

ORGANIC MARKET NEWS

JUNE 25 - JULY 2, 2021

ORGANIC GRAPE SEASON



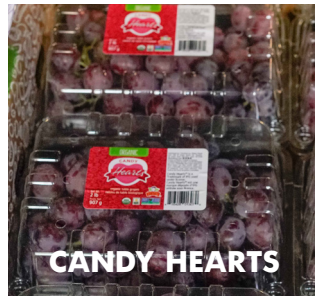
Organic Grapes from Mexico are in peak season quality and volume for late June and early July.

Organic Green & Red Seedless Grapes are ideal for 4th of July display building. On **Organic Red Seedless Grapes**, there is a split market with cheaper pricing on medium-sized **Red Flames** for certain shippers. **Organic Black Seedless Grapes** are also available.

The weeks of 6/27 and 7/4 will be excellent times to add these big flavor specialty variety **Organic Grapes**:

- **Candy Hearts** (red color with fruity-sweet Muscat flavor)
- **Cotton Candy** (green-amber color with sticky-sweet cotton candy notes to the taste)
- **Jelly Berries** (purple-black color bursting with grape jam flavor)

A smooth transition to fresh crop California **Organic Grapes** from the Delano area is expected in early to mid-July. A great crop expected.



OG STONE FRUIT

It's **Organic Stone Fruit** peak season!

Organic Dark Sweet and **Rainier Cherries** are kicking into high gear on production out of Washington. Now through mid-July is the time to build big displays! Pouch bag and top-seal clamshell options are available.

In California, there are plentiful supplies **Organic Apricots**, **White & Yellow Peaches**, **White & Yellow Nectarines**, **Donut Peaches**, **Black & Red Plums**, and **Pluots**.

We've partnered with some of the best growers to bring some exciting display contests to our independent retailer, natural food store, and food coop customers. **Homegrown Organics California Organic Stone Fruit** and **Stemilt's Artisan Organics Washington Organic Cherries** will be featured.

NOTE: One thing growers in both Washington and California are keeping their eye on is the extreme daytime heat and drought conditions being experienced there.



OG BERRIES

Organic Blueberries from New Jersey are in season! In the Pacific Northwest, they've begun harvesting one of their biggest crops ever! Look for promotional opportunities on pints, followed by 18oz, for the month of July and into early August, weather permitting.

NOTE: **Organic Strawberries** have seen shorter shelf-life here in late June due to the heat out West. We're now loading predominantly out of Salinas/Watsonville, CA area where the weather is improving, so expect better quality and condition on **Organic Strawberries** for the week of 7/4.

NOTE: A heat wave has affected the new California **Organic Blackberries** and **Raspberries** crops, causing some weak fruit and softness here in late June.

New QC specs at California berry shipping facilities is causing some pro-rates at the end of this month. Some cooler temps are coming, so volumes are expected to rebound during early July. A second peak will happen in August.



OG MELONS

Organic Seedless Watermelons will be available out of California. Quality has been excellent on this new crop fruit, and supplies should be steady.

Organic Black Skinned "Yumi" Seedless Watermelons are available. Talk to your sales rep about them today!

Organic Mini Seedless Watermelons are available. Mexico continues to cross limited amounts. Arizona and California are starting as well. Quality has been excellent from all regions.

Organic Cantaloupes are in season from California. Quality has been very nice, but expensive freight to bring it across country has been keeping price points a little higher than usual.

NOTE: **Organic Honeydew** are finished in Mexico, and the California season is just getting started in early July. There will be some gaps until then.



OG CUCUMBERS

Organic Euro Seedless and Mini Seedless Cucumber prices will be promotable out of Canada. Harvests are strong and quality is excellent.

Organic Cucumbers production in the Carolinas had a small disruption in production due to weather as production began, however they have made a quick recovery. Expect to see steady pricing and availability from the Carolinas headed into July. Production will continue to move North throughout the summer and local production is expected to begin in mid-July!

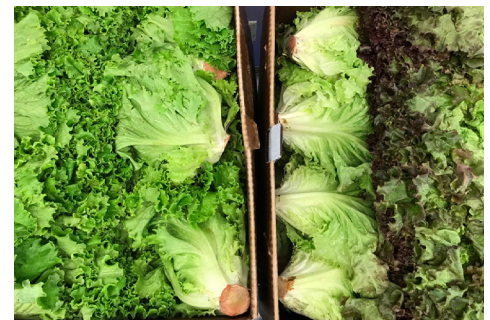


OG PEPPERS

Organic Mini Peppers continue to see strong supplies coming from Mexico and pricing has remained promotable! As July begins, expect pricing to increase as supplies are expected to normalize.

Organic Red, Yellow, and Orange Bell Peppers have seen supplies restricted in the latter stages of June and price increases in conjunction. This will be short lived, so expect conditions improve in early to mid-July.

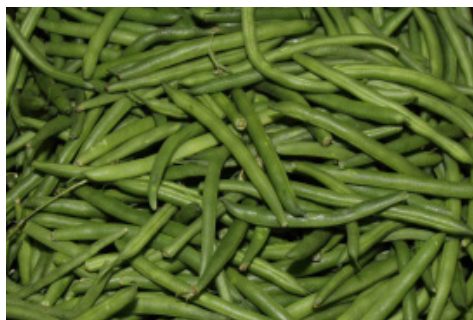
Organic Green Peppers supplies have tightened quickly in late June. Expect supplies to be limited until volumes rebound quickly in early July with regional and local harvests.



OG LETTUCE

Local **Organic Lettuces** from Pennsylvania are coming to an end as July approaches. Although it was a short PA season due heat, New York and Quebec production will be available immediately after it ends, which should see the last of its supplies dwindle in the first week of July.

Organic Romaine Hearts and Iceberg Lettuces have mostly concluded for the local season. Supplies from California are steady with promotable prices. However, conditions can change quickly with extremely heat expected in California growing regions. Quebec product is expected to begin in the final week of June.



OG GREEN BEANS

NOTE: Organic Green Beans from Cal-O have concluded for the season. Supplies are expected to tighten as July 4th approaches. Southeast production has slowed, and local harvests have yet to begin. Expect limited supplies, possible gaps, and expensive pricing during early July.

Local PA production is expected to begin during the second week of July.



OG SWEET CORN

Organic Bi-Color Sweet Corn from Cal-O has finished for their season in late June. Production in the Carolinas has begun in mid-June. Expect a smooth transition into East Coast production. As the summer continues, expect supplies to move up the East Coast! Pennsylvania and New York Local production is expected in mid to late July.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Georgia continues in strong yields. Supply volumes are expected to remain strong, and quality will continue to be outstanding for the rest of June. Pricing is expected to rise slightly in the final week of June as production is expected to slow in early July.



OG GREENS

Organic Greens from Pennsylvania continue to experience prosperous yields heading into July.

Expect plentiful supplies and promotion opportunities throughout the month from Lady Moon Farms out of Chambersburg, PA on items such as **Chards, Fennel, Parsleys, Kales, and Dandelions** to name a few!



OG CELERY

Organic Celery market conditions continue to improve. Supply volume and quality are strong as July approaches! Pricing as July 4th approaches is aggressive and with strong availability.

Organic Celery Heart supplies remain steady in June. Expect aggressive pricing as July begins.

Local **Organic Celery** from Pennsylvania is beginning in late June. Look to capitalize on this short window of availability for a few weeks!



OG SQUASH

Organic Zucchini from Lady Moon Farms in Georgia remains in strong production in June but is expected to conclude in early July. Local PA, NJ, and OH supplies began harvesting in mid-June and will create a seamless transition from Georgia to local season!

Organic Yellow, Gold Bar, and Patty Pan Squash from Pennsylvania has also started. Expected a seamless transition into local product with strong quality and pricing!



OG CABBAGE

Organic Green, Red, Napa, and Savoy Cabbages are all now completely sourced locally through Pennsylvania and New Jersey. Early season quality has been outstanding. Expect strong availability and steady pricing as July begins.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California remains in steady supply as July approaches.

In late June, local Pennsylvania grown **Organic Broccoli Bunches** and **Broccoli Crowns** is getting started. Expect excellent quality and strong supplies as July begins!

Organic Cauliflower volume and costs have remained consistent June but growing conditions and quality issues have halted some production. Expect prices to increase headed into July, while both volume and quality worsen.

Local **Organic Cauliflower** production is not expected to be strong, providing no relief. Quebec, Canada supplies are not expected until mid to late July.

- We will see a very limited amount of **Organic Honeynut Squash** arrive for the beginning of July out of Mexico. Expect this to be an in & out “while supplies last” sort of deal.

- **ALERT!** **Organic Shallots** are currently gapping in supply. We will see much better supply towards the fall when product will be available out of multiple growing regions.

- Import **Organic Pears** are winding down for the season and some varieties will gap until California gets rolling sometime mid to end of July and then Washington will begin within a couple of weeks of California.



OG FIGS

California **Organic Black Mission Figs** will be in stock through June, will then gap sometime in July, and then turn back on for the end of the summer.



OG TOMATOES

Organic Cherry and Grape Tomatoes from Lady Moon Farms continue to be promotable out of their Georgia farm. Quality and flavor are exceptional from this premium shipper.

Organic Snacking Tomatoes from Wholesum Family Farms are available! **“Poppies” Cherry-on-the-Vine** and **Mini Snacking Medley “Kaleidos”** are both available and quality is excellent. Talk to your sales rep about trying them out!

Organic Roma Tomato markets will ease off some as North and South Carolina production starts up. Quality has been excellent.

Organic Beefsteak Tomatoes of Canada are in steady production with excellent quality. Expect supplies to slow down out of Canada as greenhouses will begin to replant for the fall and early winter crops.

Organic Cluster Tomato prices are rising some out of Canada as production begins to slow down. Quality has been excellent.

OTHER STORIES

- **Organic Artichokes** continue to be in steady supply and pricing with excellent quality. This should continue in July.

- **NOTE:** **Organic Grapefruit** is in very tight supply and high prices.

- **ALERT!** **Organic Lemons** continue to gap between old crop California and new crop Mexican, which will hopefully ramp up in the first 2 weeks of July.

- **Organic Mandarins** will finish for the season in late June.



OG GARLIC

New crop **Organic Garlic** from Mexico will begin here at the end of June! We will have steady supplies of 30lb full cases and 5lb smaller cases as well.



OG TROPICALS

Organic Mangos are in peak season from Mexico with abundant supplies on 9ct, 10ct, and especially 12ct. Retailers can hit some great price points for “Summer Mango Mania” and our Crespo Display Contest!

Organic Ataulfo Honey Mangos continue with peak volumes on 16-18ct through early July.

Out of Haiti, **Organic Fair Trade Francique Mangos** continue in season through early July. Promote these while you can.

Organic Hass Avocados are coming from Mexico, California, and Peru right now, making fruit plentiful.

Organic Lychee from Florida will have limited availability for the rest of June from Florida! This season is projected to be a shorter one. **Organic Jackfruit** from Florida is now available for the end of June and into July.

- **Organic Cara Cara Oranges** are finished, with **Organic Navels** finishing up in late June. New crop **Organic Valencia Oranges** are 50% short industry-wide for the season.

- **Organic Asparagus** prices will be strong and high. Domestic production is finishing up very quickly and Mexico is only crossing small amounts of product right now. There could be brief gaps in supplies. Quality has been nice.

NEW OR BACK IN SEASON!

CONVENTIONAL

10087 CV Blueberries NJ Big Pack 8/18 oz Jersey Fruit
 222142 CV Blueberries Sweetest Batch 8/11 oz Driscoll's Limited Edition
 225137 CV Strawberries Rose' 16/10 oz Driscoll's Limited Edition
 228237 CV Strawberries Rose' 8/14 oz Driscoll's Limited Edition
 228233 CV Strawberries Sweetest Batch 8/14 oz Driscoll's Limited Edition
 10570 CV Grapes Cotton Candy 16 lb

11053 CV Cantaloupes Athena-style 120 ct Bin GA
 11172 CV Cantaloupes Tuscan-style 9 ct Dulcinea
 221558 CV Melons Sugar Kiss 6 ct

14830 CV Apricots Black Velvet 6.5 lb 40 Size Tray Pack
 14826 CV Aprium Bella Jewel 14 lb Family Tree Farms
 15011 CV Cherries Dark Sweet 10.5 Row+ WA 8/2.2 lb Stemilt bags
 15080 CV Cherries Rainier 10.5 Row 15 lb Stemilt bags
 220513 CV Cherries Skylar Rae 16/1 lb Stemilt Top Seal Clamshell
 209725 CV Cherries Skylar Rae 12/1.25 lb Stemilt bags
 15708 CV Peaches Donut White 11 lb Tray Pack Family Tree Farms
 225272 CV Pluots Black 16 lb Family Tree Farms
 16154 CV Pluots Red 16 lb Family Tree Farms

17454 CV Figs Fresh Black Mission 12/8 oz
 221966 CV Dragon Fruit Red 10 lb
 17450 CV Guava 10 lb
 217524 CV Pineapples HoneyGlow 7 ct Del Monte
 17725 CV Rambutan 5 lb

954 CV Cauliflower Bikini-cut PA Local 9 ct
 211754 CV Cauliflower Bikini-cut PA Local 12 ct
 989 CV Cauliflower Orange PA Local 9 ct
 958 CV Cauliflower Purple PA Local 9 ct
 1084 CV Corn White DE Local 50 dz Bin
 23031 CV Tomatoes Vine Ripe XL DE Local 25 lb Fifer Orchards



ORGANIC



228322 OG Grapes Candy Hearts 8/2 lb Divine Flavor clamshell
 207760 OG Grapes Cotton Candy MEX 16 lb Divine Flavor bags
 228321 OG Grapes Jelly Berries 16 lb Divine Flavor bags

225792 OG Watermelons Black Skin Seedless 50 ct Bin YUMI

224777 OG Cherries Dark Sweet WA 16/1 lb Stemilt Clamshell
 225248 OG Cherries Rainier WA 16/1 lb Stemilt Clamshell
 43264 OG Cherries Rainier WA 9.5 Row 15 lb Stemilt Bags
 43253 OG Cherries Rainier WA 10.5+ Row 15 lb Stemilt Bags
 43916 OG Peaches Donut White USA 10lb 48/64 sz Tray Pack
 228316 OG Plums Cherry SC 8/1 lb Watsonia Clamshell
 44686 OG Pluots 70 sz 18 lb 2-Layer Crimson Beauty/Crimson Heart

225078 OG Kiwifruit Green NZ 12/1 lb Zespri Clamshell
 228305 OG Kiwifruit Green NZ 36-39 sz 102/115 ct Zespri Volume Filled
 43533 OG Lychee Fruits 5 lb FL Glaser
 228207 OG Mangoes 10 sz Big Case MEX 28/30 ct 22 lb

40412 OG Beets Chiogga Bunched 24 ct PA Local Lancaster Farm Fresh
 42314 OG Peas English 15 lb PA Local Lancaster Farm Fresh
 40745 OG Peas Snap 10 lb PA Local Lancaster Farm Fresh
 40740 OG Peas Snow 10 lb PA Local Lancaster Farm Fresh
 40117 OG Romanesco 16 ct Coke Farms
 41053 OG Squash Honeynut 40 lb
 41032 OG Squash Patty Pan 22 lb PA Local Lancaster Farm Fresh
 41101 OG Squash Gold Bar 20 lb PA Local Lancaster Farm Fresh

228328 OG Tomatoes Poppies Cherry OTV 8/12 oz Wholesum Farms
 228329 OG Tomatoes Kaleidos Mini Snack Medley 8/12 oz Wholesum Farms
 228156 OG Tomatoes Roma 12/16 oz Bagged

CHERRY DISPLAY CONTEST

July 5 - August 1, 2021



READY FOR A "CHERRY" OF A DISPLAY CONTEST?

Four Seasons Produce has partnered up with Stemilt Growers and the Northwest Cherry Commission to bring you a "cherry" sweet display contest for the month of July! These beautiful red and white gems from the Pacific Northwest will be in high demand and the cherry crop forecast is heavy on fruit and high on quality! Cherries are a super high tonnage commodity and sales driver, and the sales potential for this super seasonal favorite is endless. Let's get creative, grab sales, and have fun!

CONTEST CRITERIA:

• Build a display of fresh cherries in your department using fruit purchases from Four Seasons Produce. Codes to use are as follows:

- 15011 - CV Cherries 10.5 Row WA 8/2.2 lb
- 15080 - CV Cherries Rainier 10.5 Row 15 lb
- 220513 - CV Cherries Skylar Rae 16/1 lb Top Seal (limited availability)
- 43257 - OG Cherries 10.5 Row 18 lb
- 43253 - OG Cherries Rainier 10.5+ Row 15 lb (available until mid-July)

• Use of Northwest Cherry Commission Point of Sale material is required for entry. Display materials will be available through your Four Seasons Sales Rep or Merchandiser. We will also have some high graphic Stemilt Cherry Pop Up Bins to use in your displays. Pictures of bins and codes are shown to the right.

• All displays must remain up for at least one week.

• Send your display photos to Steph Mayer (stephf@fsproduce.com) by Thursday August 5th.

**Use of social media to promote cherries is not required but strongly recommended.



PRIZES:

GRAND PRIZE

"Cherry Champion"

\$500

Display will be judged on creativity, overall eye appeal and use of Northwest Cherry Point of Sale material, as well as hitting all of the criteria marks listed above. Social media posts are recommended.

Everyone is a winner! Everyone who enters will receive a SWEET Stemilt Cherry hat!



MOST CREATIVE

"Cherry Visionary"

- 1st Place - \$300
- 2nd Place - \$200
- 3rd Place - \$100
- Honorable Mention - \$50

BEST ALL ORGANIC

"Cherry Sanctuary"

- 1st Place - \$300
- 2nd Place - \$200
- 3rd Place - \$100
- Honorable Mention - \$50

BEST SKYLAR RAE

"Sky-lar's the Limit"

- \$400**
- Display **MUST** highlight the Skylar Rae, but can include other cherry varieties

For more cherry merchandising tips, please contact your Four Seasons Merchandiser.



PHONE: 1.800.422.8384

www.fsproduce.com





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



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
- 40548 - OG Cabbage Green PREM 45 lb
- 40454 - OG Cabbage Red PREM 45 lb
- 40518 - OG Cabbage Savoy 35 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
- 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
- 40510 - OG Bok Choy PREM 35 lb
- 40502 - OG Broccoli 14 ct
- 40548 - OG Cabbage Green PREM 45 lb
- 40515 - OG Cabbage Napa 35 lb
- 40454 - OG Cabbage Red PREM 45 lb
- 40600 - OG Carrots Bunched 24 ct
- 41062 - OG Celery 30 ct Naked
- 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
- 41159 - OG Lettuce Green Leaf PREM 24 ct
- 41158 - OG Lettuce Red Leaf PREM 24 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
- 41122 - OG Radicchio 12 ct
- 41015 - OG Squash Green 20 lb
- 41101 - OG Squash Gold Bar 20 lb
- 41032 - OG Squash Patty Pan 22 lb
- 40297 - OG Squash Yellow 20 lb

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

- 2819 - CV Cucumbers Super Local 72 ct
- 2255 - CV Squash Green MED NJ 20 lb

FIFER ORCHARDS - DOVER, DE

- 1086 - CV Corn Bi-Color Local 50 dz Bin
- 1062 - CV Corn Bi-Color 48 ct
- 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
- 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
- 2255 - CV Squash Green MD Local 20 lb

HESS FARMS - WAYNESBORO, PA

- 2255 - CV Squash Green MED 20 lb
- 2338 - CV Squash Yellow 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
- 780 - CV Cabbage Red 50 lb

NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

- 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

SIX L'S/LIPMAN - WEST DEPTFORD, NJ

- 2255 - CV Squash Green MED 20 lb
- 2338 - CV Squash Yellow MD Local 20 lb
- 2819 - CV Cucumbers Super Local 72 ct

VINCENT FARMS - DELMAR, DE

- 1084 - CV Corn White Local 50 dz Bin
- 1060 - CV Corn White 48 ct
- 1086 - CV Corn Bi-Color Local 50 dz Bin
- 1062 - CV Corn Bi-Color 48 ct



CONVENTIONAL MARKET NEWS

JUNE 25 - JULY 2, 2021

EXCITING SPECIALTY STONE FRUIT

Specialty Stone Fruit season is starting to kick in here in late June, and July will be prime time to promote exciting, delicious varieties for summer snacking!

ARRIVING LATE JUNE:

- “Black Velvet” Apricots/Apriums
- Donut Peaches
- Black and Red Pluots

ARRIVING MID-JULY:

- Nectapie Yellow-flesh Donut Nectarines
- Crimson Rose Apriums
- Dapple Pluots

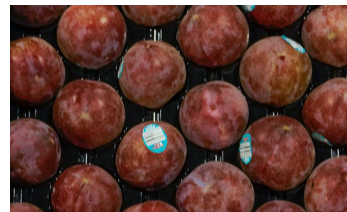
ARRIVING EARLY JULY:

- “Peach Pie” Yellow Donut Peaches
- White Donut Peaches
- “Plumogranate” Black Pluots
- “Ruby Jewel” and “Eagle Egg” Red Pluots
- “Tropical Plumana” Green Pluots
- “Verry Cherry” Plums

Contact your rep for timing, pricing, and to pre-book on these exciting items from Family Tree Farms and other growers!

California 2-layer premium **Prima Yellow Nectarines** and **Peaches** are selling well. California 2-layer **White Nectarines & Peaches** from Family Tree Farms are also hitting some of their peak season varieties with outstanding quality.

Steady **Peach** supplies continue in South Carolina. Growers are shipping more of the larger fruit now and less smaller sizes. Quality is excellent. Demand has been good, but it has started picking up, so advanced notice on orders will help! Everything is fresh and we’re not expecting much change over the next few weeks, until New Jersey gets started in mid-July.



CV CHERRIES

Cherries have the potential to really move the needle on sales and margins in your produce department during late June and July with impulse sales. Time to promote **Cherries!**

We are now fully into new crop Washington **Cherries**. Shippers are loading up customer ad sets. At the beginning of July, fruit may start to become a little tighter due to retail pulls. Most of the **Dark Sweet Cherry** crop will be 10.5 row and larger.

Sweet white-flesh **Rainier Cherries** are also in peak season. Growing conditions have been a little less ideal for Rainiers, but still an important item to promote in your set.

A specialty variety similar to Rainier is the “**Sky-lar Rae**” from Stemilt. These will be available in clamshells and bags, starting 6/29.

NOTE: Record breaking high heat is expected in the Pacific Northwest through early July (106 to 112F). Growers expect this heat to damage some of the crop, so we’ll keep you posted on the upcoming weeks.



CV BERRIES

Blueberries will be in excellent supply for the 4th of July holiday with all fruit coming from our growers in New Jersey, including in our Driscoll’s line. Quality has been excellent as we’ve kicked off the season. We will also have 8/18 oz big pack **Blueberries** available.

Strawberries will be in good supply out of Salinas and Watsonville, CA heading into the 4th of July.

NOTE: Quality and shelf-life has been impacted by extreme heat that Santa Maria, CA. The good news is that as we transition more into Salinas and Watsonville, CA, overall quality and availability will improve in early July.

Raspberries and **Blackberries** will remain in steady supply from California.

NOTE: The heat has had an impact on overall quality, and we’re seeing that currently. The berries will show signs of softness, but with the cooler weather, we should see quality improve heading into the 4th, plus we will have local **Blackberries** out of New Jersey.



CV TOMATOES

Vine Ripe Round Tomatoes locally grown in Delaware are available! Quality has been outstanding.

Beefsteak Tomato markets will start to ease off some. Production is picking up from US and Canadian greenhouses. Quality has been excellent.

Cluster Tomatoes remain promotable from Canadian and US greenhouses. Quality is excellent.

Grape Tomato prices will start easing off as GA production comes in. Quality is very nice. Local production will begin mid-late July.

Cocktail Tomato prices will ease off as production picks up. Quality out of Canada has been very nice.

Roma Tomato prices are staying steady. Production is coming out of GA and Canadian hothouses for the most part. Mexico is shipping some in as well. Quality has been excellent.



CV GRAPES

Mexican **Grapes** (18 lb bags) will continue in peak season through mid-July, and then we will begin with new crop California **Grapes** (19 lb bags) for the rest of the summer and fall. California forecasts a lower supply of 88 million cases from a normal season of 102 million.

There are some spot buys on med/large **Red Seedless Grapes** for late June.

Cotton Candy Grapes continue to be available for late June.



CV PEPPERS

Green Pepper prices are rising as GA production is finishing up. North Carolina crops have started, and NJ fields will start in early July. Quality out of North Carolina will be excellent. California production is also coming in with excellent quality.

11lb **Red, Orange,** and **Yellow Pepper** prices are steady. Reds are very promotable. Orange prices came off some with more production coming in. Yellow markets are staying steady. Quality has been very nice out of Canada.



CV CUCUMBERS

Super Select Cucumbers out of GA are finishing up. North Carolina production was delayed due to rain and local NJ production has just started. Supplies and prices should be promotable in July as local PA and NJ production will be in full swing.

Euro Seedless Cucumber prices will be steady out of Canada. Quality has been nice. Mini Seedless Cucumbers prices are rising as production slows down. Quality has been nice out of Canada.



CV SQUASH

Green Squash prices will rise some as GA production finishes up. New Jersey growers are harvesting good numbers and PA farmers have just begun. Quality is excellent from local growers.

Yellow Squash prices will rise as GA finishes up for the season. New Jersey and PA growers are harvesting light numbers. Quality has been excellent.



CV SWEET CORN

Delaware will start with the first of the season local **White** and **Bi-Color Sweet Corn** on 6/29. 50 dozen bins and 48ct cartons will be available for the 4th of July.

Sweet Corn prices will rise some here in late June. Georgia is slowing down production. Quality has been excellent out of GA and supplies should be steady heading into the 4th of July holiday.



CV ASPARAGUS

NOTE: Asparagus prices are very high with tight supplies. Local production and Michigan regions are finished for the season.

Peruvian fields are behind, and Mexico has very little production crossing the border. Supplies should improve in mid-July as new fields in Peru are set to open. Quality has been nice.



CV CABBAGE

Green Cabbage prices are very promotable as local production is very strong right now. New Jersey and PA farmers are harvesting large volumes, and quality is excellent.



CV GREEN BEANS

Green Bean prices should be steady ahead of the holiday pulls. Local NJ production is starting, and PA will start in early July. Look for much more promotable markets mid-July as local farmers will be in full production. Quality has been excellent.



CV LETTUCE

As California gets tighter on supplies and prices rise, nearby Quebec growers have good availability and value on their fresh **Red Leaf, Green Leaf, Romaine, Romaine Hearts,** and **Cello Iceberg Lettuces.**



CV BROCCOLI

VA and PA growers are harvesting **Broccoli Crowns** on the East Coast. NC still has some inventory, and Maine expects to start mid-July. CA and MEX are readily available as well.



CV CANTALOUPE

Georgia is in good production on **Bin Athena-style Cantaloupes**. On the specialty side, **Tuscan Cantaloupes** and **Sugar Kiss** are in season.



CV FIGS

Black Mission Figs from CA will be available until the end of June. There will be a slight gap in July and then fruit will become more available.



CV WATERMELON

Watermelon prices will start to rise ahead of the 4th of July holiday. Demand is strong and freight continues to rise, both leading to stronger markets. Quality has been exceptional out of Georgia.



CV CAULIFLOWER

Cauliflower has been full of surprises with high heat and weather related challenges out west. Pricing has remained decent.

Local **Cauliflower** is available in limited supply from PA for late June.



CV SPECIALTY FRUIT

Red-flesh and **White Flesh Dragon Fruit** will be available from Florida and Ecuador for the end of June and early July.

Both **Lychee** and **Rambutan** are also available.



CV MANDARINS

Look for better solid quality **Mandarins** from Chile and South Africa as California supplies will finish in early July, especially as late California lots are not as sweet!



CV POMEGRANATES

Pomegranates from Chile will be available for the end of June and possibly into the beginning of July. These will be the last Poms we get until late Summer and early Fall.



CV KIWIFRUIT

Zespri **SunGold Kiwifruit** is available with strong supplies in both bulk and clamshell options. Zespri **Green Kiwifruit** from New Zealand is in full swing and will be available all summer long! We will have both VF and clamshell options.

OTHER STORIES

- The last arrivals of Argentine **Anjou** and **Bartlett Pears** will be the beginning of July. Expect limited arrivals of Australia full **Russet Bosc Pears**. Expect good prices for customer interest to arrange for early July.
- **Pineapples** continue to be promotable through June in all sizes. Larger sizes will be tighter in July.

- **Mango** supplies are in great 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.
- We will see a couple dollar increase on all **Bagged Onions** as we transition fully into new crop.
- **Cactus Pears** will be available from Mexico through July.

- **Maradol** and **Solo Papayas** will be steady into July.
- **White Potatoes** out of NC will get started the last week of June. We are still about 6-8 weeks away from new crop NJ White Potatoes.
- **Celery** is readily available but creeping up in price. Better supplies are expected and then we should see prices come off a bit.

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 ★