

ORGANIC MARKET NEWS



JULY 8 - JULY 15, 2022

ORGANIC MELONS OUTLOOK



Organic Cantaloupes and **Honeydews** are starting on the west-side deal out of Mendota, CA. Supplies, taste, and quality are all great.

Organic Mini Watermelons are in a transition to Northern California fields. Prices are very high with extremely limited supplies. Expect shortages in supplies for mid-July as new areas are just beginning to harvest.

Organic Seedless Watermelons also remain tight as new harvests are just beginning out of Bakersfield, California. Quality will be excellent, but pricing will be very high as product is limited.

Local PA **Organic Watermelons** will start harvests towards the end of July or early August with limited volume.



OG BERRIES

Organic Strawberry prices will begin to inch up but will remain promotable out of California. Quality coming out of Salinas/Watsonville regions has been excellent, and harvests remain strong.

Organic Raspberry prices remain promotable coming out of California. Harvests remain on the stronger side and quality has been outstanding.

Organic Blueberry prices will remain tight to start the week of 7/11 but will ramp up quickly. Pacific Northwest harvests are starting up and expected to come on fairly strong. Expect promotable volume and pricing starting the week of 7/17. Quality should be outstanding.

Organic Blackberries remain limited out of California, and will continue to be limited through mid to late-July. New Jersey does have some limited availability coming in, but this is a short season and will finish before the end of July.



OG BROCCOLI & CAULIFLOWER

Organic Cauliflower from California continues to experience good volumes in July with strong quality. As the month continues, expect supplies to tighten and pricing to begin to rise.

Organic Color Cauliflower from Pennsylvania will remain available through mid-July!

Organic Broccoli remains in steady supply for mid-July. California supplies are beginning to lighten, but local Pennsylvania crops are harvesting strong volumes, and the Quebec season has begun. Expect pricing to remain slightly elevated, while quality remains strong.

Organic Broccoli Crowns remain slightly more limited than bunches but will remain available at an elevated price.

Organic Sweet Baby Broccoli and **Organic Broccoli Rabe** from California will remain is stable supplies.



OG PEPPERS

Local **Organic Green** and **Jalapeño Peppers** from Lady Moon Farms in Pennsylvania will begin harvesting in mid-July. Local Pennsylvania **Green Pepper** supplies will provide a price relief after extended periods of elevated pricing. Supplies will be light to begin the season, but will quickly grow throughout the month!

Organic Color Bell Peppers from Canada and Holland remain in stable supplies with outstanding quality in early July. Pricing is expected to be elevated in mid-July, but will begin to slide down as more volume is available towards the end of the month.

Organic Mini Sweet Peppers remain limited in supply for July, and are expected to remain limited until local supplies begin in late July.



OG TOMATOES

Organic Grape and **Cherry Tomatoes** from Lady Moon Farms are finishing out of Georgia. The local PA season will kick off by the middle of July. The PA crop will also bring back the **Organic Rainbow Cherry Tomatoes** from Lady Moon.

Local PA **Organic Vine Ripe Tomatoes** should start around 3rd or 4th week of July.

Organic Cluster and **Beefsteak Tomatoes** out of Canada will be ending the crop in July and gapping until the fall.



OG CUCUMBERS

Organic Euro and **Mini Seedless Cucumber** prices eased off to promotable levels. Quality and availability are excellent heading into the end of July.

Organic Cucumbers from Georgia are finishing in early July, but local Pennsylvania supplies have already begun. Expect local **Organic Cucumbers** during mid-July to have promotional volumes and pricing! Lady Moon Farm's local Pennsylvania supplies will begin harvest in late July.

Local Organic Pickling Cucumbers from PA will also be available in July to add extra variety.



OG SWEET CORN

NOTE: Organic Bi-Color Sweet Corn is now in a short gap following the 4th of July. North Carolina is beginning to wind down, and early Pennsylvania crops are finished.

Organic White Sweet Corn from North Carolina will be available in mid-July to help bridge the gap until Pennsylvania and New York **Organic Bi-Color Sweet Corn** begins harvest in late July. **Organic White Corn** quality is expected to be strong while pricing remains in line with the **Bi-Color**.



OG MANGOS

Organic Mangos are finally starting to open up! July is really the month to get behind volume on organic fruit.

Organic Ataulfo Honey Mangos from Mexico will be also available for the month of July, but will be winding down soon after that!

A small crop of Florida grown **Organic Mangos** will be available in July.



OG GREEN BEANS

The local **Organic Green Bean** season from Pennsylvania has begun in early July! Early harvests can yield light numbers, but volumes are expected to grow throughout the month of July.

Quality is expected to be outstanding to begin the season and pricing will remain elevated until supply volumes begin to increase.



OG PAPAYAS

Organic Formosa Papayas will be available for the middle of July. Fruit is in good condition, but some scarring has been prevalent more recently in the fruit. This only affects the appearance and does not affect the quality of the fruit.



OG ASPARAGUS

Organic Asparagus prices will begin to ease down as more product is available out of Mexico. This is expected to be a promotable market through the end of July.



OG CELERY

Organic Celery from California is promotable in July. Pricing continues to improve weekly as volumes are strengthening. The remainder of July will have strong availability, excellent quality, and promotable prices.



OG HASS AVOCADOS

The start of Mexico's Flor Loca **Hass Avocado** season has caused prices to drop for the middle of July. Peruvian fruit is abundant, and Mexico is trying to lure customers back. The new "Loca" fruit will be hard and green and be little more stubborn to ripen.



OG GRAPES

Organic Grapes from Mexico have great supply and volume right now. We are currently offering **Organic Red, Green, Black, Gummy Berries, Jelly Berries, and Cotton Candy Grapes**. California is ramping up as we head towards mid-July.



OG KIWIFRUIT

Zespri **Organic SunGold** and **Green Kiwifruit** are promotable from New Zealand in both bulk and clamshell options for the month of July.



OG SQUASH

Local **Organic Zucchini** and **Yellow Squash** remain in strong supply from Pennsylvania in July. Volumes and quality are strong with promotable pricing available. Lady Moon Farms' Pennsylvania supplies will begin harvest in mid-July.

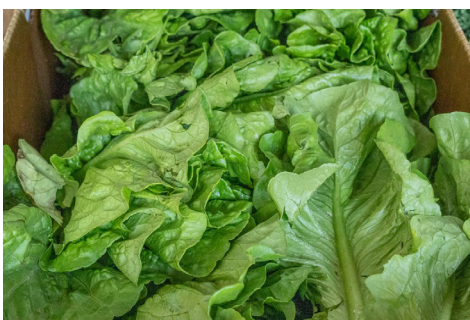


OG STONE FRUIT

Organic Cherry prices have come down slightly. Washington is getting a little more rain so we will see how this furthers the decrease in this already small crop.

Organic Apricots are transitioning from California to Washington and should be in good supply for mid-July.

Organic Peaches, Nectarines, Pluots, and Verry Cherry Plums are all in season.



OG LETTUCE

Local **Organic Leaf** and **Romaine Lettuce** from Pennsylvania and New Jersey have finished for the spring/early summer season.

Supply volumes will move north to Vermont and Quebec, as well as back out west to California to supply the remainder of the summer. Quality and supply volumes from Vermont, Canada, and California are expected to be strong in mid to late July!

Organic Romaine Hearts and **Iceberg Lettuce** from California remain in steady supplies and promotable pricing. Volumes from Canada have also begun and will help supplement California supplies.



OG CITRUS

Organic Valencia Oranges are back in firm supply with high prices.

NOTE: **Organic Lemons** have become extremely tight, but Mexico and Argentina are starting back up, so supplies should improve heading into the end of July.

Organic Limes have tightened up, but better supplies should be back by mid-July.

OTHER STORIES

- OKE **Organic Bananas** price increase of \$.50 will take effect around 7/10 with inbound arrivals.
- We will see a supply gap on **Organic Yellow Onions** but should only last until mid-July.

- We are currently gapping on **Organic Sweet Onions** but should be starting **PA Organic Sweet Onions** by the week of 7/11.

- **Organic Jackfruit** is available from Florida for the month of July.



LOCAL LIST

JULY 8 - JULY 15, 2022

ORGANIC

American Dream Produce - Hammononton, NJ

43706 - OG Blueberries NJ 12/1 pt

Big Buck Farms - Hammononton, NJ

43706 - OG Blueberries NJ 12/1 pt

44363 - OG Blackberries 12/6 oz

Clarion River - Sligo, PA

40676 - OG Greens Kale Lacinato 24 ct

41015 - OG Squash Green 20 lb

Deep Root - Johnson, VT

41160 - OG Lettuce Green Leaf 24 ct

41165 - OG Lettuce Red Leaf 24 ct

41180 - OG Lettuce Romaine 24 ct

40623 - OG Sunchokes White 10 lb

Eagle Shadow Farm (Samuel Stoltzfus) - Millville, PA

40485 - OG Beets Red 25 lb

Flaim Farm - 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

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

40676 - OG Greens Kale Lacinato 24 ct

40897 - OG Spinach Bunched 12 ct

40900 - OG Spinach Bunched 24 ct

219525 - OG Herb Mint 12 ct

King Family Farm - New Holland, PA

40548 - OG Cabbage Green PREM 45 lb

Joesph Weaver - Ephrata, PA

40548 - OG Cabbage Green PREM 45 lb

40454 - OG Cabbage Red PREM 45 lb

231631 - OG Cauliflower 9 ct Naked

225334 - OG Cauliflower Orange 9 ct Naked

225335 - OG Cauliflower Purple 9 ct Naked

Lady Moon Farm - 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

40890 - OG Greens Kale Red 12 ct

41015 - OG Squash Green 20 lb

41032 - OG Squash Patty Pan 22 lb

40297 - OG Squash Yellow 20 lb

41101 - OG Squash Gold Bar 20 lb

41336 - OG Tomatoes Grape Premium 12/1 pt

41385 - OG Tomatoes Cherry Rainbow 12/1 pt

41346 - OG Tomatoes Cherry 12/1 pt Clamshell

Lancaster Farm Fresh - Lancaster, PA

40379 - OG Beans Fava 10 lb

40376 - OG Beans Green 25 lb

40412 - OG Beets Chiogga Bunched 24 ct

40532 - OG Beets Red Bunched PREM 24 ct

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

40518 - OG Cabbage Savoy 35 lb

40666 - OG Chard Green PREM 24 ct

40680 - OG Chard Rainbow PREM 24 ct

40667 - OG Chard Red PREM 24 ct

41091 - OG Cucumbers 20 lb

41089 - OG Cucumbers Pickle 20 lb

40650 - OG Dandelion 12 ct

40628 - OG Dandelion PREM 24 ct

40675 - OG Greens Kale 24 ct

40995 - OG Kohlrabi Green Bunched 12 ct

40857 - OG Kohlrabi Purple Bunched 12 ct

41122 - OG Radicchio 12 ct

218494 - OG Onions Spring Red Grilling 24 ct Bunch

218493 - OG Onions Spring Yellow Grill 24 ct Bunch

Pureberry Farms - Vineland, NJ

44363 - OG Blackberries 12/6 oz

43706 - OG Blueberries NJ 12/1 pt

Reed Family Farm - Elizabethtown, PA

40376 - OG Beans Green 25 lb



CONVENTIONAL

American Dream Produce - Hammononton, NJ

10105 - CV Blueberries NJ 12/1 pt

Copenhagen Farm, Lebanon PA

480 - CV Beans Green 25lb

Diamond Blueberry Farms - Hammononton, NJ

10105 - CV Blueberries NJ 12/1 pt

Driscoll's Berries (Pastore Farms) - Hammononton, NJ

10101 - CV Blueberries 12/1 pt Driscolls

Eastern Fresh Growers - Cedarville NJ

1837 - CV Peppers Green JBO Local 22 lb

229433 - CV Peppers Green JBO/XL 22 lb

2255 - CV Squash Green MD Local 20 lb

Fifer Farm - Camden, DE

1062 - CV Corn Bi-color 48ct

1086 - CV Corn Bi-color 50 dz bin

1060 - CV Corn White 48 ct

1084 - CV Corn White 50 dz bin

228499 - CV Tomatoes Vine Ripe XL/JBO 25 lb

Flaim Farm - Vineland NJ

205 - CV Arugula 24ct

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

795 - CV Cabbage Savoy 30 lb

780 - CV Cabbage Red 50 lb

1362 - CV Chard Green 12 ct

1355 - CV Chard Rainbow 12 ct

1368 - CV Chard Red 12 ct

1308 - CV Greens Collard NJ 18 ct

1285 - CV Eggplant Italian NJ 10 lb

1275 - CV Eggplant Graffiti NJ 12 lb

1273 - CV Eggplant Sicilian NJ 20 lb

1315 - CV Greens Kale NJ 18 ct

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

2334 - CV Squash Zucchini Gold Bar 20 lb

2338 - CV Squash Yellow MD Local 20 lb

Hess Farm - Ephrata PA

2819 - CV Cucumbers Super 72ct

2845 - CV Cucumbers Kirby 40lb

1837 - CV Peppers Green JBO 22 lb

229433 - CV Peppers Green JBO/XL 22 lb

2255 - CV Squash Green MD 20 lb

2338 - CV Squash Yellow MD 20 lb

Jersey Fruit - Hammononton, NJ

10105 - CV Blueberries NJ 12/1 pt

Joshua Weaver Farm - Ephrata PA

741 - CV Cabbage Green Local 50lb

780 - CV Cabbage Red 50lb

Nardelli Lake View Farms, Cedarville NJ

1062 - CV Corn Bi-color 48ct

1099 - CV Corn Bi-color 12/4 ct tray

1060 - CV Corn White 48ct

2819 - CV Cucumbers Super 72ct

2845 - CV Cucumbers Kirby 40lb

2786 - CV Endive (Chickory) 24 ct

2900 - CV Escarole 24 ct

1345 - CV Greens Mustard 12 ct

1350 - CV Greens Turnip 12 ct

1200 - CV Herb Dill 24 ct

2255 - CV Squash Green MD 20 lb

Sam Zook - Lancaster, PA

23305 - CV Tomatoes Grape PA 12/1 pt

Vincent Farm - Delmar, DE

1062 - CV Corn Bi-color 48ct

1086 - CV Corn Bi-color 50 dz bin

1060 - CV Corn White 48 ct

1084 - CV Corn White 50 dz bin



Watermelon Display Contest

July 4 - September 18, 2022

Four Seasons Produce has teamed up with the National Watermelon Board to bring you a display contest sure to drive your sales throughout the summer months with, you guessed it—WATERMELON!!! Watermelon is the quintessential summer staple fruit, and Four Seasons Produce will be offering some awesome promotional opportunities throughout the rest of the summer! Quality of the fruit this year has been outstanding, on all colors and all sizes! We have some really great prizes ripe for the taking, so start planning your melon masterpiece and enter for a chance to win!

CONTEST CRITERIA:

- Build a dynamite display watermelon. Any variety or size of watermelon (CV or OG) will qualify for entry.
- All watermelon **MUST** be purchased from Four Seasons Produce.
- Must keep your display up for at least one week.
- Send all pictures in to contests@fsproduce.com Friday, September 23, 2022

PRODUCT CODES:

(Availability subject to change. Check with your Four Seasons Sales Rep of Merchandiser for availability on watermelons.)

ORGANIC

41434 - OG Watermelons Mini 30 lb 8 ct
 43805 - OG Watermelons Mini 35 lb 6 ct
 22560 - OG Watermelons Black Skin 55 ct Bin Seedless
 43796 - OG Watermelons 60 lb 4 ct Carton
 43765 - OG Watermelons 60 lb 5 ct Carton
 43806 - OG Watermelons Seedless 60 ct 11# Average

CONVENTIONAL

12028 - CV Watermelons Mini 35 lb 8 ct
 12035 - CV Watermelons Seeded 35 ct 20# Average Bin
 12004 - CV Watermelons 55 lb 5 ct Carton
 12003 - CV Watermelons 60 lb 4 ct Carton
 11991 - CV Watermelons 60 ct 11# Average Bin
 11997 - CV Watermelons 45 ct 15# Average Bin
 11996 - CV Watermelons 36 ct 18# Average Bin

CONTEST PRIZES:

Prizes will be judged on overall eye appeal and creativity.

Grand Prize:
\$1000 Gift Card



1ST PLACE:
\$500 GIFT CARD



2ND PLACE:
\$400 GIFT CARD



4TH PLACE:
\$200 GIFT CARD



3RD PLACE:
\$300 GIFT CARD



5TH PLACE:
\$100 GIFT CARD



PHONE: 1.800.422.8384

www.fsproduce.com



ORGANIC STONE FRUIT DISPLAY CONTEST

July 4th - July 31st, 2022

Four Seasons Produce has again teamed up with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits. Organic stone fruit is in full swing and quality is OUTSTANDING on all varieties! We have some awesome prizes up for grabs so now is the time to promote these sweet tastes of summer, create some excitement in your stores, and drive cases in the stone fruit category!

CONTEST CRITERIA

- Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The contest codes are as follows:

OG Yellow Nectarine (Code: 220426)

OG White Nectarine (Code: 220427)

OG Yellow Peach (Code: 220428)

OG White Peach (Code: 43832)

OG Black Plums (Code: 220430)

OG Red Plums (Code: 220429)

Empty Display Boxes (Code: 220443)



- Must have a minimum of 4 varieties of fruit in your displays
- Displays must remain up for at least one week
- Send all display contest photos to contests@fsproduce.com by Friday August 5th 2022

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 (High Powered Homegrown)

1ST - \$300 gift card

2ND - \$200 gift card

3RD - \$100 gift card

MOST CREATIVE DISPLAY (Homegrown Hip)

1ST - \$300 gift card

2ND - \$200 gift card

3RD - \$100 gift card

BEST SMALL STORE DISPLAY *3 registers or less* (Homegrown Hut)

1ST - \$300 gift card

2ND - \$200 gift card

3RD - \$100 gift card

ALL ENTRIES WILL RECEIVE:



1 Tumbler & Bottle Opener

CONVENTIONAL MARKET NEWS

JULY 8 - JULY 15, 2022

PEAK SEASON SPECIALTY STONE FRUIT



California **Stone Fruit** and specialty varieties are in peak season.

AVAILABLE NOW:

- Yellow & White Peaches
- Yellow & White Nectarines
- Verry Cherry Plums - 20/1lb clamshell
- Orondo Cherries - 16/15 oz clamshell
- Italian Amber Jewel Sugar Prune Plums
- Yellow King Midas Yellow Plums
- Black, Red, and Mottled Pluots
- Plumogranate Pluots
- Crimson Red Rose Apriums



AVAILABLE FOR MID-JULY:

- Midnight Rose Apriums - 16/1 clamshell
- Nectapie Yellow Donut Nectarines - 14/14oz clamshell

NEW JERSEY PEACHES:

The first local New Jersey jumbo 3" **Peaches** are in season in limited supply and will soon be followed by some local PA **Peaches** in mid-July.



CV GRAPES

Red "Flames" Grapes remain promotable, with excellent quality and taste, as this season finishes up. XL **Red "Sweet Celebrations"** and **"Passion Fire" Grapes** out of Mexico will continue until mid-July before we transition into California.

Green "Sugarone" and **"Sweet Globe" Grapes** will be available out of Mexico. **Green "Sugarone" Grapes** from California are available as well. California will ramp up in the middle of July.

Cotton Candy, Candy Hearts, and Candy Dreams Grapes are in good supply from Mexico.



CV BERRIES

Strawberry markets will remain steady out of California. Volume is promotable coming out of Salinas and Watsonville areas, and quality has been outstanding. Expect a fairly promotable month of July for Strawberries as volume is forecasted to remain fairly strong.

Raspberries remain steady out of California. Quality has been very nice, and volume is steady. Expect decent prices through July barring any unforeseen growing conditions.

Blackberries remain steady coming out of primarily California. There is light local PA volume starting up, and quality looks excellent with big-sized berries. Driscoll's will be starting their New Jersey crop in mid-July.

Blueberry prices remain very high, and supplies are very limited. So far, this season has been very difficult with delayed starts out of Pacific Northwest and Michigan. New Jersey has been the only region harvesting the past month, and supplies should continue through mid-July. The British Columbia fruit however is starting lightly and volume is expected to come on strong in mid-July. We will begin to see pricing fall to more promotable levels as we close out July.



CV MELONS

Cantaloupes and **Honeydew** are arriving from Mendota, CA in good supply as we start the west-side deal. Sizing is on the large side with 12ct being a bit harder to come by. 120ct **Bin Cantaloupes** from Docia are finishing up with last shipment, but we look to transition into NC and MD, with PA right around the corner.

Tuscan-style Cantaloupes, Sugar Kiss, Summer Kiss, Limon Kiss, and Heirloom style Cantaloupes from Turlock Fruit continue in season. **Orange Honeydews** will be available in mid-July at promotable pricing.

Seedless Watermelon prices are jumping up very fast as Georgia and Florida volume drops off very quickly. North and South Carolina are harvesting but acreage is limited.

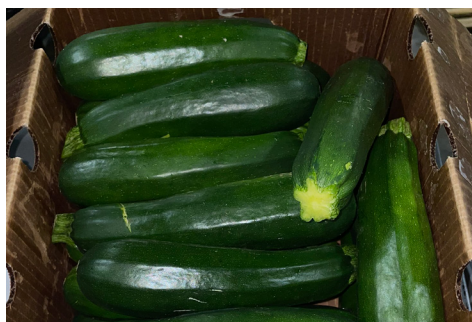
Local Delaware and PA **Watermelon** harvests are expected to start late July/early August. Delaware early harvests were damaged from a hailstorm in May, so expect high prices for July with limited availability.



CV TOMATOES

Vine Ripe Round Tomato prices are expected to stay steady for the middle of July. Product is available from Arkansas and Delaware, with New Jersey and Pennsylvania starting by mid-July. Also available are the Alabama Slammers, which will start to arrive by middle of July.

Roma Tomato prices are expected to increase slightly as we transition from Mexico and into some local PA product by the middle to end of July. Supplies will remain steady.



CV SQUASH

Local Green Squash from PA will continue to arrive with outstanding quality, along with product from NJ and DE. There is also product in NC as well. Prices are starting to come down with more local product becoming available and increasing availability through July.

Local Yellow Squash prices are coming down as there will be increased availability from NJ, DE, and PA. Quality is outstanding.



CV STONE FRUIT

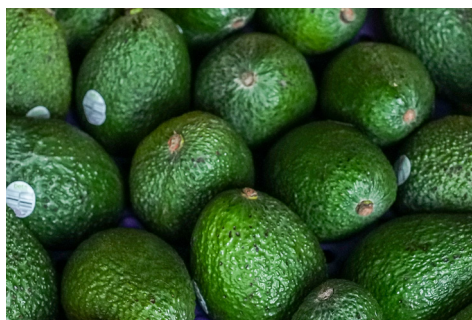
Cherry prices have come down slightly, but more rain in the future could send them right back up. This has been one of the craziest cherry seasons on record, and things are changing by the day. Rainier Cherries are expected to be very limited for the entire season.

South Carolina **Peaches** are starting to deliver slightly more volume, and we have seen prices come down. Larger fruit can be expected.



CV BROCCOLI

Broccoli Crown pricing continues to firm up. Local PA, NJ, and NY are gapping here in early July. Quebec and CA are having a slow go as well. In mid to late July, all regions should be harvesting in full, and we should see promotable pricing again.



CV AVOCADOS

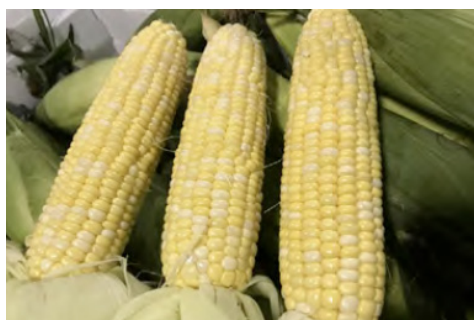
Hass Avocado prices are dropping very fast after many growers began harvesting the Flor Loca crop fruit from Mexico. The pricing swings have made it very tough, but should level off for the middle to end of July. Peru and Columbia still have volume on fruit with very promotable pricing.



CV LETTUCE

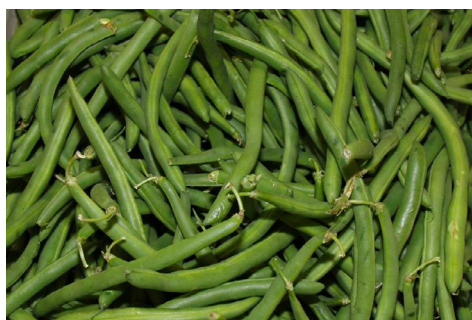
CA **Romaine** and **Romaine Hearts** pricing has bumped up a little higher as supplies are more limited.

Quebec is also starting to increase their pricing as they see limited yields on **Romaine and Romaine Hearts**. **Green Leaf Lettuce** is expected to be limited as well.



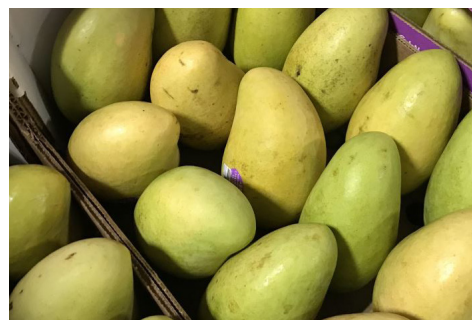
CV SWEET CORN

Sweet Corn prices are expected to stay tight for the next couple of weeks with people trying to reload after the 4th of July holiday pulls. **Sweet Corn** is coming mainly out of North Carolina, Delaware, and New Jersey, with Pennsylvania starting around mid to late July.



CV GREEN BEANS

Green Bean prices are expected to continue to drop heading into mid-July, with product out of PA, NJ, TN, and the Carolinas. Quality and availability have been excellent.



CV MANGOS

Mangos are starting to pick up steam and pricing is coming down. The middle of July should be a promotable time.



CV ASPARAGUS

Asparagus prices are expected to stay steady as we head into the middle/end of July. Mexico and Peru will be the primary supply for the next several weeks. Quality has been good. We will be in 11lb for the remainder of the year.



CV PEPPERS

Green Pepper prices are increasing a bit as some crops finish up and we transition to local regions. Product is still out of North Carolina, but also starting in NJ and PA. Quality has been excellent!

11lb **Color Bell Pepper** prices will continue to come down as we head towards the end of July. This is due to the demand slowing after 4th of July. Canada will be flushing with their new jump crop. Quality is excellent, and supplies will increase in July.

New crop 15lb **Red Peppers** should be available again by the middle of July with outstanding quality.

Mini Mix Sweet Pepper prices will increase as we transition into hothouse product by the middle of July.

- Local New Jersey **Red Potatoes** should be available in mid-July.

- 10/5lb **White Potatoes** are in full swing out of VA, and quality is looking very nice. We have some very promotable pricing.

- Quebec bikini **Cauliflower** has been delayed, and we now hope to see cases flowing by mid-July.

- 30ct sleeved **Celery** is in very tight supply. Most



CV EGGPLANT

Eggplant prices will remain steady for July out of North Carolina. Quality has been excellent and there is plenty of volume.

Local New Jersey **Eggplant** will start by mid-July.



CV CITRUS

Lemons remain in good supply. We remain in California but have import options at a value. Seedless Lemons from Wonderful will start to finish up for the season.

Limes are in great supply for July but look for prices to increase slightly due to drought conditions.

The **Grapefruit** crop remains very promotable. Quality is outstanding out of CA.

Import **Mandarin** prices remain high, but this market should slide down in the upcoming weeks. We will remain in good supply with fruit currently available from Peru, Chile, South Africa, and Uruguay.

OTHER STORIES

shippers are sold out and are expecting light numbers until mid-July.

- SunGold** and **Green Kiwifruit** are promotable for July.

- NOTE:** Dole fuel surcharge goes into effect this week with inbound arrivals. The increase is \$.45 per case across the board on all Dole **Bananas** around 7/10.



CV BRUSSELS SPROUTS

Brussels Sprouts demand is holding strong, and pricing is beginning to rise. Look for higher pricing, but excellent quality as we head into the end of the month.



CV ONIONS

Onions have increased across the board. **Yellow** and **White Onion** markets have been extremely active with supply not able to keep up with demand. **Red Onion** supply has been a bit better comparatively.

The overall market is expected to get slightly better in mid-July but should remain tight throughout the summer. Cooler temperatures during the growing stage in New Mexico and California have put **Onions** behind schedule and causing a gap in the harvest schedule.

Bagged **Onions** are also seeing upward price pressure due to this supply gap.

Vidalia Sweet Onion pricing also continues to creep up as supply is winding down. **PA Simply Sweet Onions** won't start until late July.

- Super Select Cucumber** prices have increased as we transition regions. There is local product coming out of New Jersey, but with the Carolinas finishing up, NJ cannot fill all demand.

- Euro** and **Mini Seedless Cucumbers** supplies will continue to tighten as we close out the month of July. Quality has been very solid, but pricing will begin to rise.