



ORGANIC OUTLOOK

JULY 20 - JULY 27, 2018



WWW.FSPRODUCE.COM 6 CT

PEAK SUMMER ORGANIC MELONS

Melon Mania!

Organic Cantaloupe, Honeydew, and Galia Melons are now available in excellent supply on all counts. California growers collectively planted more than perhaps they should have, so expect promotional opportunities for the rest of July on nice quality and flavorful **Organic Melons!**

Organic Watermelons have begun out of California and supplies are excellent. We'll have plenty of inventory on full size bins – 36's, 45's, and 60's.

Organic Mini Seedless Watermelons are also in peak season. We'll have 6's and 8's, but most growers are promoting large seedless as the crop is yielding larger fruit.



OG BERRIES

Organic Blueberries are in good supply out of all regions. New Jersey is done for the season with their late crop fruit declining in quality. Supplies out of the Pacific Northwest are excellent and the fruit is promotable!

Driscoll's **Organic Raspberries** continue to be nice and steady for the next couple of weeks out of California. Pricing is reasonable and quality is nice!

Organic Strawberries are less plentiful but still available at fair, though higher pricing for late July.

Driscoll's **Organic Blackberries** continue to be touch and go this week with heavy prorates daily. No other brands of **Organic Blackberries** are available, but we should see some in the coming weeks.



OG STONE FRUIT

Organic Apricots, Red Cherries, and Rainier Cherries continue in season out of Washington with great quality and flavor.

Organic White & Yellow Nectarines and **White & Yellow Nectarines** are in steady supply out of CA. Sizing and quality is nice. We will slowly transition into Washington fruit heading into August.

Organic Red and Black Plums, in both volume filled and tray packs, are now available in steady supply with some of the best varieties of the season.

The first **Organic Dapple Pluots** are available. Expect a good, steady season with promotional opportunities.



OG MANGOS

Organic Kent Mangos are in great supply from **Mexico Tommy Atkins** are winding down and the Kent variety is in full swing. This popular variety is one of the best eating and is a lot less fibrous and stringy flesh than it's Tommy counterpart.

In just a few **more weeks, Non-Hot Water Treated Organic Kent Mangos** are grown in areas in Mexico that have been determined to be "fruit fly free". These are not required to be dipped in the hot water process **that other Organic Mangos** are. This allows them to ripen on the tree longer. The eating experience is **amazing!**

Organic Ataulfo Mango volumes are decreasing. There is some fruit available, but pricing will increase.



OG GREEN BEANS

Organic Green Beans are in very tight supply as nothing is available out of Mexico or Southeastern US, and CA is limited.

Local PA and OH **Organic Green Beans** have started in limited supply.



OG FIGS

Organic Black & Brown Figs will be gapping until early August as the season transitions to their late summer crop.

Organic Calimyrna Figs (Green) will be available in late July, and Black Mission Figs will be available in early August.



OG SQUASH

Organic Zucchini and **Yellow Squash** are in stock from Mexico and OH. Local product from NJ, PA, and NY is available in smaller quantities.

Organic Gold Bar Squash is available from NY.



OG CUCUMBERS

Organic Cucumbers are in good supply out of Mexico, Wisconsin, Ohio, and New Jersey. PA and NY growers have just started this week.

Good supplies of **Organic Hothouse Cucumbers** are available out of Spain and Canada.

Organic Pickle Cucumbers are limited from CA and NY.



OG GRAPES

Excellent supplies of **Organic Green, Red,** and **Black Seedless Grapes** out of California are now in season.

Expect sugars to continue to improve, along with pricing.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in good supply out of CA and NV. Prices are soft – it's a good time to promote!

Organic Cauliflower out of Nevada is in abundant supply. CA has decent supplies, but there is still some discoloration issues.



OG ONIONS

Locally grown **PA Organic Red** and **Sweet Onions** are under way! This is a great item to promote as supply is plentiful!

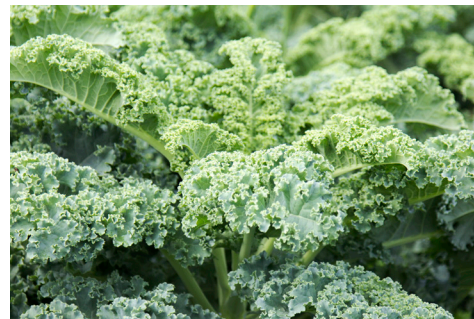


OG PEPPERS

Organic Red, Yellow, and **Orange Peppers** from Holland are all in good supply and prices are steady.

Organic Green Peppers from CA are in tighter supply, and PA is also limited.

Organic Jalapeño Peppers are in good supply from CA.



OG KALE

Organic Green Kale is in good supply out of OH, GA, WI, NC, and PA. Demand and pricing are low.

PA growers will finish this week on **Organic Green** and **Lacinato Kale**.



OG KIWIFRUIT

Zespri **Organic Green** and **SunGold Kiwifruit** are in excellent supply, with the quality that we see each year. Fruit is a nice and large.



OG HASS AVOCADOS

Mexico and California **Organic Hass Avocados** continue to increase steadily in price due to lower volumes. Mexico will be winding down until the "Flora Loca" season begins in a couple weeks. This will put extra pressure on the California crop.



OG SWEET CORN

Organic Bi-Color Sweet Corn is starting this week out of Pedersen Farms in NY and will continue to increase for the end of July. Canada growers will begin their **Organic Corn** Program in early August.



OG LEMONS

ALERT! **Organic Lemons** continue to be extremely tight, priced very high, and have sporadic out-of-stocks. This is due to heat damaging much of the already low volume summer crop.

New crop supplies out of Mexico are expected to ramp up in early August, but expect high prices until California begins in mid to late August. Seasonal quality should be expected.



OG TOMATOES

Local **PA Organic Round Tomatoes** will be available this week in limited supply. Mexico has good supplies of **Organic 2-Layer Tomatoes**.

15lb Organic Beef Tomatoes out of Mexico and Canada. The **Organic Cluster Tomato** market is up this week. Quality is very good out of Mexico and Canada.

Organic Roma Tomatoes are limited out of Mexico, but quality and color are very good. PA growers have limited supplies this week.

Organic Cherry Tomatoes are finished out of GA. PA growers will start around 7/25 on **Organic Grape, Rainbow Cherry, and Red Cherry Tomatoes**. Canada and California are in good supply. VA and Canadian product is currently in good supply.



OG POTATOES & SWEET POTATOES

Quality on all **Organic Potato** varieties has been extremely nice out of California. New crop **Organic Russet Potatoes** will get started out of Washington this week and should bring some pricing relief to all growing regions due to the increase in supply available in the marketplace.

Organic Bulk Mixed Fingerling Potatoes will be available this from Cal-O in code 41557 – talk to your sales rep about these today!

We will not see a gap in supply on **Organic Garnet Sweet Potatoes** this week as originally anticipated. New crop Garnets are in route and we shouldn't see any gap in supply. Pricing is up on this item due to the switch to new crop.

OTHER STORIES:

- **Organic Lime** supplies are excellent with prices on the floor and good quality.

- **Organic Asparagus** supplies are now winding down out of CA. Prices are up. Some Mexican product is available.

- Local **Organic Cilantro** is available from NY. There are good supplies of very nice Organic Cilantro from CA.

- **Organic Eggplant** is now in season from NJ and NY. OH and PA growers start in late July.

- **Organic Lettuce** is in good supply out of CA and Quebec. Quality has been good.

- **Organic Grapefruit** is back in a little better supply this week.

- Local **Organic Green Acorn, Delicata, and Spaghetti Squash** are all available out of PA. Pricing is stable. **Organic Butternut Squash** is in decent supply from Mexico.

- **Organic Green Cabbage** out of OH, NY, and CA are in good supply. **Organic Red Cabbage** is still limited out of CA, but supplies are growing out of Wisconsin. Local **Organic Napa Cabbage** is available from OH and NY, but in limited quantities.

Local Produce

July 20 - July 27, 2018



*All Farms GAP Certified

CONVENTIONAL

DELAWARE

Fifer Orchards

- >> Camden-Wyoming, DE
1062 - CV Corn Bi-Color DE 48 ct
1060 - CV Corn White DE 48 ct
23031 - CV Tomatoes Vine Ripe XL DE 25 lb

Vincent Farms

- >> Delmar, DE
11059 - CV Cantaloupes 110 ct Bin
1084 - CV Corn White DE 50 dz Bin

NEW JERSEY

Eastern Fresh Growers

- >> Cedarville, NJ
23031 - CV Tomatoes Vine Ripe XL NJ 25 lb

Flaim Farms

- >> Vineland, NJ
205 - CV Arugula NJ 24 ct
530 - CV Beets Red NJ 25 lb
550 - CV Beets Red Bunch NJ 25 lb
592 - CV Bok Choy Baby Shanghai NJ 30 lb
750 - CV Cabbage Green NJ 50 lb
1670 - CV Cabbage Napa NJ 30 lb
795 - CV Cabbage Savoy NJ 30 lb
1362 - CV Chard Green NJ 12 ct
1355 - CV Chard Rainbow NJ 12 ct
1368 - CV Chard Red NJ 12 ct
2799 - CV Cucumbers Super NJ 72 ct
1170 - CV Dandelion Bunch NJ 12 ct
1260 - CV Eggplant Prem NJ 24 lb
208527 - CV Eggplant Graffiti NJ 11 lb
1285 - CV Eggplant Italian NJ 10 lb
1273 - CV Eggplant Sicilian NJ 20 lb
207772 - CV Endive (Chicory) NJ 24 ct
1308 - CV Greens Collard NJ 18 lb
1315 - CV Greens Kale 18 ct NJ 18 lb
1346 - CV Greens Mustard NJ 18 lb
1350 - CV Greens Turnip NJ 18 lb
455 - CV Herb Basil NJ 15 ct
1034 - CV Herb Cilantro NJ 30 ct
1510 - CV Herb Mint NJ 12 ct Box
1462 - CV Kohlrabi Green NJ 12 ct
1475 - CV Leeks Bunched NJ 12 ct
1704 - CV Parsley Curly NJ 30 ct
1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct
1990 - CV Peppers Banana NJ 10 lb
1980 - CV Peppers Long Hot NJ 16 lb
1995 - CV Peppers Poblano NJ 20 lb
2255 - CV Squash Green MED NJ 20 lb
23031 - CV Tomatoes Vine Ripe XL NJ 25 lb

Jersey Fruit

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

Sun Valley Orchards

- >> Swedesboro, NJ
1839 - CV Peppers Green XL NJ 22 lb

OHIO

Holthouse Farms

- >> Willard, OH
2876 - CV Endive (Chicory) OH 24 ct
2900 - CV Escarole OH 25 ct
1320 - CV Greens Kale 18 ct OH 18 lb
1967 - CV Peppers Jalapeño OH 35 lb
2350 - CV Squash Acorn OH 35 lb

PENNSYLVANIA

Benedict Farms

- >> Chambersburg, PA
2812 - CV Cucumbers Select PA 72 ct
2803 - CV Cucumbers Super PA 72 ct
1818 - CV Peppers Green Jumbo PA 22 lb
2258 - CV Squash Green Med PA 20 lb
2320 - CV Squash Yellow Med PA 20 lb
209136 - CV Squash Zucchini Gold Bar PA 20 lb

Cedar Meadow Farms

- >> Lancaster County, PA
23156 - CV Tomatoes Heirloom Mix 10 lb

Copenhaver Produce

- >> Lebanon, PA
482 - CV Beans Green PA 25 lb

Chester Weaver

- >> Lancaster, PA
11059 - CV Cantaloupes 110 ct Bin

Hess Farms

- >> Waynesboro, PA
482 - CV Beans Green PA 25 lb
2855 - CV Cucumbers PA 24 ct Carton

- 2845 - CV Cucumbers Kirby PA 40 lb
2812 - CV Cucumbers Select PA 72 ct
2803 - CV Cucumbers Super PA 72 ct
1260 - CV Eggplant Prem PA 24 lb
1960 - CV Peppers Anaheim PA 10 lb
1975 - CV Peppers Cubanelle PA 18 lb
1818 - CV Peppers Green Jumbo PA 22 lb
2258 - CV Squash Green Med PA 20 lb
2320 - CV Squash Yellow Med PA 20 lb

Joseph Weaver

- >> Lancaster, PA
1075 - CV Corn Bi-Color PA 50 dz Bin

Josh Weaver

- >> Lancaster, PA
751 - CV Cabbage Green PA 50 lb
780 - CV Cabbage Red PA 50 lb
1065 - CV Corn White PA 50 dz PA Bin

Lester Weaver

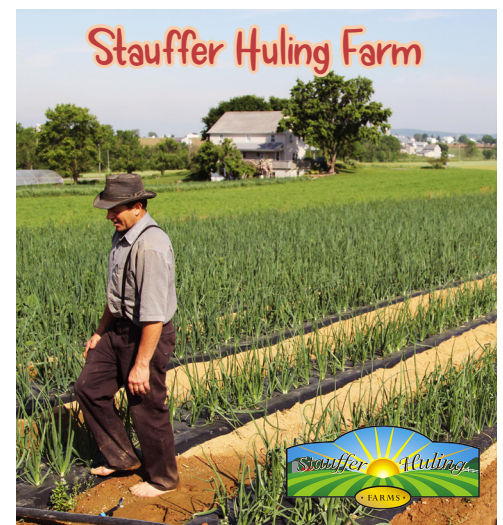
- >> Lancaster, PA
758 - CV Cabbage Green 60-65ct Bin PA
1065 - CV Corn White PA 50 dz PA Bin

Stauffer Huling Farms

- >> Lancaster County, PA
4106 - CV Onions "PA Simply Sweet" Jumbo 40 lb
4628 - CV Onions "PA Simply Sweet" 14/3 lb

Sun Aqua Farms

- >> Dalton, PA
443 - CV Herb Basil Hydroponic PA 6 ct
442 - CV Herb Basil Hydroponic PA 12 ct



Local Produce

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ORGANIC



NEW YORK

Hepworth Farms

>>Milton, NY

- 41088 - OG Cucumbers PREM NY 20 lb
- 41089 - OG Cucumbers Pickle NY 20 lb
- 40857 - OG Kohlrabi Purple Bunched NY 12 ct
- 40864 - OG Radishes Red Bunched Prem NY 24 ct
- 41020 - OG Squash Green Premium NY 20 lb
- 41101 - OG Squash Gold Bar NY 20 lb
- 40297 - OG Squash Yellow NY 20 lb

Pedersen Farms

>>Seneca Castle, NY

- 40550 - OG Cabbage Green NY 45 lb
- 40520 - OG Corn Bi-Color NY 48 ct
- 40675 - OG Greens Kale NY 24 ct

OHIO

Green Field Farms

>>Wooster, OH

- 40376 - OG Beans Green PA 25 lb
- 40550 - OG Cabbage Green OH 45 lb
- 40562 - OG Cabbage Red OH 40 lb
- 40675 - OG Greens Kale OH 24 ct
- 40796 - OG Peppers Green PREM OH 25 lb
- 41012 - OG Squash Green Fancy OH 20 lb
- 40297 - OG Squash Yellow OH 20 lb

PENNSYLVANIA

Christ King

>> Lancaster, PA

- 40772 - OG Peppers Green LG Choice PA 25 lb
- 42305 - OG Tomatoes Roma PA 20 lb

Clarion River

>> Sligo, PA

- 41036 - OG Squash Acorn Green PA 30 lb
- 41035 - OG Squash Delicata Squash PA 30 lb
- 41050 - OG Squash Spaghetti PA 30 lb

Mockingbird Hill Farm

>> Millville, PA

- 40485 - OG Beets Red PA 25 lb

Lady Moon Farms

>> Chambersburg, PA

- 40484 - OG Beets Gold Bunched PA 24 ct
- 40485 - OG Beets Red PA 25 lb
- 40666 - OG Chard Green Prem PA 24 ct
- 40680 - OG Chard Rainbow Prem PA 24 ct
- 41088 - OG Cucumbers PREM PA 20 lb
- 40628 - OG Dandelion Prem PA 24 ct
- 40893 - OG Dandelion Red PA 24 ct
- 40639 - OG Eggplant PREM PA 24 lb
- 41007 - OG Greens Collards Prem PA 24 ct

- 40811 - OG Greens Kale Prem PA 24 ct
- 40472 - OG Greens Kale Lacinato Prem PA 24 ct
- 43566 - OG Greens Kale Red Prem PA 24 ct
- 40723 - OG Parsley Curly Prem PA 30 ct
- 40724 - OG Parsley Flat Leaf Prem PA 30 ct
- 40767 - OG Peppers Green Med PA 22 lb
- 41020 - OG Squash Green PREM PA 20 ct

Reed Farms

>> Lititz, PA

- 40376 - OG Beans Green PA 25 lb

HEPWORTH FARMS

MILTON, NY






MISSION IS TO SELL CERTIFIED ORGANIC PRODUCE OF THE BEST QUALITY

FARM WAS ESTABLISHED IN 1818

CROPS:
FRESH VARIETIES OF EACH: TOMATOES, EGGPLANTS, PEPPERS, ZUCCHINIS, CUCUMBERS, OKRA, HERBS, BROCCOLI, CAULIFLOWER, CABBAGE, BRUSSELS SPROUTS, GREENS, LETTUCE, CUT GREENS



ORGANIC SUNGOLD KIWIFRUIT DISPLAY CONTEST

JULY 31 - AUGUST 30, 2018

Participate in this year's Zespri Organic SunGold Kiwifruit display contest! The displays will be judged based on the effectiveness and creativity of the display usage of sampling, and social media/advertising. Each participant must send a photo of their final display to Steph Fleetman (Stephf@fsproduce.com) by September 4, 2018.

***Zespri Organic SunGold Kiwifruit must be purchased from Four Seasons Produce.*

GRAND PRIZE

**Breville
Espresso Maker
w/ Grinder**



2ND

BOSE Wireless Headphones



3RD

Portable Video Projector



4TH

Fujifilm Instax Square
Instant Film Camera



5TH

Instant Pot Pressure Cooker



IN-STORE MERCHANDISING SUPPORT

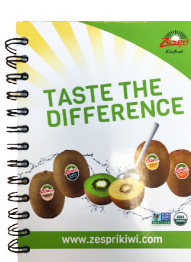
Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display

***Not required to enter contest*



EVERYONE IS A WINNER!

Each participating store will receive Zespri swag bag!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597
www.fsproduce.com



New or Back in Season!

Conventional

New Crop from California

10620 - CV Grapes Green Seedless XL Supremes 18lb Pretty Lady brand
10715 - CV Grapes Red Seedless XL Red Flames 18lb Pretty Lady brand

10916 - CV Grapes Champagne 16/1lb Clamshells

Family Tree Farms Specialties

210999 - CV Apricots "Cobbler Cot" 24lb 12 Random Weight Totes (PLU 3302)
14825 - CV Aprium Black "Midnight Rose" 14lb Single Layer
14843 - CV Aprium Red "Red Rose" 14lb Single Layer
14871 - CV Peaches "Peach Pie" Yellow Donut 24lb 12 Random Weight Totes (PLU 3115)
15726 - CV Peaches White Donut 12lb 44ct 2-Layer
16325 - CV Pluots Black "Plumogranate" LG 16lb 2-Layer
16317 - CV Pluots Green "Tropical Plumana LG 16lb 2-Layer

14830 - CV Apricots Black Velvet 6.5lb Single Layer
15184 - CV Plums "Very Cherry" 20/1lb Clamshells



1065 - CV Corn Sweet White Lancaster Co PA 600ct Bin
1075 - CV Corn Sweet Bi-Color Lancaster Co PA 600ct Bin
2770 - CV Celery Hearts Quebec 18ct
208527 - CV Eggplant Graffiti NJ 11lb
1285 - CV Eggplant Italian NJ 10lb
1273 - CV Eggplant Sicilian NJ 20lb
1269 - CV Eggplant Baby Purple Hothouse 11lb
2975 - CV Lettuce Iceberg Cello Quebec 24ct
3116 - CV Lettuce Romaine Hearts Quebec 12/3ct
209466 - CV Radishes French Breakfast 24ct Bunched
23305 - CV Tomatoes Grape Lancaster Co PA 12/1pt Native Grown in PA
23288 - CV Tomatoes Grape VA 12/1pt Native Grown in VA
23254 - CV Tomatoes Yellow 10lb
23156 - CV Tomatoes Heirloom Mix Lancaster Co PA 15lb Single Layer
4106 - CV Onions Sweet "PA Simply Sweet" 40lb
4628 - CV Onions Sweet "PA Simply Sweet" 14/3lb Bags
4404 - CV Potatoes White NJ 10/5lb "Jersey Fresh"

Finely Diced Mushrooms

Ready to Blend with Ground Meat!

208200 - CV Mushrooms Let's Blend Mexican 8/8oz Monterey
208201 - CV Mushrooms Let's Blend Classic 8/8oz Monterey
208204 - CV Mushrooms Let's Blend Italian 8/8oz Monterey



Microwave Noodle Bowls

209491 - CV GoBowl Pho Vietnamese Noodles 6/5.6oz Nasoya
209490 - CV GoBowl Teriyaki Japanese Noodles 6/7oz Nasoya
209489 - CV GoBowl Stir-Fry Korean Noodles 6/8.5oz Nasoya



New or Back in Season!

Conventional (continued)

Microwave Noodle Bowls - Green Giant Fresh

- 209223 - CV Buddha Bowl "Sweet Potato & Cauliflower Crumbles" 6/10.1oz
- 209238 - CV Burrito Bowl "Cauliflower Crumbles" 6/10.8oz
- 209251 - CV Fried Rice Bowl "Cauliflower Crumble" 6/7.6oz
- 209256 - CV Pad Thai Bowl "Carrot Noodles" 6/8.6oz
- 209257 - CV Ramen Bowl "Butternut Squash Noodles" 6/8.1
- 209258 - CV Rancheros Bowl "Sweet Potato & Cauliflower Crumbles" 6/7.8oz



Organic



- 43930 - OG Grapes Black Seedless CA 18lb
- 43885 - OG Grapes Green Seedless CA 18lb
- 43878 - OG Grapes Red Seedless CA 18lb
- 43759 - OG Honeydew Orange-flesh 5-6ct
- 43750 - OG Melons Galia 8ct
- 43805 - OG Watermelons Mini Seedless 6ct 30-35lb
- 41434 - OG Watermelons Mini Seedless 8ct 30-35lb
- 43835 - OG Apricots LG Washington 24lb
- 211234 - OG Peaches Yellow XL 40s WaSt. 18lb Stemilt Artisan Organics
- 46263 - OG Plums Red 64sz 18lb 2-Layer
- 44686 - OG Pluots "Dapple Fire" & "Dapple Fire" 50-70s 18lb 2-Layer
- 44389 - OG Longan Fruit FL 5lb Glaser Farms
- 41557 - OG Potatoes Fingerling Mix CA 20lb Cal-O

- 40235 - OG Cucumbers Mini Seedless 12/6ct
- 41089 - OG Cucumber Pickling 20lb
- 41120 - OG Frisee 24ct
- 41112 - OG Escarole 24ct
- 40857 - OG Kohlrabi Purple 12ct Bunched
- 40804 - OG Peppers Serrano 10lb

Focaccia Crumbles Salad Topping

- 209331 - OG Focaccia Crumbles Garlic Toast 9/2oz Fresh Gourmet
- 209332 - OG Focaccia Crumbles Caesar 9/2oz Fresh Gourmet
- 209333 - OG Focaccia Crumbles Ranch 9/2oz Fresh Gourmet





CONVENTIONAL OUTLOOK

JULY 20 - JULY 27, 2018

WWW.FSPRODUCE.COM 18 LB

CALIFORNIA GRAPE SEASON IS HERE



Update from Dulcich (grower of "Pretty Lady" brand grapes):

The 2018 **Grape** crop deal is off to a great start! Growing conditions in CA are ideal, following a mild spring. Quality is excellent across the board with large size berries and flavorful taste.

GREEN SEEDLESS:

"Supreme" **Green Seedless Grapes** have started with good size, elongated berries, green to cream finish, and tasty flavor. These will be followed by "Esteem" **Green Seedless** in early August.

RED SEEDLESS:

"Red Flames" are leading the way for **Red Seedless Grapes** and this is one of the best starts we have seen - big red crunchy berries with great taste!

BLACK SEEDLESS:

"Summer Royal" **Black Seedless Grapes** will be harvested this week!



CV WATERMELONS

Watermelons are very promotable at this time. We received our first product from DE and MD this week, and quality is excellent out of these new growing areas.

Multiple growing areas are still harvesting this week – GA, NC, SC, VA, MD, and DE, and this has kept pricing at a season low. Promote **Full Size Seedless Watermelons!**



CV BLUEBERRIES

Blueberries are in excellent supply right now. There are multiple growing areas harvesting including British Columbia, Canada, Oregon, Washington, Michigan, and New Jersey.

We'll have New Jersey **Blueberries** for mid-July, but volumes and quality are on the decline from this region.

Look for excellent promotional opportunities on high-quality Driscoll's **Blueberries** from the west coast this week.

Now is the time to promote **Blueberries** from the next peak summer growing regions.



CV TOMATOES

Vine Ripe Tomatoes have started in DE and NJ, but PA is later than expected. Look for supplies to improve over the next couple weeks on all local **Vine Ripe Tomatoes**. Quality has been beautiful.

Cluster and **Beef Tomatoes** are very promotable currently out of Canada. This aggressive pricing will be available over the next couple weeks as we compete with local tomato production.

We have our first Lancaster County, **Heirloom Tomatoes** of the season, and they're beautiful. These 1.5 lb. flats are grown by Cedar Meadow farms in Holtwood, PA. Now is the time to promote local **Heirlooms!**

ALERT! NatureSweet will be extremely short on "Cherubs" Grape Tomatoes until August.



CV IMPORT CITRUS

The season is ramping up on Import Citrus. Supplies are good on **Navel Oranges** and **Clementine Mandarins**.

Navels are arriving from Peru, Chile, and South Africa, and **Clementines** from Uruguay, Peru, and Chile. Prices are much cheaper this week on both.



CV POTATOES

10/5lb New Jersey Fresh White and Red Potatoes will get started this week!

10/5lb Yellow Potatoes are in tight supply and product this week is coming from Virginia.

Russet Potatoes are in steady supply and price out of Idaho.



CV ASPARAGUS

Asparagus is in excellent supply out of Mexico, and we'll have promotable supplies all week on both standard and large.

This opportunity should last for an additional week until pricing begins to climb. Quality out of Mexico has been very nice.



CV EASTERN PEACHES

Peach growers in New Jersey have been struggling with a slow start to their season. Supplies have been light and are mostly picking 2 1/2" and 2 3/4" **Peaches** with no bigger fruit.

For bigger fruit, we will have to stay in South Carolina which has had mostly 2 3/4" and 3" sizing most of the season. Prices firmed up this week because of erratic supplies.



CV CHERRIES

Promote **Dark Sweet** and **Rainier Cherries** while you can here in July!

Northwest **Cherries** are slowing down with a few growers finishing this week and more done by the end of July.

Going into the last week of July and the first week of August, supplies will be in the hand of a few growers and pricing will start to firm up. But for now, supplies will be good and prices at promotable levels.



CV GREEN BEANS

Green Beans production is steady and quality is excellent. PA, NJ, and NY are all shipping at full capacity. Michigan has started in a small way and will reach full capacity by late July.

In spite of steady supplies, prices rose sharply at the beginning of the week and have only settled slightly.



CV RASPBERRIES

Raspberries are in excellent supply right now. Driscoll's especially, has good production, and quality has been very nice out of California.



CV BLACKBERRIES

Blackberries are in much tighter supply this week. Heat in California continues to limit production, while harvests on the east coast is slowing down for the season.

Look for pricing to remain higher once again this week. Quality has been nice.



CV STRAWBERRIES

Strawberry quality is gradually improving now that the heat wave in California is over. Supplies will improve over the next couple weeks, and pricing will remain steady.

We will have plenty of supply moving forward from Driscoll's.



CV CUCUMBERS

The lingering effects of recent hot weather continue to depress production of **Super** and **Carton Cucumbers**. Growers had expected to see better production as they moved into new plantings, but that increase hasn't materialized.

Prices reflect tighter supplies. We should see some relief in availability and price by late July.



CV LEMONS

ALERT! A severe heat wave in the Oxnard, CA growing region (110-115 F) damaged much of the already light volume summer crop of **Lemons**.

Demand has greatly exceeded supplies due to the very short crop in California, with many growers invoking the "Act of God" clause because of a 25% loss on top of an already short crop.

Lemons from Chile and Argentina are limited and most growers are sold out.

It may be until September when Southern California and Yuma starts before we see things turn around.



CV ARTICHOKES

Andy Boy 12ct and 18ct **Artichokes** continue to be promotable. Harvests this week are heavier to 18ct, so look for better opportunities on this size into late July.



CV CAULIFLOWER

Some CA **Cauliflower** shippers were making deals earlier this week, but pricing is creeping up. Expect tighter supplies and a minor price adjustment moving into next week.

Canadian growers are just starting, with premium prices at the beginning of their deal.



CV SWEET ONIONS

The Local PA **Simply Sweet Onion** program out of Pennsylvania have started in 40 lb jumbos and 14/3lb bags. This program will carry through the rest of the summer.

Sweet Onions are still shipping from Georgia, and Washington growers continue to have good supply of **Walla Walla Sweet Onions**.

Onion pricing remains stable with the exception of **Red Onions**. The supply of **Yellow Onions** is good in all growing regions which is keeping the price deflated.



CV LETTUCE

Canadian **Lettuce** is up and running. Pricing is steady and offers a significant value compared to CA **Lettuce**. There are promotional opportunities on Canadian **Cello Iceberg** (code 2975) and **Romaine Hearts** (code 3116).

CA **Lettuce** is up slightly as growers trim their production during the eastern deal.



CV BROCCOLI

CA **Broccoli Crown** prices are up this week and are expected to edge up even more next week.

Canadian **Broccoli** has just started. Pricing should remain firm on Canadian **Broccoli Crowns**, but there may be some deals on bunched 14s in late July.

