supply from New Jersey for early July. Look for excellent opportunities to promote locally grown **Blueberries**. We will have 18 oz. larger packs available if needed.

Blackberries and **Raspberries** will be in steady supply this week from California. Supplies are finally improving, so look for pricing to begin to slide. Quality has been excellent on both items.

ALERT! Strawberries are getting extremely tight this week. The heat from weeks ago is still having an effect on the crop yields. Quality has been decent, but look for pricing to climb significantly this upcoming week, plus we'll be dealing with some out-of-stocks and pro rates.



CV CHERRIES

Washington **Cherry** season is rocking! **Dark Sweet Cherry** pricing is coming down to promotable levels for the rest of July. **Rainier Cherries** are also in season, along with super sweet **Skylar Rae Cherries**.

Ask your sales rep or merchandiser about the July Stemilt Cherry Display Contest!



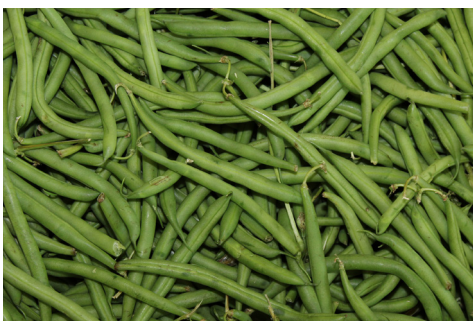
CV CUCUMBERS

Super Select Cucumber prices will ease a little this week as New Jersey is in full production. Quality looks excellent!



CV PEACHES

Peaches are more available from Georgia and South Carolina with some early fruit starting in Delaware. New Jersey could start as early as the first week of July.



CV GREEN BEANS

Green Bean prices fell hard this week back to more promotable pricing. Virginia, NJ, PA, and the Carolinas are now harvesting fields and product is more plentiful. Quality should be very nice from all of the local growers.



CV BRUSSELS SPROUTS

Brussels Sprouts are plentiful supply from California. Now is the time to promote as pricing is at the lowest level in months. Quality is gorgeous on all new crop **Brussels Sprouts**.



CV WATERMELONS

Watermelons will be very promotable this week. Prices are still weak with product still being harvested from South Carolina and Georgia. Quality has been very nice.



CV SQUASH

Green Squash prices are promotable this week with great quality. All product is now local from either PA or NJ and quality looks fantastic. **Yellow Squash** markets however are rising with limited availability.

Gold Bar Squash from PA will also be available this week from PA farms. Quality looks great.



CV PEPPERS

Green Peppers from New Jersey should be available in limited numbers this week. Harvests are just beginning, and volumes look to be light until after the 4th of July. North Carolina **Peppers** are more promotable this week as prices softened due to more product available. Quality has been very nice.

Red, Orange, and Yellow Pepper prices eased this week from Canada. Greenhouses were able to harvest in better numbers this week leading to more promotable pricing. Expect prices to continue to ease into next week. Quality has been very nice. Also available are **Long Sweet Peppers** in all 3 colors!



CV BROCCOLI & CAULIFLOWER

Broccoli and **Cauliflower** are in excellent supply from California this week. The weather has really brought forward later plantings, causing the crop to bunch up for harvests. Look for promotable opportunities all week.

Now is an excellent time to promote all **Colored Cauliflower**. T&A is in full swing on all **Green, Purple, and Orange Cauliflower**, and the price is right. Quality is excellent.



CV ONIONS

There is high demand in the **Onion** market and pricing has been on the rise! New crop **Yellow**, **Red**, and **White Onions** are available from growers in New Mexico, central California and now eastern Washington.



CV HERBS

With New Jersey more limited at this point in the season, **Parsley** and **Cilantro** will be in good supply from Canada going forward. We'll have good supplies on all 30 and 60ct cases.



CV TANGELOS

Minneola Tangelos from Peru will be available for early July, but with a very small volume. Most vendors won't get fruit in by the middle of July.

Import **Clementine Mandarins** are in good volume, and quality has been very good. Product is arriving from South Africa, Chile, and Peru. Prices have lowered with spot deals on the smaller sizes.



CV ORANGES

We will finish on California **Navel Oranges** by early July.

California **Valencia Oranges** will arrive the first week of July.

Import **Navel Oranges** have been available, so with California done, we will have import **Navel Oranges** available this week.



CV POTATOES

North Carolina **White Potatoes** for 5lb bags have started here in late June at higher than normal pricing. California premium **White Potatoes** are available for loose display.

Red Potatoes are priced higher than normal due to lighter supply. When new regions come later this summer, the situation will improve.

The Idaho **Russet Potato** market continues to see some price increases on 70ct and larger sizes. Smaller potatoes and bags remain promotable.



CV HASS AVOCADOS

ALERT! Hass Avocados remain very expensive due to light supply out of Mexico. Some Peruvian fruit is making its way into the US, which will help bring pricing back down a little headed towards mid-July.



CV LEMONS

Some **Lemon** growers are winding down, but California is still filling orders and the market is steady on 115 counts and larger. Small fruit is tight, and prices are stronger.

Imports will keep the market in check with plenty of fruit from Argentina with Chile ramping up and Mexico starting soon.



CV STONE FRUIT

In peak season this week from California:

- **Apricots**
- **Black Velvet Apricots**
- **Red Raspberry Apricots**
- **White & Yellow Nectarines**
- **White & Yellow Peaches**
- **White & Yellow (Peach Pie) Flat Peaches**
- **Black & Red Plums**
- **Black & Red Pluots**
- **Green Pluots (Tropical Plumana) - 7/5**



CV GRAPES

Growers in Mexico are looking to promote volume sales on the traditional varieties of **Red (Flame)** and **Green (Sugarone) Seedless Grapes** for early July. Premium varieties of **Red (Sweet Celebration)** and **Green (Sweet Globes) Grapes** are also promotable, but trading at higher case costs.

Cotton Candy and **Sweet Sapphire Grapes** are in peak season from Mexico through mid-July!