

# ORGANIC MARKET NEWS



OUTLOOK FOR JULY 15 - JULY 22, 2016

## ORGANIC LOCAL ONIONS

**Local Organic PA Candy Sweet Onions** have started this week from Christ King, an Amish farmer located in Lancaster County, PA!

Christ King also has **Organic Red Onions**, which started this week in a limited way.

These local **Organic Onions** will begin to increase in supply over the next two weeks and will be promoteable through August.



### OG CUCUMBERS

**Organic Cucumbers** are in adequate supply from NY, PA, and GA (which is ending). PA should see higher volumes very soon.

**Organic Hothouse Cucumbers** are in good supply out of VA.

**Organic Specialty Cucumbers** are available out of CA including **Organic Painted Serpent** and **Lemon Cucumbers**.

**Organic Pickle Cucumbers** are available from Hepworth Farm out of NY.



### OG TOMATOES

**Organic Round Tomatoes** are in adequate supply out of Mexico. **Organic Hothouse Tomatoes** are also available out of Canada and Mexico as well.

**Organic Cherry Tomatoes** are very limited out of PA, however Mexico reports good supplies. PA **Organic Rainbow Cherry Tomatoes** are expected in late July to early August.

**Organic Grape Tomatoes** are just starting in PA and there will be some out of MD as well next week. CA reports adequate supplies of clamshell **Organic Grape Tomatoes**.

**ALERT!** **Organic Roma Tomatoes** are in very tight supply out of Mexico. CA is virtually done, but PA is expected to start in late July.

Lady Moon Farms is expected to start with 2 varieties of **Organic Heirloom Tomatoes** this week.



### OG BERRIES

**Organic Blueberry** supply out of the Pacific Northwest continues to be good, but expect slightly higher prices now that New Jersey **Organic Blueberry** growers have finished for the season early, due to picking crews moving on.

**ALERT!** **Organic Raspberry** supplies have significantly dropped, causing prices to rise. Expect the situation to continue to get worse over the next few weeks as high heat continues to cause weakness in fruit.

**ALERT!** **Organic Strawberry** supplies are steady but expect weaker fruit due to the heat.



## OG CAULIFLOWER

**Organic Cauliflower** is in abundant supply out of CA. Now is a good time to promote!



## OG SWEET CORN

Lack of rain has slowed **Organic Sweet Corn** growth in NY and Canada. NY **Organic Sweet Corn** is expected to begin by the end of July.



## OG LETTUCE

**Organic Lettuce** continues in good supply out of Canada and CA. Prices are down. Quality has been very nice out of Canada, particularly on the **Organic Romaine Lettuce**.



## OG HASS AVOCADOS

**ALERT!** **Organic Hass Avocados** continue to be very limited with pricing continuing to rise. There is limited fruit from Mexico, California, and Peru.



## OG KALE

PA growers report good supplies of **Organic Green Kale** through late July. **Organic Lacinato Kale** has become limited and **Organic Red Kale** is finished out of PA.

CA reports abundant supplies of all **Organic Kale**. Product grown in Oxnard, CA probably has the best quality and darkest color. Once the Eastern product ends, expect CA prices to tighten up.



## OG SQUASH

**Organic Zucchini** is in adequate supply right now from Pennsylvania, Ohio, California, and Mexico.

**Organic Gold Bar Squash** is available out of NY, while **Organic Yellow Squash** is generally in a gap situation. There's a few available here and there, but no volume. PA should start in late July.



## OG GRAPES

New crop **Organic Champagne Grapes** have begun in a very limited way with high prices.

California **Organic Green** and **Red Grape** supplies are improving by the day. Expect prices to ease slightly over the next couple of weeks.

California **Organic Black Seedless Grapes** are now available out of Bakersfield and the Northern districts of California. Supplies are ramping up.



## OG MELONS

California **Organic Cantaloupes** are back in steady supply out of northern California and should be in steady supply through the end of the month at least.

**Organic Honeydew** and **Galia Melons** are sporadic, but supplies are expected to improve over the next couple of weeks.

Lady Moon Farms will finish this week on **Organic Watermelons** out of Georgia. California will be the main source of fruit moving forward. Prices will remain steady.



## OG CABBAGE

**Organic Green Cabbage** is in good supply out of PA, MD, and CA. In addition, Canada has good supplies, and NY should start in late July.

**Organic Red Cabbage** is a little more limited out of CA. **Organic Napa Cabbage** out of NY and CA are in limited supply. **Organic Savoy Cabbage** are is limited out of PA and CA.



## OG BEANS

**ALERT!** Organic **Green Beans** are in very tight supply out of CA. Prices are high. PA is expected to start in late July.

**Organic Cranberry Beans** are available from CA.



## OG BROCCOLI

**Organic Broccoli** is in low demand industry-wide, so some deals are available. Quality has been very good.

Canada reports adequate supply of 14ct **Organic Broccoli** at this time. PA Organic Broccoli is all but done. Organic Broccoli Crowns are in good supply out of CA.



## OG KIWIFRUIT

New Zealand **Organic Green Kiwifruit** supply continues to be steady with excellent quality.

New crop **Zespri Organic SunGold Kiwifruit** are now in good supply - it's time to promote this amazing piece of fruit!



## OG POTATOES

**Organic Yellow** and **Red Potatoes** out of Bakersfield, CA should continue through the month of July.

There will be **Organic Red** and **Yellow Potatoes** available out of Washington state as well as British Columbia in the next few weeks. No potential gaps are expected on **Organic Color Potatoes** through the summer months.

We should see new crop Washington **Russet Potatoes** start toward the beginning of August.



## OG CA PEACHES & NECTARINES

**Organic Yellow Peaches** have firmed up slightly with prices taking a slight bump up. Washington is set to begin with stronger prices without interruption over the next couple of weeks.

**Organic White Peach** supply continues to improve with larger sizing. Prices will decline as volume picks up.

**Organic Yellow** and **White Nectarine** supplies continue to be limited.



## OG PLUMS/APRICOTS/CHERRIES

California **Organic Black** and **Red Plum** supplies continue to be excellent with promotional opportunities available.

**Organic Pluots** have transitioned to the long awaited **Dapple Dandy** variety with excellent supplies and promotional opportunities.

We have transitioned to good supplies of Washington **Organic Apricots**, as California fruit has finished for the season. Expect good supplies of **Organic Apricots** to continue for the next few weeks.

Washington **Organic Rainier** and **Red Cherries** are wrapping up for the season and we are expecting to finish up in the next couple of days.

## OTHER STORIES:

- We will see new crop **CA Organic Garnet** and **Jewel Sweet Potatoes** by the beginning of this week. Now is a good time to keep turns tight and rotations moving on these varieties.

- New crop **Organic Oriental** and **Hanna Sweet Potatoes** should get started in the next few weeks.

- **ALERT!** CA reports very light supplies of **Organic Spinach**. Canada reports good supplies this week, but very little available for next week. Not much rain is hurting some leafy crops there. Prices are very tight.

- **ALERT!** **Organic Chard** will come to an end out of PA in late July. CA reports generally limited supplies at this time. Prices are firm.

- California **Organic Bartlett Pears** are expected to arrive at the beginning of the week.

- **ALERT!** **Organic Eggplant** is finishing out of GA this week. Supplies are very limited out of CA. PA starts in late July. Some **Organic Specialty Eggplant**, such as **Oriental Eggplant**, is available out of NY.

- **Organic Celery** is in good supply out of California, but there are still sporadic issues with black heart. Prices are fairly steady. **Organic Celery Hearts** are in good supply, but have the same quality issues.

- **ALERT!** **Organic Romaine Leaves** have been very limited. We expect prorates all week.

- **Organic Pineapple** supplies are better for next week. Quality should be very nice. We should see promotable volume by the end of July.

- Will be back in stock next week with the **Organic Brown Turkey Figs**. There will also be some **Organic Black Mission Figs** available the following week.

- **ALERT!** **Organic Green Peppers** are currently in limited supply as GA is almost done with their crop. CA reports very little volume. PA is due to start within a week. Some Holland product is also available in 11lb cases.

- **Organic Red** and **Yellow Peppers** are in adequate supply out of Spain and Holland. Pricing has been steady.



# LIST FOR WEEK OF JULY 15 - JULY 22, 2016

## ORGANIC



### MARYLAND

**HOMESTEAD FARMS - MILLINGTON, MD**

40550 - OG Cabbage Green MD 45 lb

### NEW YORK

**HEPWORTH FARMS - MILTON, NY**

41095 - OG Cucumber NY 20 lb  
40148 - OG Cucumber Pickle NY 18 lb  
41299 - OG Eggplant Japanese PA 10 lb  
40626 - OG Eggplant Round Oriental NY 12 lb  
41112 - OG Escarole NY 24 ct  
40416 - OG Greens Kale NY 24 ct  
41101 - OG Squash Gold Bar NY 20 lb

### PENNSYLVANIA

**CHRIST KING - LANCASTER COUNTY, PA**

40577 - OG Broccoli Stalk PA 14 ct 20lb  
41531 - OG Onion Red Jumbo PA 40 lb  
41536 - OG Onion Candy Sweet Med PA 40 lb  
41535 - OG Onion Candy Sweet Jumbo PA 50 lb  
40796 - OG Peppers Green Premium PA 25 lb  
43491 - OG Rhubarb PA 10 lb  
41351 - OG Tomato Roma PA 20 lb

**CLARION RIVER - SLOGO, 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**

40666 - OG Chard Green Premium PA 24 ct  
40680 - OG Chard Rainbow Premium PA 24 ct  
40667 - OG Chard Red Premium PA 24 ct  
41088 - OG Cucumber Premium PA 20 lb  
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  
40767 - OG Peppers Green Medium PA 22 lb  
40796 - OG Peppers Green Premium PA 25 lb  
41346 - OG Tomatoes Cherry Clam PA 12/1 pt  
41336 - OG Tomato Grape PA 12/1 pt  
41389 - OG Tomato Heirloom PA 10 lb

**SAM STOLTZFUS - LOGANTON, PA**

41098 - OG Cucumber PA 45 lb

**SAM ZOOK - LANCASTER COUNTY, PA**

41535 - OG Onion Sweet Jumbo PA 50 lb

**TOIGO ORGANIC FAM - CARLISLE, PA**

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  
01060 - CV Corn White DE 48 ct  
01062 - CV Corn Bi-Color DE 48 ct  
Cantaloupe Bins

### NEW JERSEY

**EASTERN FRESH - CEDARVILLE, NJ**

02855 - CV Cucumber Carton NJ 24 ct  
02799 - CV Cucumber Super NJ 72 ct  
02812 - CV Cucumber Select NJ 72 ct  
01828 - CV Peppers Green Choice NJ 22 lb  
01839 - CV Peppers Green XLG NJ 22 lb





LIST FOR WEEK OF  
JULY 15 - JULY 22, 2016

## CONVENTIONAL CONT.

### FLAIRM 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  
00590 - CV Bok Choy NJ 15 lb  
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  
01260 - CV Eggplant Premium NJ 24 lb  
01273 - CV Eggplant Sicilian NJ 20 lb  
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  
01516 - CV Mint Box NJ 12 ct  
01715 - CV Parsley Italian Flat Leaf NJ 30 ct  
01711 - CV Parsley Italian Flat Leaf NJ 60 ct  
01967 - CV Peppers Jalapeño NJ 35 lb  
01180 - CV Radish Daikon NJ 40 lb

### JERSEY FRESH - WOODBURY, NJ

04404 - CV Potatoes White NJ 10/5 lb

### JERSEY FRUIT - HAMMONTON, NJ

10105 - CV Blueberries NJ 12/1 pt  
15684 - CV Peaches 3" NJ 25 lb  
15679 - CV Peaches 2-3/4" NJ 25 lb  
15678 - CV Peaches 2-1/2" NJ 25 lb

## PENNSYLVANIA

### CEDAR MEADOWS - LANCASTER COUNTY, PA

23156 - CV Tomato Heirloom PA 15 lb  
23147 - CV Tomato Heirloom PA 8/1 quart  
23206 - CV Tomato Rainbow Cherry PA 15/1 pt

### COPENHAVER - LEBANON, PA

00482 - CV Beans Green PA 25 lb

### COUNTRY ACRES - WAYNESBORO, PA

01820 - CV Peppers Green Bag M/L PA 10/2 lb  
01828 - CV Peppers Green Choice PA 22 lb

### CRAMERS FARM - LANCASTER COUNTY, PA

23156 - CV Tomato Heirloom Pa 15 lb

### JOSH WEAVER - LANCASTER COUNTY, PA

00751 - CV Cabbage Green PA 40 lb  
00780 - CV Cabbage Red PA 50 lb  
00781 - CV Cabbage Red PA 20 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  
02803 - CV Cucumber Super Select PA 72 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

### LESTER WEAVER - LANCASTER COUNTY, PA

01065 - CV Corn White Bin PA 50 dz

### STAUFFER HULING FARMS - LANCASTER, PA

04106 - CV Onions Sweet Jumbo PA 40 lb  
04628 - CV Onions Sweet PA 14/3 lb

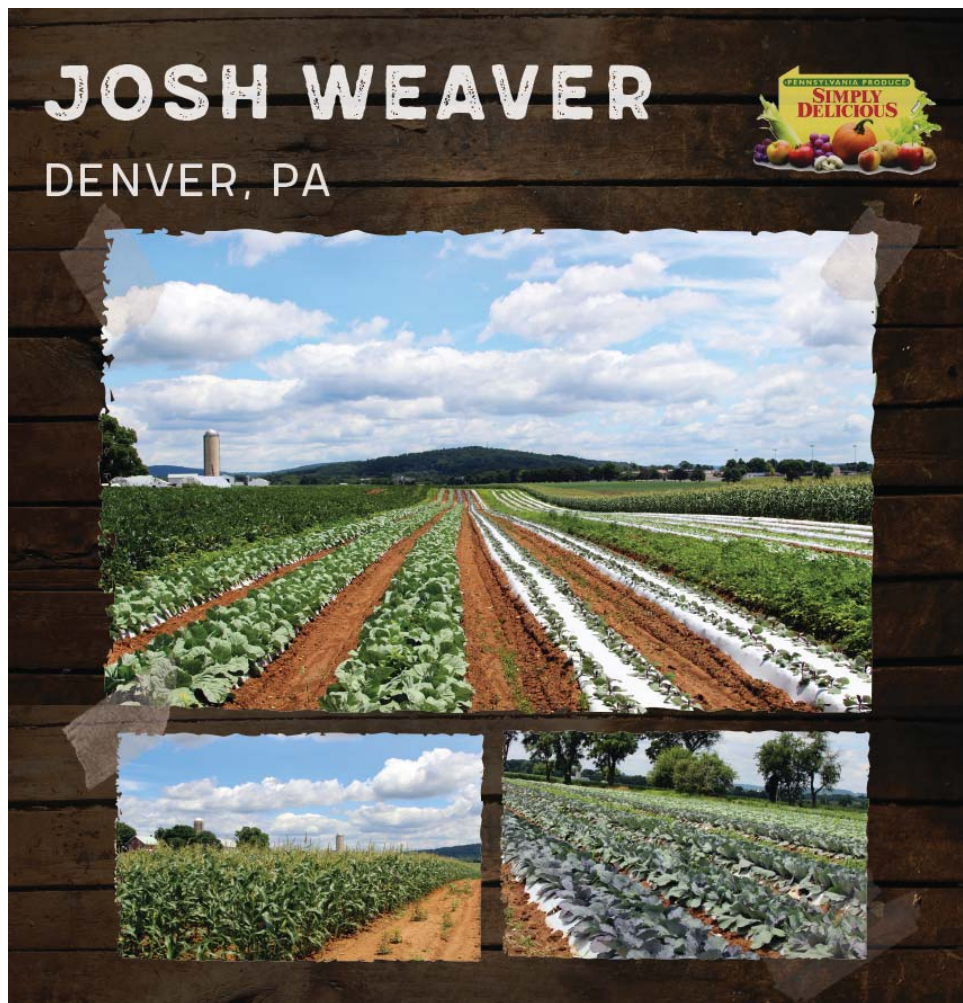
### SUNNY HARVEST - COCHRANVILLE, PA

02165 - CV Rhubarb PA 20 lb  
01760 - CV Peas English PA 25 lb

## VIRGINIA

### PARKER FARMS - OAK GROVE, VA

02806 - CV Cucumber Super Select VA 72 ct



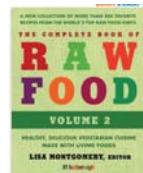
# ZESPRI KIWIFRUIT CONTEST



JULY 25 - AUGUST 12



## GRAND PRIZE



1 DEHYDRATOR KIT



4 HOODIES

A \$600+ VALUE!



## 2ND PLACE

## 3RD PLACE



1 AMAZON ECHO



1 \$100 AMAZON GIFT CARD



2 HOODIES



1 JOHN BOOS CUTTING BOARD



1 KNIFE SET



4 MUGS



EVERY PARTICIPANT IS A WINNER!

Each participating store will receive  
2 Four Seasons 40th Anniversary T-shirts  
for their department, just for entering the contest!



# HOW TO ENTER

Between **Monday, July 25th** and **Saturday, August 12th**, Four Seasons Produce customers can participate by creating a Zespri Kiwifruit display using OG Green Kiwifruit and OG or CV SunGold Kiwifruit.

Displays will be judged based on the effectiveness and creativity of the display, usage of sampling, and social media/advertising.

We will have **FREE** “dump bin” & “bird bath” Zespri displays available!

Contact your sales rep or merchandiser while supplies last.

**NOTE:** These displays are not mandatory to enter the contest.



## A FEW THINGS TO KNOW

1. Participants must buy Zespri Organic Green Kiwifruit and Zespri Organic or Conventional SunGold Kiwifruit from Four Seasons Produce, Inc.
2. Each participant must send in a photo of the final display to Steph Fleetman (stephf@fsproduce.com) by August 15th. Zespri will judge the contest and the winners will be announced in September.
3. Tips for creating a great display.

1. Have clear & creative signage
2. Explain how to cut, use, & eat kiwifruit
3. Set up a sampling station - it's always a good idea
4. Highlight the health and nutrition benefits of kiwifruit
5. Highlight kiwifruit in your social media during August

**#SunGold**

**#kiwifruit #zesprikiwi**

**#SunGoldDisplay2016**

\*\*Any customer that incorporates green or gold kiwifruit into their juice or smoothie bar menu and displays the ZESPRI Kiwifruit logo during the contest period will be entered to win an **AMAZON GIFT CARD!**\*\*



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR JULY 15 - JULY 22, 2016

## CALIFORNIA GRAPE UPDATE



Volumes are good on **Grapes** shipping from the Bakersfield/Fresno, CA district. There are plenty of nice **Sugarones** and **Flame Seedless Grapes** with a range of size from medium/large to extra-large along with a range in pricing.

There will be something for everyone from a deal **Grape** for those who are looking for price and for those looking for the very best or unique. This early in the season we should see good to great quality across the spectrum.

### PRETTY LADY UPDATE:

Next week we will start seeing "**Pretty Lady**" **Esteem** and **Emerald White (Green) Seedless Grapes** which are some of the best and proprietary varieties from Dulcich Farms. "**Pretty Lady**" **Red Seedless Grapes** will also begin before the end of July.

### THE GRAPERY UPDATE:

**Flavor Promise Red** and **Black Grapes**, from The Grapery, are expected by the end of July. **Cotton Candy** and **Moon Drop Grapes** are expected to arrive in early August, also from The Grapery.



## CV CUCUMBERS

**Super Cucumbers** are in a flush from PA and NJ. Pricing will be lower this week and this is a great time to promote.

**12/6ct Mini Seedless Cucumbers** are plentiful with more aggressive pricing this week.

**Cello Wrapped Cucumbers** are limited with steady to higher pricing.



## CV LETTUCE

**Romaine, Green Leaf, and Red Leaf Lettuce** pricing will be lower and aggressive from California, and Canada. Quality has been excellent.

**Romaine Hearts** pricing has come down significantly and quality is nice from California and Canada. We will have both options again this week.

Western **Iceberg Lettuce** remains on the limited side. Pricing will be steady to lower. We will continue to also have nice quality Canadian Iceberg Lettuce with aggressive pricing.



## CV TOMATOES

**Local Heirloom Tomatoes** from Cramer Farms and Cedar Meadow Farms in Lancaster County, PA have begun!

**Beef and Cluster Tomatoes** out of Canada are great items to promote.

**Local Vine Ripe Tomatoes** are limited. Alabama **Vine Ripe Tomatoes** are jumbo size, nice color, and aggressively priced.

**Grape Tomatoes** will be mostly from Virginia this week, with PA starting in a very light way.



## CV EGGPLANT

We will have NJ **Eggplant** this week from Flaim Farms. Quality looks outstanding in the fields and pricing is steady.

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## CV CABBAGE

**Cabbage** is more plentiful with lower pricing this week from PA and NJ.

Canadian product is on the market as well.

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## CV GREEN BEANS

**Green Beans** remain limited. PA product is available this week from Copenhagen Farms.

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## CV SWEET ONIONS

The **PA Simply Sweet Onions** have started this week and availability could be a little tight as we get started. Quality should be outstanding! Pricing will be steady for the next few weeks and this should be a good item to promote.

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## CV SQUASH

**Green and Yellow Squash** are plentiful!

This is another great week to promote with very aggressive pricing.

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## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** are in good supply with aggressive pricing and nice quality.

**Cauliflower** pricing will be lower this week, great supplies and very nice quality.

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## CV MELONS

North Carolina has started to harvest **Watermelons**. Georgia and South Carolina will continue this week with some late planting fields. Prices will remain steady.

**Cantaloupes** and **Honeydews** will have steady volumes out of CA this week.



## CV POTATOES

We will see the start of **New Jersey White Potatoes** in the "Jersey Fresh" label towards the end of this week.

The **Count Russet Potato** market is steady this week and is expected to hold steady for the next few weeks.

We will see the start of **Color Potatoes** this week out of Northern California. Quality should be excellent.



## CV SWEET CORN

**Sweet Corn** supplies remain limited, but should get better the following week.

PA growers have started in a slow way. Volume should increase before the end of July.



## CV PEARS

Imported **Pears** are cleaning up on supplies with a handful of Washington **Anjou Pears** available.

The transition from the imports and Washington fruit will be smooth as we start receiving California **Bartlett** and **Crimson Pears** this week.

California has good supplies and Washington will start their new crop **Pears** in as early as two weeks.



## CV NECTARINES

California is going into a stretch for the next three to four weeks with a big push on **Yellow Nectarines**.

Growers are getting into some of the best varieties which will have good size and high color.



## CV PEPPERS

**Local Green Peppers** from PA and NJ are coming. Pricing will be lower this week with nice sized product.

**15lb Red Peppers** remain limited. 11lb Red, Yellow, and Orange Peppers are steady.



## CV BERRIES

Look for **Strawberry** supplies to get a little tighter this week and prices to increase slightly. Demand has remained steady but volumes are off slightly as the seasonal decline is underway.

The New Jersey **Blueberry** season is winding down quickly. They will be finishing up by the end of July. We will transition sourcing our fruit from the Pacific Northwest. Look for prices to increase as most demand shifts to the West.

**Raspberry** and **Blackberry** supplies will remain limited on both berries. Prices will remain strong but steady.



## CV PEACHES

New Jersey is finally picking up with some **Peach** volume, but supplies are still sporadic, but they are getting some of the larger sizes including some 3" fruit. Prices are much stronger than anticipated a few weeks ago.

California has good supplies on **Yellow Peaches** but little demand going into the East Coast. For the next two weeks we shall see a big push on **White Peaches** as some of the best fruit of the year are coming into play.

Georgia and South Carolina for all practical purposes are finished. Some volume from Carolina could still dribble in.



## CV CHERRIES

**ALERT!** We are coming down to the final week, maybe two, of the Northwest **Cherry** season. Some growers finished last week, with many more finishing this week.

With the diminished volume and demand still good, prices firmed up and are on their way back up. Smaller sizes will be limited, with most of the fruit peaking in the 10 row and larger sizes.

Quality at the end will become a challenge with much of the fruit showing some defects of pitting and soft.

Displays  
of the  
Week!

