



ORGANIC OUTLOOK

JULY 7 - JULY 14, 2017



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ORGANIC CHERRIES PEAKING, STONE FRUIT UPDATES

Washington **Organic Dark Sweet** and **Rainier Cherries** are in excellent supply with good sizing and quality. Promotional opportunities are available during July. Now is the best time of the year to promote **Organic Cherries** at their height of flavor and availability!

Washington **Organic Apricots**, in bulk and 20/11lb. clamshells, are now available, but very limited. The season is kicking off with the red-blushed Robada variety and will continue with other varieties later in July.

California **Organic Yellow Peach** supplies have improved slightly. Expect prices to remain on the higher side until the Washington crop comes into season in late July.

California **Organic White Donut Peaches** are limited with high prices. California **Organic White Peaches** will be available again during the second week of July.

California **Organic Yellow** and **White Nectarines** in firm supply with higher prices than last July.

California **Organic Red Plums, Black Plums, Dapple Fire Pluots, and Dapple Dandy Pluots** are in slightly better supply this week. Prices are easing down.



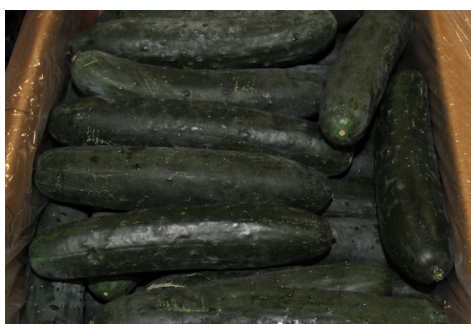
OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** continue to be in high demand with supplies being short.

Organic Hass Avocados will continue to draw a premium price through next week. 60 and 70ct fruit is the most limited right now, with fruit sizing mostly 48ct and larger.

Mexico is starting to see some early "Flora Loca" ("off-bloom," mountain grown) season for next week, which means there may be a little bit of relief in the very high prices.

Stay tuned...



OG CUCUMBERS

Organic Cucumbers are in limited supply out of NC, GA, and NJ. Pennsylvania Lady Moon **Organic Cucumbers** are expected early to mid-July.

CA has adequate supply of **Organic Cucumbers**, but while some Mexican **Organic Cucumbers** have become available, they are generally limited in supply.

Organic Hothouse Cucumbers are in very good supply out of Holland and Mexico, but limited from Canada. **Organic Persian Cucumbers** are in steady supply out of Mexico.



OG BLUEBERRIES

Organic Blueberries out of New Jersey and the Pacific Northwest continue in both 6oz and pints but supplies have tightened this week.

In spite of plenty of fruit on the bushes in New Jersey, growers have had a hard time getting enough labor to pick and pack the fruit. A higher percentage will be harvested by machine for processing instead of going to the fresh market.

Driscoll's and other growers expect a larger crop out of the Pacific Northwest for late July.



OG GRAPES

Mexican **Organic Green** and **Black Grapes** continue to be in abundant supply, but are expected to wrap up for the season in mid to late July. We should see a smooth transition into California product. Prices will be higher on the fresh crop product out of Delano/Bakersfield, CA.

CA **Organic Red Grapes** are in steady supply.

Mexican **Organic Cotton Candy Grapes**, **Sweet Sapphire**, and **Gummyberries Grapes** are finished.



OG BROCCOLI

Organic Broccoli is increasing in supply out of CA, with low demand the price has dropped, and will fall even further. Quality has improved over last week.

Organic Broccoli Crowns are in better supply out of CA and pricing has adjusted down as well. Expect generally low prices through the middle of July.



OG GREENS

Lady Moon Farms in PA expects excellent supplies of all varieties of **Organic Chard** and **Kales** this week. Supplies will be limited on **Organic Curly Parsley**, **Dandelion**, **Bunch Beets**, and **Collards**.

New Jersey growers have **Organic Cilantro**, **Dill**, and **Collards** available.

North Carolina growers report good supplies on all **Organic Kale**, **Collards**, and **Chards**.



OG SALADS

ALERT! Severe heat in California from late June continues to impact **Organic Spinach** and **Arugula** supplies and quality. There will likely be occasional out-of-stocks on these two tender leaf items though mid-July.



OG CAULIFLOWER

Organic Cauliflower is more limited from California this week and pricing is up.

Organic Romanesco is very limited from California.



OG LEMONS

ALERT! California **Organic Lemons** remain extremely firm with high pricing and supplies are expected to gap. Mexico continues to be delayed with no arrival date set.



NEW ITEMS

- 41120 - OG Frisee CA 24 ct
- 40592 - OG Carrot Bunch Baby Rainbow 24 ct
- 40575 - OG Carrot Bunch Purple CA 24 ct
- 40367 - OG Beans Romano CA 10 lb
- 40382 - OG Beans Purple CA 10 lb
- 40487 - OG Beets Chioggia CA 25 lb



OG SQUASH

Organic Zucchini is in peak season supply from multiple regions around the country, including PA, NJ, and OH.

Lady Moon continues to ship high quality **Organic Zucchini** and **Yellow Squash** from their Georgia fields.

Organic Yellow Squash is more limited. **Organic Gold Bar Squash** is available from local growers too.



OG PEPPERS

Holland reports good supplies on all **Organic Red**, **Yellow**, and **Orange Peppers** at this time, though pricing is on the higher side. Canada reports limited supplies of all three colors.

Organic Green Peppers are currently shipping out of GA and CA, but demand has slowed and pricing is expected to move back down next week.

Organic Jalapeño Peppers are in adequate supply out of CA with higher prices. **Organic Anaheim** and **Poblano Peppers** are in limited supply out of CA.



OG PINEAPPLES

Organic Pineapples will be in good supply once again next week. Quality has been excellent. Deals on large fruit will wind down in early July so be sure to take advantage of this deal.



OG YOUNG THAI COCONUTS

ALERT! **Organic Young Thai Coconuts** and **All-Natural Young Thai Coconuts** will be tight once again for next week. Beyond that, supplies look to be rebounding pricing should follow for the middle to end of July.



OG SPINACH

Organic Spinach (24 ct bunched) is in better supply out of California this week. Multiple shippers report availability of product and pricing has gone down. Soon, **Organic Spinach** will be shipping out of Nevada in good supply.



OG LETTUCE

Organic Romaine Heart pricing has dropped, quality has improved, and it's a good time to promote.

CA reports increasing volume on all **Organic Lettuces**. Prices have been forced down due to low movement.

Quality of **Organic Red Leaf**, **Green Leaf**, and **Romaine Lettuces** out of California is fair, with marginal discoloration and some browning on the stem area. No word on when we will see improvement.



OG BERRIES

Organic Strawberries out California are in good supply with promotional opportunities available. This is now the time of year when turning the fruit quickly becomes important due to shorter shelf life.

Driscoll's California **Organic Blackberries** continue in steady supply with promotional opportunities available.

Organic Raspberry volume is steady and prices are rising slightly.



OG MANGOS

Organic Tommy Atkins Mangos are in great supply with several growing regions pumping and heavy volume coming out of Mexico. Look for some special promotions and great quality on **Organic Mangos** through the month of July!

Organic Ataulfo/Honey Mangos will be in good supply in July with excellent, promotable pricing!

Florida grown **Organic Mangos** will again be available for next week. Staining and some discoloration are typical for this fruit, but these are domestically grown, so no hot water treatment is necessary, allowing for higher flavor.

OTHER STORIES:

- California **Organic Cantaloupes** will be very limited over the next couple of weeks as fields are transitioning. Supplies should ramp up in the middle of July. California **Organic Honeydew** and **Galia Melons** are gapping until mid-July.

- Organic Formosa Papayas** are in good supply. Quality has been good as well.

- New Zealand **Organic SunGold Kiwifruit** will return in mid-July. Supplies are expected to be limited all season. Volume fill, 1 layer trays, and 20/1lb New Zealand **Organic Green Kiwifruit** are in firm supply with a crop smaller than last year.

- Organic White** and **Bi-Color Sweet Corn** is expected to be limited out of North Carolina this week. NY **Organic Sweet Corn** is expected in late July.

- Organic Eggplant** is limited from Georgia this week. NJ has started with limited harvests. Mexico is finished. **Organic Graffiti Eggplant** is limited from Georgia.

- California **Organic Green, Red, and Savoy Cabbage** is limited. **Organic Napa Cabbage** is very limited and expensive. **Organic Green Cabbage** is in decent supply out of North Carolina and Pennsylvania, but limited on **Organic Red Cabbage**.

- Organic Celery** pricing has begun to move down and quality is better. More shippers are gaining additional volume each day. **Organic Celery Hearts** are in adequate supply and price has begun to drop there as well. Look for pricing to continue to drop.

- California **Organic Valencia Orange** supplies remain limited and priced high. Some small gaps continue.

- Organic Lime** supply has had a slight interruption as some rain hit. Supplies should improve again soon.



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CONVENTIONAL

DELAWARE

VINCENT FARMS - DELMAR, DE

- 11059 - CV Cantaloupes Bin DE 110 ct
- 01062 - CV Corn Bi-Color DE 48 ct
- 01084 - CV Corn White Bin DE 50 dz

NEW JERSEY

EASTERN FRESH GROWERS - CEDARVILLE, NJ

- 02855 - CV Cucumber Carton NJ 24 ct
- 02812 - CV Cucumber Select NJ 72 ct
- 02799 - CV Cucumber Super NJ 72 ct

FLAIM FARMS - VINELAND, NJ

- 00551 - CV Beets Red Bunch NJ 12 ct
- 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
- 01285 - CV Eggplant Italian NJ 10 lb
- 00790 - CV Cabbage Chinese NJ 30 lb
- 00745 - CV Cabbage Green NJ 50 lb
- 01670 - CV Cabbage Napa NJ 30 lb
- 00795 - CV Cabbage Savoy NJ 30 lb
- 01041 - CV Cilantro NJ 15 ct
- 01170 - CV Dandelion Bunch NJ 12 ct
- 01200 - CV Dill NJ 24 ct
- 01308 - CV Greens Collard NJ 18 lb
- 01315 - CV Greens Kale 18ct NJ 18 lb
- 01346 - CV Greens Mustard NJ 18 lb

- 01350 - CV Greens Turnip NJ 18 lb
- 02238 - CV Squash Green Fancy NJ 20 lb
- 01355 - CV Swiss Chard Rainbow NJ 12 ct
- 01362 - CV Swiss Chard Green NJ 12 ct
- 01368 - CV Swiss Chard Red NJ 12 ct
- 01462 - CV Kohlrabi Green NJ 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 03205 - CV Scallions NJ 48 ct

JERSEY FRUIT - HAMMONTON, NJ

- 10105 - CV Blueberries NJ 12/1 pt
- 15679 - CV Peaches 2 3/4" NJ 25 lb
- 15678 - CV Peaches 2 1/2" NJ 25 lb
- 15681 - CV Peaches 2 1/4" NJ 25 lb

PENNSYLVANIA

COPENHAVER - LEBANON, PA

- 00482 - CV Beans Green PA 25 lb

HESS FARMS - WAYNESBORO, PA

- 02845 - CV Cucumber Kirby PA 40 lb
- 02803 - CV Cucumber Super Select PA 72 ct
- 02240 - CV Squash Green Medium PA 20 lb
- 02338 - CV Squash Yellow Medium PA 20 lb
- 02337 - CV Zucchini Gold Bar PA 20 lb

JOSH WEAVER - LANCASTER, PA

- 00751 - CV Cabbage Green PA 50 lb
- 00780 - CV Cabbage Red PA 50 lb

VIRGINIA

- 23276 - CV Tomato Grape "Native Grown" VA 12/1 pt

CROWN ORCHARDS - BATESVILLE, VA

- 15733 - CV Peaches Donut 2 1/2" VA 16/20 oz

PARKER FARMS - OAK GROVE, VA

- 01062 - CV Corn Bi-Color VA 48 ct
- 01060 - CV Corn White VA 48 ct



ORGANIC



NEW JERSEY

BIG BUCK FARMS - HAMMONTON, NJ

- 43712 - OG Blueberries "Little Buck" NJ 12/6 oz
- 43706 - OG Blueberries "Little Buck" NJ 12/1 pt

FLAIM FARMS - VINELAND, NJ

- 40486 - OG Beets Red Bunch NJ 24 ct
- 40210 - OG Dill NJ 24 ct
- 46590 - OG Greens Collards NJ 24 ct
- 40416 - OG Greens Kale NJ 24 ct

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 42310 - OG Beans Green NY 28 lb
- 42314 - OG Peas English NY 15 lb

PENNSYLVANIA

CHRIST KING - LANCASTER, PA

- 41531 - OG Onion Red Jumbo PA 40 lb
- 41525 - OG Onion Red Medium PA 40 lb
- 41535 - OG Onion Sweet Jumbo PA 40 lb
- 41536 - OG Onion Sweet Medium PA 40 lb

CLARION RIVER -

- 40518 - OG Cabbage Savoy PA 35 lb
- 40676 - OG Greens Kale Lacinato PA 24 ct
- 41050 - OG Squash Spaghetti PA 30 lb
- 41008 - OG Squash Zucchini PA 20 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 40532 - OG Beets Red Bunch Premium PA 24 ct
- 40666 - OG Chard Green 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
- 49875 - OG Greens Kale Loose PA 18 lb
- 40668 - OG Greens Kale Red Bore 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
- 40668 - OG Greens Kale Red Bore PA 24 ct
- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40723 - OG Parsley Curly Premium PA 30 ct
- 40724 - OG Parsley Italian Flat Premium PA 30 ct

TOIGO FARMS - CARLISLE, PA

- 41322 - OG Tomato Cluster PA 11 lb

SUMMER SEASON ORGANIC TOP 40 JULY - SEPTEMBER



Based on Four Seasons Produce, Inc. historical case volume data from 2016. This reflects availability and market conditions from last July - September.

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



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

- Jon Steffy** (Director of Sales) - jonathan@fsproduce.com
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CONVENTIONAL OUTLOOK

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MOST PROMOTABLE CHERRIES OF THE YEAR



Cherry supply exceeds demand. There is an abundance of fruit from the Northwest and prices plummeted last week, making mid-July the best time of the year to build big displays at aggressive prices.

Weather has been ideal and the overall quality on both **Dark Sweet Red** and **Rainier Cherry** varieties has been very good with a lot of big sizes.



CV TOMATOES

11lb Cluster and **15lb Beef Tomatoes** are in very good supply and quality from Canada. Pricing is about as low as it gets. They are great to promote right now!

Grape Tomatoes are steady. Virginia product is starting this week!

Campari Tomatoes are limited, but **Sapori Tomatoes** are in good supply as an alternative.

Supplies of **Vine Ripe Tomatoes** are limited, but quality is good on both 2-layers and 25lb.

Roma Tomatoes are limited but pricing is steady.



CV PEACHES & NECTARINES

PEACHES

Peach supplies from California remain light, but with New Jersey beginning with good supplies at the start, there will be no interruptions in supply. We should even see a little lower prices as things get ramped up.

NECTARINES

Like peaches, **Nectarine** supplies were light, especially on larger fruit. Most all of the 56ct and larger fruit were being packed into tray packs so there were little to no big volume fill packs to load. The spot market was higher.



CV BERRIES

STRAWBERRIES

Decreased demand following the 4th of July holiday will help to stabilize the **Strawberry** market and lower prices somewhat. Supplies are expected to remain steady for July.

BLUEBERRIES

Look for **Blueberry** prices to come down slightly out of New Jersey, but remain much higher than last year. Volumes will still be lower than they expected.

We will start to see **Blueberries** from the Pacific Northwest. Volumes will be light as they just get started.



CV BROCCOLI

Western **Broccoli Crown** supply is steady in quality and price. Eastern crowns are limited.

Canadian **Broccoli Crown** have started, but there is no price advantage right now so our main supply will continue to be from California again this week.



CV SWEET CORN

Sweet Corn is now in production from North Carolina, Virginia, and Delaware. Quality is good with steady pricing this week.

Sweet Corn Bins are available from Delaware. Pennsylvania's peak season will start in mid-July.



CV SQUASH

Zucchini will be lower in pricing with nice quality this week. Production has increased from local growers throughout the mid-Atlantic and Northeast.

All **Hard Squashes** remain limited.



CV LETTUCE

Quebec **Iceberg Lettuce** is available again this week with steady pricing and solid quality.

The Western **Iceberg Lettuce** market is stronger with a bump up in pricing this week.

There continues to be good quality and supply, with steady pricing on both Western and Quebec **Leaf Lettuce** and **Romaine Hearts!** This is another great week to promote.



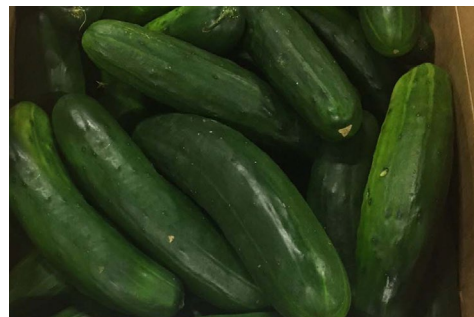
CV PEPPERS

Green Peppers remain limited. Local NJ and PA product is expected to start by mid-July.

15lb Red Peppers continue to be limited from CA.

11lb Red, Yellow, and Orange Peppers are steady.

ALERT! Mini Mixed Sweet Peppers are very limited with higher pricing this week.



CV CUCUMBERS

Cucumber quality is nice, but product remains limited with steady pricing. PA product is starting this week and NJ product is steady.

Cello-wrapped and **12/6ct Mini Seedless Cucumbers** are more limited with higher pricing this week.



CV MELONS

ALERT! Melon prices are expected to remain high this week. New fields in California will start, but the pipeline is empty. It will be until mid-July before things to get back to more normal levels.

Delaware is going to start with bin **Athena-style Cantaloupes** the second week of July.



CV ASPARAGUS

ALERT! Asparagus will be very limited in supply this week. Look for prices to be much higher than we had seen the past month or so.

Mexican supplies are winding down and Peru isn't ready to send product. This is expected to last for a few weeks until Peru gets back in the game.



CV GRAPES

Final shipments of **Seedless Grapes** from Mexico are available at deeply discounted prices.

New crop California **Grapes** from the Bakersfield/Delano area will be available in 19lb packs by mid-July.

The first **Red Grapes** will not have real good size but will improve as the season ramps up.



CV BRUSSELS SPROUTS

ALERT! Brussels Sprouts continue to be a struggle in both supply and quality. Pricing will remain high this week.

New crop California product has started for some shippers in a very light way, and delayed for others.



CV CELERY

Western Celery is steady in supply and pricing with nice quality.

Michigan Celery has also started with a nice price advantage, but we will have only certain sizes to start with the Michigan product.



CV PINEAPPLES

ALERT! What a difference a week makes! Pineapples supplies are lighter and prices are higher than they were in late June.

We will see a stretch for the next few months of short supplies and higher prices.



CV WATERMELONS

Watermelon prices and supplies will be steady this week. Growers will be starting new fields in Georgia and the Carolinas this week. They hope to be through the disease issues caused by the rain a few weeks ago.



CV GREEN BEANS

Green Beans remain limited, but we have nice, fresh PA grown quality.



CV ARTICHOKES

We have a nice deal on 12ct Jumbo Artichokes this week. They are great to promote!

