

# ORGANIC MARKET NEWS



OUTLOOK FOR JULY 8 - JULY 15, 2016

## ORGANIC PLUM & PLUOT SEASON



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

**Organic Pluots** are also entering their peak season. The **Dapple** varieties, like **Dapple Supreme** and **Dapple Dandy**, are what is being harvested right now.

Washington **Organic Apricots** are now in peak season for late July promotion.



### OG HASS AVOCADOS

**ALERT!** The **Organic Hass Avocado** market is still tight, with demand exceeding supply. 60 size fruit is tighter than 48s right now out of California as most fruit is sizing up nicely.

Mexico has started earlier than anticipated on the Flora Loca season fruit. This fruit is sizing very small and prices are very high due to the limited fruit volume.



### OG LOCAL VEG

With the East Coast hitting the first heat wave of the summer, look for dramatic local changes this week:

**OG Zucchini** – started in PA, NJ, & NY, expect strong supplies

**OG Cucumbers** – early July we will have mostly PA product

**OG Grape Tomatoes** – large volume decline out of GA expected. PA not expect to begin until mid-July

**OG Kale** – finishing up from PA, but available from NY

**OG Green Cabbage** - finishing up in Maryland. New York will start in mid-July

**OG Chards, Dandelions, Collards** - more limited this week



### OG BLUEBERRIES

**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, but will wrap up production by mid-July due to labor shortages and will machine harvest the rest of their crop for processing.

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





## OG STRAWBERRIES

**Organic Strawberries** remain in peak season at reasonable pricing, however shelf-life is shorter at this point on the fruit hitting the East Coast and growers are not picking lots of extra.

We recommend retailers turn product quickly and keep their price-points fair for the consumer.



## 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 just starting back up from new growing regions in California.



## OG SWEET CORN

The July 4th **Organic Sweet Corn** deal is over out of CA. Next up with be NY **Organic Bi-Color Sweet Corn** in about 2 weeks.

In about three weeks, we will see **Organic Bi-Color Sweet Corn** out of Canada. These deals should last for a month.



## OG CHERRIES

Washington **Organic Rainier** and **Red Cherries** are in lighter supply and are expected to wrap up for the season by late July. Promote while you can. The eating quality is fantastic on this late season fruit!



## OG ZUCCHINI

**Organic Zucchini** out of GA is limited, Mexico reports new plantings coming, CA has adequate supply, and PA has started and will ramp up in volume this week.



## OG SPINACH

**Organic Bunched Spinach** is very limited out of CA. Canada reports adequate supplies for July.

**Organic Baby Spinach** is on back to pretty much full supply in all 3 major **Organic Salad** lines.



## OG GRAPES

**Organic Green** and **Red Grape** supplies are in steady availability in 19 lb. packs out of the Bakersfield, CA region.

California **Organic Black Seedless Grapes** are in extremely firm supply with high prices.

**Organic Champagne Grapes** will be in season beginning in the third week of July.



## OG LETTUCE

We are seeing some very nice **Organic Red Leaf, Green Leaf, and Romaine Lettuce** out of Quebec, Canada.

Western **Organic Lettuce** is still being reported to have discoloration issues.

CA reports good supply on all **Organic Lettuces**, including **Organic Red Butter, Green Butter, and Iceberg Lettuce**.

**Organic Eastern USA Lettuce** is completely done.



## OG PEACHES & NECTARINES

**Organic Yellow** and **White Peaches** are in peak supply from California.

California **Organic Yellow Nectarines** are in excellent supply for July promotions, however **Organic White Nectarines** are in a bit of a gap, but will improve later this month with new varieties.





## OG WATERMELONS

**Watermelons** continue to arrive from the West Coast. Look for prices to be slightly lower this week following the 4th of July holiday.

The first run of fruit from Lady Moon Farms in Georgia had some issues due to high temperatures. We will have their fruit to start the week.



## OG GREEN BEANS

**ALERT!** **Organic Green Beans** are in very, very tight supply out of CA. FL growers are done as the temperature is too hot.

**Organic Green Beans** from Tennessee may be available the second week of July, but we are waiting to see if they survive the heat.



## OG CAULIFLOWER & BROCCOLI

**Organic Cauliflower** is in good supply out of CA and the market is steady. No **Organic Color Cauliflower** is around at this time.

**Organic Broccoli** is in good supply out of both CA and Canada. **PA Organic Broccoli** is all but done. Pricing is on the lower side. **Organic Broccoli Crowns** are in good supply from the same area.



## OG PEPPERS

**Organic Green Peppers** are less than adequate in supply across the board. CA is very limited, but should increase soon. GA reports adequate volume now, supplies will decline next week.

PA **Organic Peppers** are expected later in July.

Although quality is very good, **Organic Red Pepper** prices are higher and some orders are still getting cut out of Holland.



## OG TOMATOES

**Organic Cluster Tomatoes** have started out of PA greenhouses. Supplies are good and prices are favorable for July promotion.

**Organic 2-Layer Round** and **Hothouse Tomatoes** from Mexico are in good supply.

**Organic Grape Tomatoes** are in good supply out of GA.

PA **Organic Grape** and **Round Tomatoes** are expected to start in 2-3 weeks.

**Organic Cherry Tomatoes** are expected to start out of Mexico.

**Organic Roma Tomatoes** are still strong out of Mexico.



## OG CUCUMBERS

**Organic Cucumbers** are dwindling in supply out of GA and FL. PA and NY have started with limited supplies of **Organic Cucumbers**. CA reports adequate supplies, but quality (coloring mainly) is not as good as eastern.

NY has limited **Organic Pickle Cucumbers**. We have some **Specialty Organic Cucumbers** out of CA, including **Organic Lemon**, **Gherkins**, and **Silver (White) Cucumbers**.

**Organic Hothouse Cucumbers** are in good supply as well.

## OTHER STORIES:

- **Organic Tommy Atkins** and **Kent Mangos** are in good supply through the next 2 weeks. **Tommy Atkins** fruit is slowly starting to be overtaken in volumes by **Kent** fruit. **Organic Ataulfo Mango** supplies are limited going forward.

- New crop CA **Organic Sweet Potatoes** are expected to start in the next few weeks. We will see pricing increase as a result and quality will be outstanding.

- **Organic Black** and **Watermelon Radish** are available out of CA.

- **Organic Formosa Papayas** remain in steady supply with very nice quality large fruit through the summer months!

- **Organic Pineapple** supplies are better for next week. Quality should be very nice.

- Georgia finishing up with **Organic Eggplant** this week, and PA is 2-3 weeks away. CA reports very light volume from smaller size farms.

- Cartons of **Organic Celery**, and **Celery Hearts** are in good supply out of CA, but variation in cost/quality is not always crystal clear. Overall, quality is better than 2 weeks ago, but we are still seeing

occasional black heart in some stalks. Prices are steady.

- **Organic Figs** are in a gap, but the **Black Mission** variety will be back in season starting the third week of July.

- **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.



# LIST FOR WEEK OF JULY 8 - JULY 15, 2016

## ORGANIC



### MARYLAND

**HOMESTEAD FARMS - MILLINGTON, MD**  
40550 - OG Cabbage Green MD 45 lb

### NEW JERSEY

**BIG BUCK FARMS - HAMMONTON, NJ**  
43706 - OG Blueberries NJ 12/1 pt

**EASTERN FRESH - CEDARVILLE, NJ**

41101 - OG Squash Gold Bar NJ 20 lb

### NEW YORK

**HEPWORTH FARMS - MILTON, NY**

40148 - OG Cucumber Pickle NY 18 lb  
41112 - OG Escarole NY 24 ct  
40416 - OG Greens Kale NY 24 ct  
41159 - OG Lettuce Green Leaf Prem NY 24 ct  
41183 - OG Lettuce Romaine NY 24 ct  
40900 - OG Spinach Bunch NY 24 ct  
40343 - OG Squash 8 Ball NY 18 lb

### PENNSYLVANIA

**CHRIST KING - LANCASTER COUNTY, PA**  
40577 - OG Broccoli Stalk PA 14 ct 20lb  
43491 - OG Rhubarb PA 10 lb

**CLARION RIVER - SLIGO, PA**

40386 - OG Cabbage Green PA 45 lb  
40518 - OG Cabbage Savoy PA 35 lb  
41016 - OG Squash Zucchini PA 18 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  
40211 - OG Fennel PA 12 ct  
41007 - OG Greens Collards PA 24 ct  
40628 - OG Greens Dandelion Premium PA 24 ct  
40893 - OG Greens Dandelion Red PA 24 ct  
40811 - OG Greens Kale PA 24 ct  
40472 - OG Greens Kale Lacinato PA 24 ct



40723 - OG Parsley Curly Prem PA 30 ct  
40724 - OG Parsley Italian Flat Prem PA 30 ct

**TUSCARORA ORGANIC COOP - HUSTONTOWN, PA**

41016 - OG Squash Zucchini PA 18 lb  
41321 - OG Tomatoes Cluster PA 11 lb

### VIRGINIA

**RED SUN FARMS - DUBLIN, VA**

41080 - OG Cucumber European VA 12 ct

## CONVENTIONAL



### DELAWARE

**VINCENT FARMS - DELMAR, DE**

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

### 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

00758 - CV Cabbage Green Bin NJ 60 ct  
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

### 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



# SUMMER SEASON ORGANIC TOP 40 JULY - SEPTEMBER



Based on Four Seasons Produce, Inc. historical case volume data from 2015. This reflects availability and market conditions from last July - September.

1. OG Bananas
2. OG Strawberries
3. OG Mangos
4. OG Avocados Hass
5. OG Blueberries
6. OG Salad Baby Spinach, 5 oz
7. OG Grapes Red Seedless
8. OG Broccoli
9. OG Salad Baby Arugula, 5 oz
10. OG Raspberries
11. OG Salad Spring Mix, 5 oz
12. OG Grapes Green Seedless
13. OG Tomatoes Grape
14. OG Cucumbers
15. OG Romaine Hearts
16. OG Mushrooms Baby Bella/Crimini
17. OG Peaches
18. OG Kale Green
19. OG Peppers Red
20. OG Salad Baby Kale, 5 oz
21. OG Mushrooms White
22. OG Celery
23. OG Lemons, Loose
24. OG Zucchini Green
25. OG Salad 50/50 Blend, 5 oz
26. OG Salad Super Greens, 5 oz
27. OG Apples Pink Lady, Loose
28. OG Cantaloupe
29. OG Basil
30. OG Apples Gala, Loose
31. OG Watermelons
32. OG Mushrooms Portabella
33. OG Cauliflower
34. OG Onions Yellow
35. OG Yams Garnet
36. OG Nectarines
37. OG Blackberries
38. OG Carrots Baby, 1 lb
39. OG Oranges, Loose
40. OG Mushrooms Shiitake



If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

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**DRIVING  
HEALTHY  
DISTRIBUTION.**

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR JULY 8 - JULY 15, 2016

## RED HOT AVOCADO MARKET



**ALERT!** We are looking at a very expensive **Hass Avocado** market!

California is not a big factor because they have small sizes and lost quite a bit of fruit due to heat stress. Mexico has started in the new growing region, but starting out we will see mostly 60 and 70's and few 48's and larger.

Supplies too, are being interrupted by a strike by workers, which is driving the spot market even higher. There's a steady supply coming in from Peru and growers are definitely taking advantage with the lack of fruit in California and the conditions in Mexico.

Expect to see record high prices for 48's and larger fruit this July. Things don't look to improve until Mexico gets ramped up later this summer.



### CV BERRIES

Keep promoting **Blueberries!** New Jersey, Michigan, and the Pacific Northwest are all picking and shipping fruit. Quality out of all regions is excellent. New Jersey will be winding down during mid to late July, however Driscoll's out of the Pacific Northwest will have nice volumes into mid Summer.

**Strawberry** supplies and prices will be steady this week.

**Raspberries** and **Blackberry** supplies will continue to be limited this week. Look for prices to hold.



### CV SQUASH

There are excellent supplies of local **Squash** right now from New Jersey and PA:

- **Green Zucchini**
- **Yellow Squash**
- **Goldbar Zucchini**

**Promote, promote, promote!**

**Hard Squashes** are steady.



### CV WATERMELONS

Georgia **Watermelons** are winding down and will be all but finished by early in the week. Some late acreage may still be available but high temperatures are hurting what's left in the fields.

South Carolina is in good supply but not enough to cover demand. North Carolina and Delaware are still a few weeks away from starting. Prices will be slightly lower this week, but not as significant a drop as we are used to following the 4th of July.





## CV CUCUMBERS

The **Cucumber** market is steady in price, but we will have good, fresh local product mostly from PA this week.

**Cello Wrapped Cucumbers** are limited with a bump in pricing this week.



## CV CHERRIES

Now that we are past the holiday, **Cherry** ad demand has waned and even with some growers finishing packing this week, some of the later growers with fruit in the higher elevation will pick up the slack. Prices remain steady with an abundance of fruit packs peaking on the 10.5 row and larger sizes.



## CV SWEET CORN

**Sweet Corn** in commercial crates is more expensive and in lighter supply due to the Georgia crop wrapping up and the Virginia crop not in full production. Pricing will be higher this week on all colors.

Delaware and PA growers are now at the beginning of their season for field bin **Sweet Corn** production.



## CV GREEN BEANS

**Green Beans** remain limited with steady pricing. We will have PA product in a very light way the second half of this week or next week.



## CV EGGPLANT

**Eggplant** has excellent quality right now from SC. Pricing will be steady to lower.

**Varietal Eggplant** like **Italian**, **Graffiti**, and **Sicilian** has started from New Jersey.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** are in good supply with steady pricing. Bins are available again this week.

**Cauliflower** is in good supply with steady pricing.



## CV PEPPERS

**Green Peppers** remain limited in supply from the Carolinas.

Pennsylvania, New Jersey, and Delaware product is expected to start by mid-July.

**11lb Red, Yellow, and Orange Peppers** remain limited with steady pricing.



## CV TOMATOES

**Beef** and **Cluster Tomatoes** are in great supply with steady to lower pricing this week.

**Two layer Vine Ripe Tomatoes** are up in pricing with nice quality from Mexico.

**Roma Tomatoes** are limited from Tennessee, with higher pricing this week.

**Grape** and **Cherry Tomatoes** are steady.

**Campari Tomatoes** are limited.



## CV LETTUCE

Western **Iceberg Lettuce** is extremely limited with steady to higher pricing this week. We will continue to have nice quality Canadian **Iceberg Lettuce** this week as well, with a bump in pricing, but very reasonable.

**New Jersey Leaf Lettuce** is finished. Western and Canadian supply is steady with good volume and steady pricing.

**Romaine Hearts** are steady from California and Canada.





## CV CABBAGE

**Green Cabbage** supplies remain limited with steady pricing. Bins are available from Lancaster County, PA growers again this week.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are promotable with nice quality and aggressive pricing.



## CV SWEET ONIONS

**Vidalia Onions** have increased in price again this week and are expected to increase again towards the beginning of next week. We will see **PA Simply Sweet Onions** get started by July 20th.



## CV MELONS

California **Melon** supplies continue to ramp up.

Look for good supplies and promotable pricing for the next few weeks on **Cantaloupes** and **Tuscan Cantaloupes**.

**Honeydew** are steady with premium King of the Wet brand fruit arriving the second week of July.

**Specialty Melons** remain in peak season.

East Coast grown **Athena Cantaloupes** are in a gap as GA and SC are finishing. Fresh crop bin **Athena Cantaloupes** will be available from Delaware by mid-July.



## CV GRAPES

We will make the transition into the 19 lb. California **Red, White, and Black Seedless Grapes** this weekend. California **Red Globe Grapes** are still a few weeks off.

The first **Red Seedless Flame Grapes** look great on the first delivery with the **White Sugarones** and **Black Grapes** hitting this weekend. Quality is expected to be high.

There will be Mexican **Red and White Grapes** available at much lower prices, more than half price, but expect some defects, but for the price, it's a value. Look for us to start bringing in "**Pretty Lady**" Grapes from Dulcich at the end of July when they start with their best varieties.



## CV PEACHES

Georgia and South Carolina are dropping down in **Peach** volume with little to no large sizes (2 3/4").

Jersey may start in a small way this weekend, but it will be a couple of weeks before we see a significant increase in volume, but don't expect many large sizes. The first pack outs will run heavy to the 2 1/2" and smaller sizes. Prices are up across the board by two to four dollars.

# Displays of the Week!

