

# MARKET NEWS ORGANIC OUTLOOK

## ORGANIC PEPPER UPDATE



Locally grown **Organic Green Peppers** are in steady supply headed into the end of July.

Expect to see increased volumes from Lady Moon Farms in Chambersburg, PA and other local farms in PA and NJ. These good quality peppers will have promotional opportunities in late July.

We will also begin to have limited supplies of local field grown 11 lb **Organic Red Bell Peppers** from King Family Farm in New Holland, PA in late July.

**Organic Colored Bell Peppers** from Holland are tightening in supply. Prepare to experience some mixed sizing and inconsistent volumes. Expect to see increased supplies from Canada in late July to supplement the inconsistent volumes in Holland.

**Organic Mini Sweet Peppers** from Mexico will continue to have excellent quality and increased volumes.

**Organic Specialty Peppers** are available at Four Seasons! Varieties include **Organic Anaheim, Banana, Cayenne, Cubanelle, Hungarian, and Serrano Peppers**. Also expect to see **Organic Shishito Peppers** in clamshells and “**Cabo Diablo**” variety bags to return in late July.



### OG CELERY

**YAY! Organic Celery** from California has continued to be in excellent supply as we head to the later part of July.

Expect promotable pricing, good quality, and supply to continue into late July. With pricing being extremely high for so long, this is a great opportunity to promote and move some extra volume.

Are your customers into the celery juicing trend?



### OG WATERMELONS

**Organic Watermelons** will be promotable again for late July. California quality remains very strong. New fields are being harvested so look for more availability on bigger sized fruit.

New crop California **Organic Mini Watermelons** are available again for week 30 in promotable numbers. Quality is excellent.



### OG CUCUMBERS

**Organic Cucumbers** from local regions are beginning to come on strong. The heat is causing many growers to see high yields as we finish July.

**Organic European Seedless Cucumber** supplies are steady, and quality has been outstanding. Expect to see promotional opportunities in mid to late-July.

**Organic Mini Cucumbers** from Canada are in consistent supply with steady pricing.



## OG BROCCOLI

**Organic Broccoli** from California remains in steady supply as we head into late July. Expect to see continued promotable pricing and excellent quality.

The PA crop has ended, but the Quebec season has started and will have steady volumes and competitive pricing compared to California products.



## OG GREENS

Local **PA & NJ Organic Dandelions, Chards, Kales, and Collard Greens** will begin to see decreased yields in mid to late July due to heat stunting the growth of the plants. While California is also experiencing issues caused by heat, expect to see more Organic Valley product from Wisconsin to keep reliable supplied during California's weather conditions.



## OG CAULIFLOWER

**Organic Cauliflower** from California will begin to tighten in supply in late July. Many shippers are experiencing low quantities due to weather conditions over a month ago while the crop was growing. We should see reliable product coming out of organic fields in Nevada while California struggles.



## OG ONIONS

First of the season Lancaster County, PA grown **Organic Red** and **Candy Sweet Onions** are now available. Quality is fantastic! We will see steady pricing and availability on these items for the next couple weeks.



## OG CABBAGE

**Organic Green** and **Red Cabbage** continue to be in steady supply. Local PA Cabbage has continued to have excellent quality and pricing.

**Organic Savoy** and **Napa Cabbage** is steady in availability and quality is good. Some local product is available.



## OG GRAPES

**Organic Grape** supplies out of Mexico will wrap up for the season this week. New crop California fruit is steady with pricing that is affordable but higher than where Mexico finished.

**Organic Cotton Candy Grapes** are done for the season. **Organic Sweet Sapphire Grapes** will end in late July.



## OG GREEN BEANS

Locally grown **Organic Green Beans** are in full swing! This is a great item to add to your local summer sets as we will be receiving a lot of product from Elizabethtown, PA.

As we head into mid to late July, expect to see improving prices and stellar quality.

**Organic Yellow Beans** will also be available in late-July from PA.

As July progresses, expect to see sporadic product from California and New York.



## OG SQUASH & EGGPLANT

**Organic Green** and **Yellow Squash** from Lady Moon Farms in PA are beginning to increase harvesting volumes. The hot days have been helping the plants grow and produce increased volumes as we head into late July.

Expect to see promotable opportunities on this beautiful local product in late July and early August!

**Organic Eggplant** from New Jersey is in steady supply for mid-July. Product from Lady Moon Farms in PA will begin in late July but expect to see good volume and steady supplies in late July and early August.



## OG BERRIES

**Organic Blueberries** continue in excellent supply out of California and the Pacific Northwest with aggressive prices. Time to promote!

Driscoll's **Organic Blackberries** out of California continue to be limited with firming prices. Other brands continue to gap until new crop begins in the fall.

Driscoll's **Organic Raspberry** supplies are firming. Expect prices to elevate

**Organic Strawberry** supplies have tightened up significantly with prices following. It's expected to stay this way for much of the summer.



## OG SWEET CORN

**Organic Sweet Corn** from PA and NJ has begun! Expect to see availability from NY in late July. Supplies will likely be sporadic with subpar quality.



## OG CHERRIES

Washington **Organic Red Cherries** are much more limited this week and end of the season is expected by the end July. Washington **Organic Rainier Cherries** were damaged by high winds and rain. The crop is very tight and seasonal quality should be expected. The season will wrap up in late July.



## OG ARTICHOKE

**Organic Artichokes** from California are back in steady supply. Expect to see competitive price points and excellent quality as we head into late July. This is a great item to add to complement any vegetable displays.



## OG TOMATOES

**Organic Grape Tomato** prices should be steady this week. Hothouses are beginning to flush and more locally grown grape tomato harvests are starting to pick up as well. Quality should be excellent. Lady Moon Farms' premium PA-grown **Organic Grape Tomatoes** should start in limited quantities, and with the hot weather harvests will come on strong.

**Organic Cherry Tomato** markets will be steady this week. PA growers, including Lady Moon Farms, are coming into better picks. Quality should be very promotable.

**Organic Roma Tomato** prices are increasing this week as less product is coming in from Mexico and local supplies have just begun. Locally grown PA **Organic Roma Tomatoes** will be available in very limited numbers, but we should start seeing better numbers in late July! Support local - quality has looked very nice!

**Organic Hothouse Beefsteak Tomatoes** are very promotable once again this week. Quality has been very strong. **Organic Cluster Tomato** prices are on rise a little bit this week, but quality has been very strong.



## OG LETTUCE

**Organic Leaf Lettuces** from Quebec are in steady volumes and excellent quality. Supplies on **Organic Green** and **Red Leaf Lettuces** will be in promotable volumes as July comes to an end. Product from CA and NY are available; however, the Canadian product offers the best price point.

**Organic Iceberg Lettuce** from Quebec is in excellent supplies, look for promotable opportunities in late July and early August. Quality on the iceberg has been outstanding with well-sized, firm, and good colored heads.

**Organic Romaine Hearts** from Quebec are experiencing less yield than initial expected. California is offering a great second option, however pricing is more expensive due to weather conditions that caused yields to decrease. Expect pricing to remain elevated into early August.



## OG STONE FRUIT

**Organic Apricots** are starting to wind down out of the Pacific Northwest. Some California fruit may pop back up.

California **Organic White** and **Yellow Peaches** continue in good supply. Washington is just around the corner in a few weeks. South Carolina **Organic Yellow Peaches** are back in limited supply. California **Organic Donut Peaches** are done for the season.

NOTE! California **Organic Nectarines** are in extremely limited supply, but Organic White Nectarines are a great tasting option. We will see the first Washington Organic Nectarines begin in late July.

California **Organic Pluots** continue cycling through varieties. **Organic "Dapple Dandy" Pluots** are interesting expected to start in late July. California **Organic Black** and **Red Plums** are in good steady supply.

## OTHER STORIES

- New crop Mexican **Organic Asparagus** prices will be steady this week. Quality is nice. All domestic product now finished for the season.

- **ALERT!** **Organic Beets** from California will be gapping as we head into late July. Expect to see inconsistent pricing and various growing regions. Weather conditions in many growing regions are causing breakdown and discoloration of the leaves.

- **ALERT!** **Organic Bok Choy** and **Baby Bok Choy** from multiple growing regions have been experi-

encing weather conditions affecting the growth of crop. Expect to see inconsistent supply and rising prices in late July.

- **Organic Broccoli Rabe** from California will be in steady supply in mid to late-July. Expect to see improved pricing and promotional opportunities in late-July. This is a great time to expand this section of product on your shelves to promote.

- The price on **Organic Garnet** and **Jewel Sweet Potatoes** will jump up this week and will remain

elevated as growers prepare for transition into new crop sweet potatoes in August.

- New crop **Organic Acorn**, **Butternut**, and **Spaghetti Squash** are available this week out of PA from Clarion River Organics.

- **Organic Navel Oranges** out of California are finally done for the season. **Organic Valencia Orange** supplies are excellent with prices on the way up due to the end of Navels and Mexican Valencias.



# AVAILABILITY FOR THE WEEK OF JULY 19 - JULY 26, 2019

## ORGANIC

### NEW JERSEY

#### EASTERN FRESH - CEDARVILLE, NJ

- 41385 OG Tomatoes Cherry Rainbow 12/1 pt
- 41398 OG Tomatoes Grape Gold 12/1 pt
- 41379 OG Tomatoes Grape 12/1 pt

#### FLAIM FARMS - VINELAND, NJ

- 40488 OG Beets Red Bunched 12 ct
- 40513 OG Bok Choy Baby PREM 20 lb
- 40510 OG Bok Choy PREM 35 lb
- 40601 OG Carrots Bunched 12 ct
- 40671 OG Greens Collard East 24 ct
- 40672 OG Greens Kale 12 ct
- 40889 OG Greens Kale Lacinato 12 ct
- 40647 OG Herb Cilantro 15 ct
- 40210 OG Herb Dill 24 ct
- 219525 OG Herb Mint NJ 12 ct Bunch

### NEW YORK

#### HEPWORTH FARMS - MILTON, NY

- 40376 OG Beans Green 25 lb
- 41091 OG Cucumbers 20 lb
- 41112 OG Escarole 24 ct
- 41007 OG Greens Collard East 24 ct
- 40472 OG Greens Kale Lacinato PREM 24 ct
- 40210 OG Herb Dill 24 ct
- 41150 OG Lettuce Butter Green 24 ct
- 41159 OG Lettuce Green Leaf PREM 24 ct
- 41158 OG Lettuce Red Leaf PREM 24 ct
- 41182 OG Lettuce Romaine PREM 24 ct
- 40886 OG Radishes French Breakfast 24 ct
- 40864 OG Radishes Red Bunched PREM 24 ct
- 41020 OG Squash Green PREM 20 lb
- 40297 OG Squash Yellow 20 lb

### PENNSYLVANIA

#### CLARION RIVER ORGANICS - SLIGO, PA

- 40369 OG Beans Yellow 10 lb
- 40454 OG Cabbage Red PREM 45 lb
- 40518 OG Cabbage Savoy 35 lb
- 40472 OG Greens Kale Lacinato PREM 24 ct
- 41101 OG Squash Gold Bar 20 lb
- 41012 OG Squash Green FCY 20 lb
- 40297 OG Squash Yellow 20 lb

#### CHRIST KING - LANCASTER, PA

- 40548 OG Cabbage Green PREM 45 lb
- 40796 OG Peppers Green PREM 25 lb
- 46063 OG Tomatoes Roma 20 lb

#### LADY MOON FARMS - CHAMBERSBURG, PA

- 41088 OG Cucumbers PREM 20 lb
- 40628 OG Dandelion PREM 24 ct
- 40893 OG Dandelion Red 24 ct
- 40211 OG Fennel (Anise) 12 ct



- 40811 OG Greens Kale PREM 24 ct
- 43566 OG Greens Kale Red PREM 24 ct
- 40723 OG Parsley Curly PREM 30 ct
- 40724 OG Parsley Flat Leaf PREM 30 ct (Italian)
- 40796 OG Peppers Green PREM 25 lb
- 40838 OG Peppers Jalapeno 10 lb
- 41020 OG Squash Green PREM 20 lb
- 40297 OG Squash Yellow 20 lb
- 41385 OG Tomatoes Cherry Rainbow 12/1 pt
- 41398 OG Tomatoes Grape Gold 12/1 pt
- 41336 OG Tomatoes Grape Premium 12/1 pt

#### LANCASTER FARM FRESH - LANCASTER, PA

- 40376 OG Beans Green 25 lb
- 40454 OG Cabbage Red PREM 45 lb
- 40518 OG Cabbage Savoy 35 lb
- 40462 OG Corn Bi-Color 48 ct
- 41091 OG Cucumbers 20 lb
- 40472 OG Greens Kale Lacinato PREM 24 ct
- 220992 OG Peppers Banana 10 lb
- 40814 OG Peppers Hungarian Wax 10 lb
- 41020 OG Squash Green PREM 20 lb
- 40297 OG Squash Yellow 20 lb

#### REED FAMILY FARM - ELIZABETHTOWN, PA

- 40376 OG Beans Green 25 lb





# AVAILABILITY FOR THE WEEK OF JULY 19 - JULY 26, 2019

## CONVENTIONAL

### DELAWARE

#### FIFER ORCHARDS - DOVER, DE

- 1060 CV Corn White 48 ct
- 23031 CV Tomatoes Vine Ripe XL 25 lb

#### HANSHAW FARMS - LAUREL, DE

- 11997 CV Watermelons 45 ct 15# Average Bin 1

#### VINCENT FARMS - LAUREL, DE

- 1060 CV Corn White 48 ct
- 1084 CV Corn White 50 dz Bin
- 11997 CV Watermelons 45 ct 15# Average Bin

### NEW JERSEY

#### EASTERN FRESH - CEDARVILLE, NJ

- 2799 CV Cucumbers Super NJ 72 ct
- 23069 CV Tomatoes Vine Ripe XL NJ 25 lb

#### FLAIM FARMS - VINELAND, NJ

- 205 CV Arugula 24 ct
- 530 CV Beets Red 25 lb
- 550 CV Beets Red Bunched 12 ct
- 591 CV Bok Choy 30 lb
- 592 CV Bok Choy Baby Shanghai 30 lb
- 745 CV Cabbage Green NJ 50 lb
- 795 CV Cabbage Savoy 30 lb
- 1362 CV Chard Green 12 ct
- 1355 CV Chard Rainbow 12 ct
- 1368 CV Chard Red 12 ct
- 1170 CV Dandelion Bunch NJ 12 ct
- 1275 CV Eggplant Graffiti NJ 12 lb
- 1262 CV Eggplant Italian 11 lb
- 1260 CV Eggplant PREM 24 lb
- 1273 CV Eggplant Sicilian NJ 20 lb
- 1308 CV Greens Collard NJ 18 lb
- 1315 CV Greens Kale NJ 18 lb
- 217581 CV Greens Kale Lacinato 12 ct
- 1345 CV Greens Mustard 12 ct
- 1350 CV Greens Turnip 18 lb
- 455 CV Herb Basil 15 ct
- 1032 CV Herb Cilantro 60 ct
- 1200 CV Herb Dill NJ 24 ct
- 1510 CV Herb Mint NJ 12 ct Box
- 1462 CV Kohlrabi Green 12 ct
- 1475 CV Leeks Bunched 12 ct
- 1704 CV Parsley Curly 30 ct
- 1715 CV Parsley Flat Leaf (Italian) 30 ct
- 1990 CV Peppers Banana 10 lb
- 1975 CV Peppers Cubanelle 18 lb
- 1967 CV Peppers Jalapeno 35 lb
- 1980 CV Peppers Long Hot 16 lb
- 1985 CV Peppers Serrano 8 lb
- 1827 CV Peppers Shishito 10 lb
- 2255 CV Squash Green MED NJ 20 lb
- 2334 CV Squash Zucchini Gold Bar 20 lb



#### JERSEY FRESH - HAMMONTON, NJ

- 15678 CV Peaches 2 1/2" NJ 25 lb
- 15679 CV Peaches 2 3/4" NJ 25 lb

#### NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

- 1665 CV Cabbage Napa Green NJ 50 lb
- 795 CV Cabbage Savoy 30 lb
- 1345 CV Greens Mustard 12 ct
- 1350 CV Greens Turnip 18 lb
- 1032 CV Herb Cilantro 60 ct

### NEW YORK

#### GOTHAM GREENS - BROOKLYN, NY

- 217351 CV Herb Basil Hydroponic 12/1.25 oz
- 217350 CV Lettuce Butterhead Baby 12/4.5 oz

### PENNSYLVANIA

#### BENEDICT FARMS - CHAMBERSBURG, PA

- 1062 CV Corn Bi-Color 24 ct
- 2812 CV Cucumbers Select 72 ct
- 2803 CV Cucumbers Super PA 72 ct
- 1825 CV Peppers Green XL PA 22 lb

#### CEDAR MEADOWS - LANCASTER, PA

- 23156 CV Tomatoes PA Heirloom 15 lb
- 23206 CV Tomatoes Cherry Rainbow 15/1 pint

#### CHRIST L ESH - HOLTWOOD, PA

- 1075 CV Corn Bi-Color PA 50 dz Bin
- 23305 CV Tomatoes Grape PA 12/1 pt

#### CHRIST KING, LANCASTER, PA

- 23305 CV Tomatoes Grape PA 12/1 pt

#### COPENHAVER - LEBANON, PA

- 482 CV Beans Green PA 25 lb

#### HESS FARMS - WAYNESBORO, PA

- 482 CV Beans Green PA 25 lb
- 2845 CV Cucumbers Kirby 40 lb
- 2812 CV Cucumbers Select 72 ct

- 2803 CV Cucumbers Super PA 72 ct
- 1825 CV Peppers Green XL PA 22 lb
- 2258 CV Squash Green MED PA 20 lb
- 2320 CV Squash Yellow MED PA 20 lb
- 2334 CV Squash Zucchini Gold Bar 20 lb

#### JOSH WEAVER - LANCASTER, PA

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

#### LESTER WEAVER - LANCASTER, PA

- 1075 CV Corn Bi-Color PA 50 dz Bin

#### SAM ZOOK - LANCASTER, PA

- 23305 CV Tomatoes Grape PA 12/1 pt

#### STAUFFER HULING FARMS - LANCASTER, PA

- 1062 CV Corn Bi-Color 24 ct
- 2803 CV Cucumbers Super PA 72 ct
- 4106 CV Onions Sweet JBO PA 40 lb
- 4628 CV Onions Sweet PA 14/3 lb
- 2258 CV Squash Green MED PA 20 lb
- 2320 CV Squash Yellow MED PA 20 lb

#### SUN AQUA FARMS - DALTON, PA

- 443 CV Herb Basil Hydroponic 6 ct
- 442 CV Herb Basil Hydroponic 12 ct

#### SUNNY ACRES FARM - LANCASTER PA

- 1075 CV Corn Bi-Color PA 50 dz Bin
- 2334 CV Squash Zucchini Gold Bar 20 lb

#### SUNRISE ACRES - LANCASTER PA

- 23070 CV Tomatoes Vine Ripe XL PA 25 lb
- 1062 CV Corn Bi-Color 24 ct

### VIRGINIA

#### PARKER FARMS - OAK GROVE, VA

- 615 CV Broccoli Crowns East 20lb

# NEW FLORAL PROGRAM COMING SOON!



## EGGPLANT VARIETIES



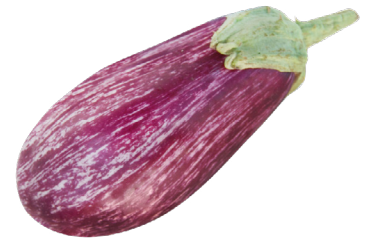
### - PREMIUM EGGPLANT -

Regular Eggplant, sometimes called “Black Beauty” or “Black Bell” Eggplant, are large in size and dark purple in skin color.



### ITALIAN EGGPLANT

Italian Eggplant, also called “Baby Eggplant”, looks like Regular Eggplant only smaller and more slender. This variety is ideal for roasting and can be used in ways similar to regular eggplant.



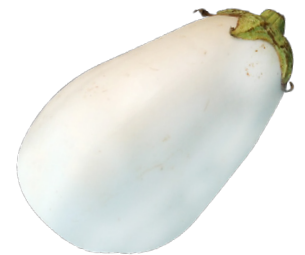
### GRAFFITI EGGPLANT

Graffiti Eggplant is beautiful! It features a lavender skin streaked with white stripes. Use Graffiti Eggplant the same as regular eggplant.



### SICILIAN EGGPLANT

Sicilian Eggplant is a round Eggplant with lavender skin color that varies dark to light. Careful, there can be some gnarly spikes on the calyx. This variety is the very best type for making classic Eggplant Parmesan thanks to its firm texture and round shape for cutting.



### WHITE EGGPLANT

White Eggplant is round, smooth, and white, with a green calyx on top. The flesh is cream-colored, and when cooked, it is mild with a light sweet flavor.

# GRILLING FRUIT

WAIT, YOU CAN GRILL FRUIT?

Yes, you can grill some fruit, and it actually tastes **AMAZING!** Try throwing these popular fruits on your grill!

## AVOCADOS

Grilling Avocados gives it a nice smoky flavor, mixed with the natural nuttiness of the fruit. Plus it looks REALLY cool! Just brush with oil and/or lime juice and throw it on.

## PEACHES & NECTARINES

Grilled Peaches and Nectarines are a perfect dessert! They taste incredible with brown sugar or cinnamon!



## MANGOS

Try drizzling grilled Mangos with lime juice, and sprinkle with chile powder, salt, and lime zest, or simply add a scoop of ice cream for a tasty treat!

## PEARS

Pair your grilled pears with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.

## BANANAS

Grilled Bananas are a great dessert after a cook-out! To grill: cut bananas in half lengthwise and leave the peel on.

## PINEAPPLES

Grilled Pineapples are awesome and have great flavor, especially when drizzled with honey or hot sauce!

# MARKET NEWS

# CONVENTIONAL OUTLOOK

## LOCAL EGGPLANT & SUMMER SQUASH

Local “warm cooking” veggies are in peak season!

New Jersey **Italian, Graffiti, and Sicilian Eggplant** are now available from Flain Farms! Quality has been excellent!

PA-grown **Green and Yellow Squash** are very promotable right now and quality is excellent.

New Jersey **Squash** is also available at promo pricing.



### CV TOMATOES

Nice quality **Grape Tomatoes** from VA and PA are available again this week. Prices remain high with limited availability around the country. PA is starting to come in with better volume. Look to promote them in our “Native Grown” label!

**Vine Ripe Round Tomatoes** from Delaware are available. Quality has been amazing. New Jersey **Vine Ripe Tomatoes** are starting as well in limited numbers this week. PA **Tomatoes** will be available in promotable quantities and quality is very nice.

Local Lancaster County, PA **Heirloom Tomatoes** from Cedar Meadow Farms are available! Harvests are just beginning but coming in with solid picks with this hot weather coming on. Quality is beautiful. Cedar Meadow Farms also offers **Rainbow Cherry Tomatoes** packed in a clamshell. Both varieties are high tunnel grown.

New crop **Roma Tomatoes** from Tennessee and Alabama will be promotable this week. Quality has been very nice. Local Romas are expected for late July or early August.



### CV BERRIES

**Blueberries** are in excellent supply this week. Growers from the Pacific Northwest are in peak the end of July while Michigan is also in full swing. Quality on all new crop has been very good. New Jersey will be finished in late July.

**Strawberries** are in much better supply this week out of California. Weather has been much more cooperative, and the berry quality is certainly improving. Look for a much better opportunities to promote!

**Blackberries** are in tighter supply this week from both East and West Coasts. Our supply will continue to be sourced from the East Coast this upcoming week. Berry size has been really good, and the quality is excellent.

**Raspberries** are also in tighter supply this week from California. Look for pricing to remain higher over the next couple weeks. Quality has been good on all California fruit.



### CV PEPPERS

15lb **Red and Yellow Elongated Peppers** will be very promotable this week. Harvests have been very strong, leading to more promotable volume out of California. Quality has been excellent with beautiful sizing.

11lb **Orange, Red, and Yellow Bell Pepper** markets will be steady this week. Harvests and demand have led to more promotable pricing. Quality has been very nice.

**Green Peppers** from PA and NJ continue in peak season. Quality has been very nice.

Varietal **Chili Peppers** are also coming into peak season for promotion from local farms. Available for week 30: **Banana, Cubanelle, Jalapeño, and Long Hot Peppers** are the most promotable.





## CV CUCUMBERS

**Super Cucumber** markets remain steady this week. PA and NJ local product is coming in very nice. Continue to support local!

**Seedless Cucumbers** will be promotable once again this week as Canadian hothouses continue to flush. Quality has been very nice.



## CV SWEET CORN

**Sweet Corn** markets were very active for mid-July. PA crops have been delayed due to weather related challenges.

The Midwest and Northeast continue to pull large volumes from DE. PA harvests should be available this week in better volume, taking the pricing back down some.



## CV WATERMELONS

**Watermelon** markets continue to strengthen. With crown fruit from DE and MD starting, sizing remains on the very large size, creating gaps on 45ct and 60ct melons, keeping the market very active. Quality however is great with all this new crop fruit.

**Mini Watermelons** will be available this week. Prices remain steady and quality is excellent.



## CV GRAPES

It was an ugly finish with Mexican **Grapes**. With fruit still available on **Green, Black, and Red Globe Grapes**, growers are blowing them out at cheap prices in order to finish.

New crop California is ramping up fairly quickly in the Bakersfield and Fresno area on **Green, Red, and Black Grapes**, and prices are reasonable.

Pretty Lady brand **Premium Green, Red, and Black Grapes** are expecting to start harvests for availability in late July.



## CV HASS AVOCADOS

There are better supplies of Mexican **Hass Avocados** this week, mostly on 48 counts and smaller. Prices did drop on the 48's but firmed back up and leveled off.

With plenty of Peruvian fruit keeping pressure on the market, they're running ten dollars less than the Mexican fruit. On the Peruvian fruit, there are very few 48ct available because contract business takes most of that size.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** are in good supply from California, and eastern crowns will kick into full gear this week. Look for good opportunities to product eastern grown broccoli this week.

**Cauliflower** is steady from California, and the quality has been very nice.

Growers in Quebec are in an absolute flush for the next 7-10 days so we'll have really good supplies on all bikini-cut **Cauliflower**. Quality is excellent, and now is the time to promote **Cauliflower**.



## CV PINEAPPLES

**ALERT!** For the end of July and heading into August, there will be a significant shortage of **Pineapples** from Central America. Prices are going to jump up as demand will far exceed supplies.



## CV EASTERN PEACHES

We will wind down with **Peaches** from South Carolina and transition to local New Jersey for late July.

Pennsylvania **Peaches** will also start. Most PA growers just pack a 2 1/2" and up box with all the ups, not a 2 3/4".



## CV HOTHOUSE TOMATOES

**Hothouse Beefsteak Tomatoes** are starting to strengthen a little bit. Lower picks out of Canada is leaving less product available.

**Cluster Tomatoes** are very promotable this week. Hothouses are flushing and quality is very nice. Look to promote.



### CV BRUSSELS SPROUTS

**Brussels Sprouts** continue to be in excellent supply from California and Mexico. We continue to source all California grown sprouts.



### CV CELERY

**Celery** is in steady supply from both California and Michigan. Look for solid supplies and good quality on all sizes as well as naked and sleeve all week. **Celery Hearts** are finally in much better supply.



### CV LETTUCES

**Lettuces** continue to be in excellent supply from Canada and the quality is spectacular.

We will continue to be stocked up on all **Leaf Lettuces** as well as **Cello Iceberg** and **Romaine Hearts** all week.



### CV GREEN BEANS

Local PA **Green Beans** are promotable this week. Harvests are strong and quality has been excellent.



### CV ONIONS

**PA Simply Sweet Onions** are in full swing and quality is very nice! Pricing will be steady for the entirety of the season! 14/3lb PA Simply Sweet bags will also get started.



### CV SWEET POTATOES

**ALERT!** We see the market on North Carolina **Sweet Potatoes** continue to be tight this week and pricing has continued to creep up. A gap in supply is likely imminent for this growing region.



### CV CITRUS

There are good supplies of **Navel Oranges** from South Africa, Chile, and Peru with prices coming down with the increase of supply.

Better supplies of Peruvian **Minneola Tangelos** are now available with prices surely coming off as more vendors get inventory in. Bag **Clementine Mandarins** are in good supply from several countries as well and vendors have been easing off the price to generate some extra business.

**Lemons** are coming in from Chile and Argentina with good volume on all sizes and prices that are more attractive than California, especially on 140 counts and smaller.



### CV POTATOES

**Red and White Potatoes** will get started this week in the New Jersey Fresh label in 10/5 lb packs. Quality is looking very nice and pricing is extremely attractive in comparison to other areas of the country.

**Russet Potato** supplies are winding down across the country. We will see gaps between storage crop ending and new crop availability. Pricing appears to be rising on all sizes.



### CV STONE FRUIT

Promote **Dark Sweet Red** and **Rainier Cherries** while they're still available for late July!

Promotable this week are the Flat Fruits: Donut White, Peach Pie Yellow, and Nectaple.

**Red, Mottled/Speckled,** and **Green/Yellow Pluots** are the best varieties this week.

**Verry Cherry Plums** and **Midnight Rose Apriums** are also in season.