

ORGANIC MARKET NEWS

JULY 15 - JULY 22, 2022

ORGANIC PLUM AND PLUOT SEASON



It is peak season for organically grown **Plums**!

California **Organic Red Plums** (Hiromi) and **Black Plums** (Black Splendor) are rolling along with excellent quality and decent volumes through early August. Four Seasons will be offering primarily 40-55sz in premium 2-layer packs, along with some 28lb volume filled and 12/2lb graphic pouch bags.

Organic Pluots, which are delicious crosses between plums and apricots, are also at their best. For mid-July, Ebony Rose will be a primary varietal.

Organic Verry Cherry Plums, which are small sweet plums sold in 10/1lb clamshells, continue in peak season for July.

Organic Apricots are now in season from Washington for mid-July through early August. The Washington grown varietals are known for having an attractive red blush.

Organic Dark Sweet and **Rainier Cherries** are in the later stages of the season and will wrap up by late July/early August. With such a small volume crop, pricing is on the high side, but the good news is that flavor and size are really nice.

California **Organic Yellow & White Peaches** and **Nectarines** are in excellent supply through late July with good quality. In August, we'll transition to Washington state grown to finish out the summer.



OG MELONS

Organic Cantaloupes and **Honeydew** are available out of the "Westside" growing region out of California, known for the best quality. Demand has been high on **Organic Cantaloupes**. Look for promotable pricing on **Organic Honeydews** for mid to late July. **Organic Galia Melons** are in peak season.

NOTE: **Organic Seedless Watermelons** remain very tight out of California. Acreage has decreased as overall demand slows way down this time of year. There will be limited amounts of bins available through mid-July. Quality will be excellent.

Organic Seeded Watermelon bins out of North Carolina are starting and will be available for mid-July. Fruit will be very large, and quality will be excellent!

ALERT! **Organic Mini Watermelons** remain in limited volume. Northern California harvests continue to be very slow maturing, creating a huge gap in supply. Expect light supplies and supply gaps until late July when fruit should start to mature in east and west coast growing regions.



OG BERRIES

Organic Blueberry prices are easing off as product out of Oregon is starting. Supplies are expected to be very plentiful and come on very quickly with new growing regions starting in the Pacific Northwest. Local New Jersey harvests have finished for the season.

Organic Strawberries continue to be promotable out of California. Quality has been outstanding, and harvests continue to be very strong. Expect prices to remain promotable through the rest of July.

Organic Blackberries continue out of California. Quality has been excellent, and supplies remain steady. Local New Jersey product continues to be available and will only last until late July, so promote while it's here!

Organic Raspberry prices remain steady and fairly promotable. Quality has been excellent, and harvests are expected to remain stronger.



OG LOCAL TOMATOES

The local PA Lady Moon Farms season has kicked off in a small way with **Organic Grape**, **Cherry**, and **Rainbow Cherry Tomatoes** the week of 7/18. Volumes will ramp up in late July and August.

Organic Grape Tomatoes are also available from King Family Farms in Lancaster, PA and Eastern Fresh Growers in NJ.

Local **Organic Vine Ripe Tomatoes** have started from King Family Farm in Lancaster County, PA and will be ramping up by the end of July. These will start out as 10lb cases, and there will also be 25lb cases available by August.

Local **Organic Roma Tomatoes** have also started from King Family Farm in PA. Production will start to increase as we head into the end of July.



OG CUCUMBERS

Organic Euro Seedless Cucumber prices eased down to more promotable levels for late July. Quality and availability are outstanding.

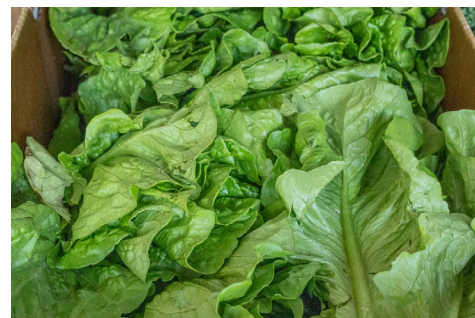
NOTE: **Organic Mini Seedless Cucumbers** prices have increased a bit as many shippers have already started to clean up their crop for July. Quality is excellent but there is all of the sudden not a lot of product around heading into the end of July.



OG ONIONS

We will get started with local Lancaster County, PA **Organic Red** and **Sweet Onions** here in mid-July. Pricing will be very attractive in relation to pricing that we were seeing out of California.

ALERT! **Organic Yellow Onions** continue to be very tight. Product is in light volume with several growers gapping. The product that is available is on the expensive side until more fields ramp up in production in August.



OG LETTUCE

Organic Leaf and **Romaine Lettuce** remain in stable volumes from Vermont, Quebec, and California. The Quebec and California quality and supply volumes are expected to be strong in late July.

Organic Romaine Hearts and **Iceberg Lettuce** from California continue with okay supplies. Volumes from Quebec will help supplement California supplies.



OG SUMMER VEG

Organic Summer Vegetables from local PA and NJ farms are entering their peak season in mid to late July! **Organic Zucchini, Yellow Squash, and Cucumbers** are already yielding strong volumes, including at Lady Moon Farms.

Local PA and NJ **Organic Green** and **Jalapeño Peppers** will begin in mid-July. Local PA and NJ **Organic Eggplant** will follow by starting in late July. Promotional opportunities will be available throughout late July and August.

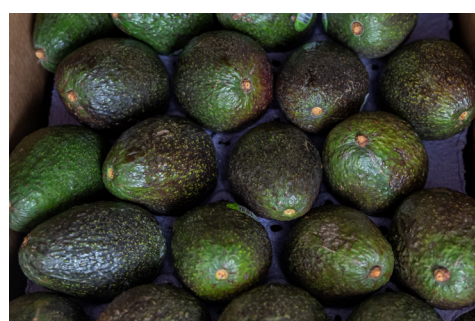


OG GRAPES

We have transitioned into California on our main lines for **Organic Seedless Grapes (Red/Green/Black)**. Arrivals are looking great and taste is outstanding!

Organic Grapes from Mexico are finishing up, but we will still have spot buy promo pricing on large **Organic Green** and **Cotton Candy Grapes** while supplies last in mid-July.

New crop **Organic Champagne Grapes** from California will be available for the season starting 7/21.



OG HASS AVOCADOS

Mexican **Organic Hass Avocados** are finally starting to drop in price as more "Flor Loca" season fruit is becoming available.

Peruvian fruit is also readily available in 48ct and larger at a discount since this region is not as preferred by avocado connoisseurs.



OG ASPARAGUS

Organic Asparagus prices are reasonable, and volumes are expected to remain steady out of Mexico. Quality has been outstanding as we continue to source most of our product in the Hippie Organics label.



OG GREEN BEANS

Local **Organic Green Beans** from Pennsylvania have started the season with excellent quality and volume.

Expect promo opportunities by late July.



OG SPECIALTY FRUIT

Organic Jackfruit is available from Florida for the month of July, along with a small crop of **Organic Passion** fruit.



OG FRESH FIGS

Organic Figs from California will be available to ship by the end of July on the east coast.



OG CELERY

Organic Celery is promotable in July and will continue throughout the month with excellent quality, affordable pricing, and strong availability.



OG KIWIFRUIT

Organic SunGold and **Green Kiwifruit** are in full swing, and volumes are excellent for the month of July and August. Look to promote!



OG MANGOS

Organic Mangos are in full swing with more northern regions of Mexico really starting to crank out fruit. Expect promotability on **Organic Round Mangos** for the rest of July.

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

Florida Grown **Organic Tommy Atkins Mangos** will be available through the end of July.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California remains limited and elevated in price for mid-July, but volumes are expected to recover as the month continues.

Quebec **Organic Broccoli** production remains steady. Local PA crops have finished until fall. When California growers have more volume, pricing will begin to ease once again.

Organic Cauliflower from California continues to yield steady supplies. Quality has been strong, and pricing has remained stable. A few shippers continue to offer deals but are expected to raise prices as the month continues.



OG PEPPERS

Organic Color Bell Peppers from Canada and Holland have steady supplies in July, and are expected to have promotional opportunities later in the month.

Organic Mini Sweet Peppers are stable in supply, but prices remain elevated. Late July will bring local **Organic Mini Peppers** to help supplement.

OTHER STORIES

- **Organic Lemons** from Argentina and California are starting to improve in supply. Mexico should start in late July, which will help improve supplies and prices even more.

- California **Organic Valencia Oranges** are back in excellent supply, but this is expected to be short-lived and bumpy until new crop **Organic Navel Oranges** begin in November.

- **Organic Pineapples** are steady from Costa Rica for the middle of July. Pricing will be steady.



LOCAL LIST

JULY 15 - JULY 22, 2022



ORGANIC

American Dream Produce - Hammonton, NJ

43706 - OG Blueberries NJ 12/1 pt

Amos King - Lancaster, PA

41379 - OG Tomatoes Grape 12/1pt

Big Buck Farms - Hammonton, 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 Sunchoke White 10 lb

Eagle Shadow Farm (Samuel Stoltzfus) - Millville, PA

40485 - OG Beets Red 25 lb

Eastern Fresh Growers - Cedarville NJ

41398 - OG Tomatoes Grape Gold 12/1 pt

41379 - OG Tomatoes Grape 12/1 pt

Flain 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

41535 - OG Onions Sweet Jumbo 40 lb

41536 - OG Onions Sweet Jumbo MED 40 lb

41531 - OG Onions Red Jumbo 40 lb

41525 - OG Onions Red MD 40 lb

41330 - OG Tomatoes Beefsteak 10lb

42305 - OG Tomatoes Roma 20lb

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

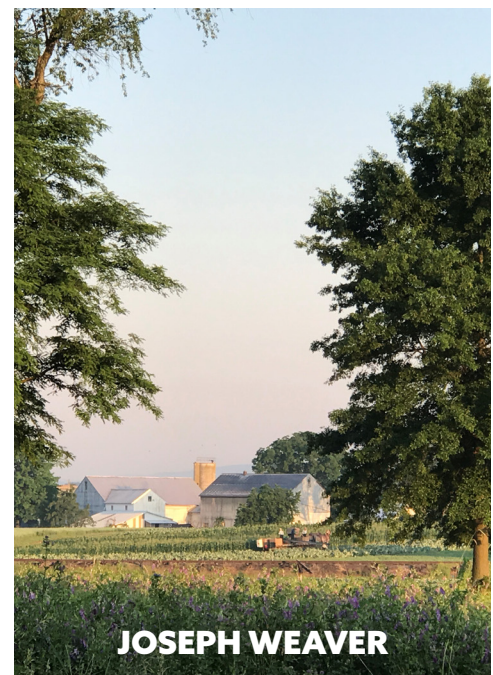
Pureberry Farms - Vineland, NJ

44363 - OG Blackberries 12/6 oz

43706 - OG Blueberries NJ 12/1 pt

Reed Family Farm - Elizabethtown, PA

40376 - OG Beans Green 25 lb





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CONVENTIONAL



American Dream Produce - Hammonton, NJ

10105 - CV Blueberries NJ 12/1 pt

Benedict Farms - Chambersburg, PA

2255 - CV Squash Green MD Local 20 lb

2338 - CV Squash Yellow MD Local 20 lb

Cedar Meadows Farm - Lancaster County, PA

23156 - CV Tomatoes Heirloom PA 15 lb

Copenhaver Farm, Lebanon PA

480 - CV Beans Green 25lb

Driscoll's Berries (Pastore Farms) - Hammonton, 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

Falling Spring Fruit Farm - Chambersburg, PA

1062 - CV Corn Bi-color 48ct

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

1967 - CV Peppers Jalapeno 35 lb

2255 - CV Squash Green MD Local 20 lb

2334 - CV Squash Zucchini Gold Bar 20 lb

2338 - CV Squash Yellow MD Local 20 lb

Giumarra Growers - Avondale, PA

10143 - CV Blackberries 12/6 oz

Hollabaugh Bros - Biglerville, PA

*Special wood crate program available by request

*225688 - CV Peaches 2.5" 25 lb Crate

*228453 - CV Peaches White 2.5" 25 lb Crate

Hess Farm - Ephrata, PA

480 - CV Beans Green 25 lb

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

1967 - CV Peppers Jalapeno 35 lb

2255 - CV Squash Green MD 20 lb

2338 - CV Squash Yellow MD 20 lb

Jersey Fruit - Hammonton, NJ

10105 - CV Blueberries NJ 12/1 pt

Joshua Weaver Farm - Ephrata PA

741 - CV Cabbage Green Local 50lb

780 - CV Cabbage Red 50lb

1084 - CV Corn White Local 50 dz Bin

Lester Weaver - Lancaster, PA

1086 - CV Corn Bi-color 50 dz bin

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

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

Six L's/Lipman - WEST DEPTFORD, NJ

1837 - CV Peppers Green JBO 22 lb

229433 - CV Peppers Green JBO/XL 22 lb

2255 - CV Squash Green MD Local 20 lb

2338 - CV Squash Yellow MD Local 20 lb

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



Driscoll's BIG Pack Blueberry Contest

July 18 - August 14, 2022

So, who's ready to build some BIG blueberry displays and grab some awesome sales at the same time?! Four Seasons has teamed up with Driscoll's to bring you a BIG promotion on BIG packs of fresh blueberries from the Pacific Northwest. Ladies and Gentlemen, we present to you the first ever Driscoll's BIG Pack Blueberry Display Contest. Conventional and organically grown blue gems from out west are super promotable, and we are going to celebrate it in style!

Pricing is right, projected quality is awesome and we have some great prizes available to win. BIG displays of BIG packs will lead to BIG sales! Be in it to WIN it!

CONTEST CRITERIA:

- Build an unforgettable Driscoll's blueberry display using 18oz packs of fruit. Fruit **MUST** be purchased from Four Seasons Produce. Displays may contain either CV or OG fruit, or better yet, both!
- Use the point of sale signage or empty boxes shouting out the Driscoll's branding. Point of sale signage will be available through your Four Seasons Sales Rep or Merchandiser
- Displays must remain up in your department for at least one week.
- Send all contest photos to contests@fsproduce.com by Friday, August 19, 2022

Codes:

230373 - CV Driscoll's Blueberry 12/18oz

225850 - OG Driscoll Blueberry 12/18oz



PRIZES:

BEST OVERALL DISPLAY

GRAND PRIZE WINNER
\$500

(Display will be judged on overall eye appeal, use of the Driscoll's brand signage.)

MOST CREATIVE DISPLAY

1ST - \$300

2ND - \$200

3RD - \$100

2 HONORABLE MENTIONS - \$50

BEST ALL ORGANIC

1ST - \$300

2ND - \$200

3RD - \$100

2 HONORABLE MENTIONS - \$50

MERCHANDISER TIP:

Grow your basket size! Great tie ins for blueberries include granola, oatmeal, cereal, pie crusts, muffin and pancake mix. For blueberry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



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!

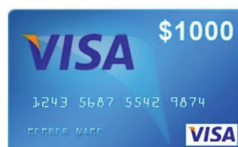


GRAND PRIZE! (Homegrown Home Run)

\$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



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



CONVENTIONAL MARKET NEWS

JULY 15 - JULY 22, 2022

PRETTY LADY CALIFORNIA GRAPES STARTING



California **Grape** season is about to ramp up for the late summer and early fall.

The first of the season premium **Grapes** from **Pretty Lady** brand will arrive from California for the week of 7/18. Their first greens will be the "Sugar Drop", the first reds will be "Flames", and the first black seedless will be "Summer Royal".

Four Seasons will also be offering extra large and large **Seedless Grapes** from other California shippers with the best quality value equation.

Gum Drops Grapes from The Grapery will be available around 7/22. Clamshell **Thomcord Grapes** from SamSons in California will be in stock around 7/21.

There will be a few more spot buys to close out the Mexico season on **Cotton Candy**, **Candy Dreams**, **Candy Hearts**, and **Sweet Sapphire Grapes**.



CV TOMATOES

Local **Grape Tomatoes** have started to arrive from Sam Zook out of Lancaster County, PA in the Native Grown label. Quality has been outstanding, and production should start ramping up.

Beautiful high-tunnel grown summer **Heirloom Tomatoes** from Cedar Meadow Farms in Lancaster County, PA are now available for the season!

Local **Vine Ripe Tomatoes** from Delaware (in now), New Jersey (starting now), and Pennsylvania (arriving late July) are trading at higher prices than the other regions, but quality and flavor should be very good.

Vine Ripe Tomatoes from Arkansas and Alabama are available at steady pricing.

Roma Tomato are fairly steady, and we will see some local PA product towards the end of July.

Cluster Beefsteak and **Tomato** prices will increase a bit as we head into the end of July.



CV BERRIES

Strawberries remain promotable coming out of California. Harvests continue to be strong, and quality has been excellent. Keep pushing **Strawberries**!

Blueberry prices will begin to ease off slightly as Michigan and the Pacific Northwest start to harvest. The Pacific Northwest crop is looking good so far and there will be some promo opportunities on 18oz packs from that region.

New Jersey **Blueberries** will harvest a little more, but will finish up around of 7/23 or before. Quality from NJ has been okay for being late in the season.

Blackberries will remain steady out of California, and quality has been outstanding.

Local **Blackberry** production has very light supplies coming out of PA and NJ. Quality has been nice with big berries, but volume has been very limited thus far on the local harvests. Expect better supplies out of New Jersey during late July.

Raspberry prices will remain steady out of CA. Quality has been nice and supplies steady.



CV MELONS

The prime growing region of "Westside" California is now harvesting **Cantaloupes** and **Honeydew**. We'll have mostly Peacock and King O' the West brand respectively. **Cantaloupes** have high demand, mainly on 9ct. **Honeydew** supply is in good shape with solid quality.

Heirloom Cantaloupe, **Golden Honeydew**, **Orange Honeydew**, **Canary**, **Galia**, and **Hami Specialty Melons** are in peak season for the rest of summer.

On eastern melons, 90ct **Athena-style Cantaloupe** bins from Georgia are available through 7/18, then around 7/20, we'll be into 120ct out of the Carolinas.

Seedless Watermelon prices will be elevated somewhat until the end of July, but we are into some high quality fruit from the Carolinas and Indiana. Local Delaware will have a late start due to rough weather back in early May that damaged early plantings, causing farmers to replant fields.

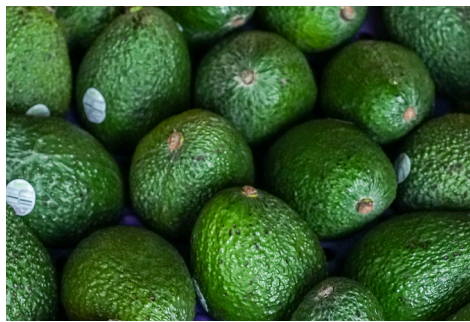
NOTE: **Mini Seedless Watermelons** are in a slight gap as Georgia fruit is finishing up and North Carolina fruit hasn't started harvests yet.



CV CHERRIES

Washington **Dark Sweet Cherries** are going to be in the best supply of the 2022 season for mid to late July. That said, with a such a light volume crop, peak season pricing will not be as affordable as past years, however quality and size are expected to be outstanding.

Rainier Cherries are limited in harvest volumes, and are expected to be finished for the season by the first week of August. Cherry lovers do appreciate this variety, and quality is good, so promote to the level that price points will allow.



CV TROPICALS

Hass Avocado prices dropped with volume picking up on the "Flor Loca" Mexican season. Fruit pricing is a little less volatile after a crazy swing in pricing the past several weeks. Peru and Columbia still have volume on fruit with very promotable pricing in 48ct size fruit and larger. 60ct fruit is tighter.

Pineapples will be tight for the middle of July. Look for fruit to open a bit in August.

Mango volumes are up, and prices are dropping quickly. Look to promote through the end of July!



CV CUCUMBER

NJ and PA local **Super Select Cucumber** prices are coming down a bit as it seems there is plenty of product to grab from area farms. Quality is solid.

Mini Seedless Cucumbers will be promotable as we head into the end of July. Quality and availability have been excellent.

Euro Seedless Cucumbers will continue to tighten from now until the end of July. There are still some deals to find, but crops are finishing up.



CV SWEET CORN

Sweet Corn prices are expected to stay on the higher side for mid-July until local volumes pick up even further and demand subsides.

Four Seasons' local **Sweet Corn** is mainly coming out of Delaware, New Jersey, and Pennsylvania. Quality has been excellent on both 48ct cases and 600ct bins on both **Bi-Color** and **White Sweet Corn**.



CV SQUASH

Local **Green** and **Yellow Squash** from PA, NJ, and DE will continue to arrive with outstanding quality. **Gold Bar (Yellow Zucchini)** is also available.

There's an abundance of product, so expect promotable pricing during July.



CV CAULIFLOWER

Eastern **Bikini-cut Cauliflower** is now coming into season from Quebec. This pack gives a nice farm market look to displays.

California, Maine, and Quebec are expecting higher upcoming field yields of **Cello Cauliflower**. This should leave for some promotable store options!



CV KIWIFRUIT

SunGold and **Green Kiwifruit** are steady for July. **SunGold** especially is promotable with advantageous pricing for the entire month of July and August.



CV LETTUCE

Quebec **Cello Iceberg Lettuce** continues to be less available due to strong demand in Canada. More of our volume will be coming from California for mid-July until eastern production is stronger again.



CV EGGPLANT

Eggplant prices have started to ease with local product out of New Jersey ramping up in production. Quality has been excellent, and there is plenty of volume.



CV BROCCOLI

Maine **Broccoli Crown** harvests have begun! Prices will start to come off as Quebec, Maine, and California crops are coming into better availability.



CV GREEN BEANS

Local PA and NJ **Green Bean** prices are expected to be promotable through the end of July. Quality and availability have been excellent.



CV FRESH FIGS

Fresh Figs will return for the middle of July from California. Look for the first varieties to be **Brown Turkey** and **Green Sierra**, followed by the most popular **Black Mission Figs** soon after.



CV CITRUS

Import **Mandarin** prices out of Chile and Peru are dropping as supply coming into the US is good. Look for more promotable pricing heading into August.

Lemons remain in good supply. We have California product as well as new crop Argentina fruit at a value.

NEW: Green Bee brand 18/2lb **Lemon/Lime** combo bags – a great summer addition to your sets!

Limes are in good supply for July, and prices still remain promotable as volume is high.

Look for South American import **Cara Cara Oranges** and **Minneola Tangelos** to start in mid-July.

Grapefruit remains very promotable. Quality is great on all options out of CA. 5lb bag options are available as well.



CV STONE FRUIT

Specialty Stone Fruit Available for Mid-July:

- **Midnight Rose Apriums**
- **Crimson Rose Apriums**
- **Nectapie Donut Nectarines**
- **Amber Jewel Sugar Plums**
- **Yellow King Midas Plums**
- **Plumogranate Pluots**
- **Verry Cherry Plums**
- **Plum Cherry Pluots** (in late July)

Eastern Peaches are now in better supply out of South Carolina and Georgia. Local **Peaches** from New Jersey and Pennsylvania are just getting started. Quality is good and prices are starting to come down.

Excellent supplies of **Yellow & White Peaches** and **Nectarines** are available from California, including our premium 2-layer Prima program.

Apricots are in the transition between California and Washington, and decent supplies are expected to continue.



CV PEPPERS

Green Peppers are in steady production for mid-July and are poised to become promotable in late July as more local farms hit peak production in New Jersey and Pennsylvania. Local product arriving has been excellent quality.

Local **Chili Pepper** varieties will be arriving out of New Jersey and Pennsylvania. These items will start rolling in during mid-July and will continue into August. Quality and availability are excellent.

11lb **Hothouse Color Bell Pepper** prices will continue to ease off as we head into the end of July. Canada will be flushing with their new crop. Quality is excellent, and supplies will increase in July. We continue to source most of our product from Canada which is jumbo sizing.

15lb **Elongated Sweet Red Peppers** are coming back into season for the week of 7/18 from Prime Time in California.

NOTE: **Mini Mix Sweet Peppers** prices remain strong due to growing region gaps during July. We will supplement with mainly hothouse grown **Mini Mix Peppers**.

OTHER STORIES

• 30ct sleeved **Celery** is readily available again, and pricing will start to get better.

• We continue to go strong with **Vidalia Onions**, and we expect to transition over to local **PA Simply Sweet Onions** by the last week of July.

• Local Virginia grown **Gold Potatoes** and New Jersey **Red Potatoes** will start the week of 7/18 in 10/5lb poly bags.