

# ORGANIC MARKET NEWS

JULY 22 - JULY 29, 2022

## PROMOTABLE NORTHWEST ORGANIC BLUEBERRIES



**Organic Blueberries** are becoming promotable out of the Pacific Northwest. Growers are ramping up their harvests, bringing on good supplies and good quality to start out of Oregon and Washington. Expect reasonable prices for late July and the beginning of August, including on 18oz family packs.

New crop Peruvian **Organic Blueberries** are already on the water, and we could see some availability in mid-August. Mexico does have very light crossings available in mostly 6oz size containers right now.

**Organic Strawberry** prices continue to be promotable out of California. Harvests remain strong and quality has been nice. Expect these favorable conditions to last into early August.

**Organic Blackberries** are still fairly tight overall. The local New Jersey season continues to harvest fruit and is expected to last through July. California fruit remains tighter, but harvests are expected to pick up to more promotable levels in early August.

**Organic Raspberry** prices increased some as the rise of the conventional market is putting a strain on organic supplies. Overall harvests and supplies are steady. Quality has looked very nice.



### OG LOCAL WARM VEG

Lady Moon Farms in PA is beginning to peak on their local **Organic Warm Veg** season as their entire lineup is now harvesting in late July.

**Organic Zucchini** from Lady Moon PA is the most robust crop with strong yields and promotional opportunities!

**Organic Green Bell** and **Jalapeño Peppers** began harvests in mid-July as volumes continue to increase weekly through the peak of summer from Lady Moon PA.

Lady Moon PA **Organic Cucumbers** and **Eggplant** will join the lineup during the final week of July with expectations of volumes increasing quickly.

Lady Moon PA local product is expected to be strong in early August across all commodities with promotional opportunities presenting throughout the month. Quality has been top-notch!



### OG TOMATOES

Local **Organic Vine Ripe Round** and **Roma Tomatoes** out of PA have started from King Family Farm, and these tomatoes will be ramping up by the end of July. The **Organic Vine Ripes** will start out as 10lb cases and there will also be 25lb cases available by end of July.

Local **Organic Grape** and **Cherry Tomatoes** from Lady Moon Farms have started in PA with **Organic Grape, Cherry, and Rainbow Cherry Tomatoes**. Rain has slowed down the ripening of **Organic Tomatoes**, causing a slight gap.

Local **Organic Grape Tomatoes** from Amos King in PA and Eastern Fresh Growers in NJ.

**NOTE: Organic Cluster Tomatoes** out of Canada will be ending the crop in July and gapping until the fall. There will be some volume from Mexico.



### OG MELONS

High-quality vine ripe **Organic Cantaloupes** and **Honeydew** continue to be promotable out of the "Westside" growing region in California. **Organic Galia Melons** are also in season.

**NOTE: Organic Seedless Watermelons** are fairly tight overall out of California. Acreage is down because during this time of year, demand falls off. Supplies are sporadic.

Local PA **Organic Watermelons** are expected to start with light availability in early August. So far, the crops look very nice.

**Organic Mini Seedless Watermelon** supplies are improving. Sizing is larger, leading to more availability in 6ct versus the more popular 8ct sizes as crews are into the new fields and getting crown picks. Quality has been excellent from CA and Arizona. Supplies are expected to remain steady.





## OG STONE FRUIT

**Organic Dark Sweet Cherries** will become more affordable and available for the rest of July. Growers have not planned much promotional activity due to the small crop volume, but do now have modest flush of fruit coming to promote. **Organic Rainier Cherries** should finish for the season by the end of July.

**Organic Peaches** and **Nectarines** continue in peak season with excellent quality from California. Stemilt's Artisan Organics program will ramp up in August out of Washington.

California **Organic Plums** and **Pluots** are also in season with excellent demand and quality.



## OG MANGOS

**Organic Mangoes** are in consistent volume for the rest of the summer with promotional opportunities.

**Organic Ataulfo Honey Mangos** from Mexico will be winding down in the next few weeks. Smaller sizing will be more readily available at the end of the season.

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



## OG ONIONS

Locally grown PA **Organic Red** and **Candy Sweet Onions** are now in season!

The first couple arrivals have been looking very nice. **Organic Sweet Onions**, in particular, are great to promote.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** and **Cauliflower** from California are yielding strong supply volumes in mid-July after a few weeks of lighter production. Quality on both commodities is strong, and with increased volume, pricing has begun to fall.

Supply volume from Québec is also increasing and will help drive the price of the overall market down. Expect promotional opportunities on both **Organic Broccoli** and **Cauliflower** in late July.



## OG SWEET CORN

**Organic Bi-Color Sweet Corn** will ramp up from local growers as July continues. Peak season from local PA, NJ, and NY farms will be during much of August.

Expect okay supplies throughout the remainder of July, with volumes quickly increasing in early August, driving cost down and creating promotable opportunities!



## OG GREEN BEANS

Local PA **Organic Green Beans** continue in season with outstanding quality! Promotable pricing and promotional opportunities will be available in late-July.



## OG GREENS

**NOTE:** Local **Organic Kales, Collards, Chards,** and **Dandelion Greens** from Pennsylvania and New Jersey will mostly finish during the final week of July. East coast production will move north with New York and Vermont volumes strengthening in late July.

Supplies from California will also be available as a supplement to the east coast product until Pennsylvania's late summer/early fall season begins.



## OG GRAPES

**Organic Grapes** out of California are in season! Pricing remains consistent across the board on **Organic Red, Green, and Black Seedless Grapes**. So far, the California quality has been outstanding!

**Organic Champagne Grapes** from California are in season now through late August. Did you know the smallest part of the stems on Champagne Grapes are edible? Hold the thick stem and eat the rest.



## OG FRESH FIGS

**Organic Fresh Figs** will be available for the last week of July. This California crop will be in season through early October. The first available varieties will be **Brown Turkey Figs** and **Green Sierra**. The popular **Black Mission** variety will be available in August.





### OG CELERY

**Organic Celery** from California has had promotable prices, outstanding quality, and plentiful in July. Conditions are expected to remain promotable heading into August, with some suppliers expecting to remain promotable until September!



### OG RED BEETS

**NOTE:** Local PA and NJ **Organic Bunched Red Beets** are beginning to wind down for the season. Expect supply volume to resume sourcing from California until local crop returns in the fall.



### OG CABBAGE

PA local **Organic Green, Red, and Savoy Cabbage** continue to yield steady supplies before transitioning to New York grown product.

Local **Organic Napa Cabbage** is still coming from New Jersey in July!



### OG PEPPERS

**Organic Color Bell Peppers** from Canada and Holland remain in steady supplies during late July, with promotional opportunities available to finish the month.

**NOTE:** **Organic Mini Sweet Peppers** are once again limited in supplies, and prices remain elevated in late July.

Local **Organic Mini Sweet Peppers** are expected in early August to help supplement the light supplies from Mexico.



### OG HASS AVOCADOS

Mexico **Organic Hass Avocados** continue with good volumes for the end of July. 48ct and smaller "Flor Loca" fruit is ramping up and prices are dropping weekly. Mexico volumes are expected to be about 20% larger than last year.

Good news! **Fair Trade Organic Hass Avocados** from Mexico will be making a return in the Equal Exchange label for the end of July!

**Organic Hass Avocados** from Peru continue to be available at a discount compared to the Mexican product. Peru is at the height of their season and their oil content is much closer to the Mexican product than usual.

**Organic Green Skin Avocados** from Florida will be available through August.



### OG LETTUCE

**Organic Green Leaf, Red Leaf, and Romaine Lettuce** continues with steady supply volume from Quebec and California, while limited supplies from Vermont are available sporadically. Quality from various growing regions continues to be strong in late July.

**NOTE:** **Organic Romaine Hearts** and **Iceberg Lettuce** from California remain stable, however a few lighter days of harvest, and a couple suppliers having lighter volumes in mid-July, have driven the cost up slightly. This is expected to be short-lived, and pricing will improve in early August. Quebec supplies will supplement California supplies.

- **NOTE:** **Organic Mini Seedless Cucumber** prices have tightened up as many shippers have already started to clean up their crop for July. Quality is excellent, but all of a sudden there isn't a lot of product around heading into the end of July.

- **Organic Euro Seedless Cucumber** prices have come down to promotable levels for the end of July. Quality and availability are outstanding.

## OTHER STORIES

- **Organic Asparagus** prices are reasonable from Mexico through July. Quality has been outstanding as we continue to source most of our product from Alpine in the Hippy Label.

- **ALERT!** **Organic Lemons** continue to be challenging with Argentina and California producing limited supplies, and Mexico not quite ready to begin. Expect supplies to improve in mid-August when everyone is harvesting. Prices will be high until then.

- We are right on the verge of transition into locally grown **Organic Hard Squash**. PA **Organic Spaghetti Squash** is already coming into season the week of 7/25.

- **Organic SunGold** and **Green Kiwifruit** are in full swing, and volumes are excellent for the month of July and into August.

- Yellow-skinned, white flesh **Organic Pitahaya**, and red-skinned, red-flesh **Organic Dragon fruit** will be available in August.





# LOCAL LIST

JULY 22 - JULY 29, 2022



## ORGANIC

### 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

### Flaim Farm - Vineland NJ

40488 - OG Beets Red Bunched 12 ct

40510 - OG Bok Choy PREM 35 lb

40513 - OG Bok Choy Baby PREM 20 lb

40548 - OG Cabbage Green PREM 45 lb

40454 - OG Cabbage Red PREM 45 lb

40684 - OG Chard Green 12 ct

40682 - OG Chard Rainbow 12 ct

40685 - OG Chard Red 12 ct

40671 - OG Greens Collard 12 ct

40672 - OG Greens Kale 12 ct

40889 - OG Greens Kale Lacinato 12 ct

40676 - OG Greens Kale Lacinato 24 ct

40897 - OG Spinach Bunched 12 ct

40900 - OG Spinach Bunched 24 ct

219525 - OG Herb Mint 12 ct

### King Family Farm - New Holland, PA

40548 - OG Cabbage Green PREM 45 lb

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

10155 - CV Blackberries 12/6 oz

222142 - CV Blueberries Sweetest Batch 8/11 oz

### 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

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





# ZESPRI KIWIFRUIT DISPLAY CONTEST

## AUGUST 1 - AUGUST 29, 2022

Four Seasons Produce has partnered again with Zespri to bring you a "golden" opportunity to get some "green" in the registers! Kiwifruit, both green and gold, are very promotable with amazing quality, and ready to be the centerpieces in your next awesome display! Have fun, get creative, and let's get the kiwi fun started with a chance to win some awesome prizes!

### CONTEST CRITERIA

- Build a super cool display that even a kiwi bird would have been amazed with! All fruit must be the Zespri label and purchased through Four Seasons Produce. We will have both conventional and organic bulk kiwi and packaged kiwi.
- Utilize the super high graphic Zespri display bins and point of sale signage in your displays. Signage will be available through your Four Seasons Sales Rep or Merchandiser. Bins are super high graphic and will look awesome in your displays!
- All display must remain up in your department for at least one week.
- All display photos must be submitted to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, September 2, 2022.

Also, while not a requirement, use of social media is a great way to get product info out to your customers.



### CONTEST PRIZES

(Prizes will be awarded based on creativity, overall eye appeal and use of Zespri point of sales signage)

**1<sup>ST</sup> PLACE**  
**\$500 Gift Card**



**2<sup>ND</sup> Place - MOUNTAIN BIKE**

**3<sup>RD</sup> Place - SMART WATCH**

**4<sup>TH</sup> Place - CHROMEBOOK**

**5<sup>TH</sup> Place - BLUETOOTH SPEAKER**

**4 HONORABLE MENTIONS - \$50 GIFT CARD**



228266 - CV Kiwi NZL 36 sz 102 ct Volume Filled  
225074 - CV Kiwi 12/1 lb Zespri Clamshell  
224710 - CV Kiwi Sungold NZL 13 lb 27 sz 44 ct  
224712 - CV Kiwi Sungold NZL 8/1 lb Clamshell

228305 - OG Kiwi 36-39 sz 102/115 ct Volume Fill  
225078 - OG Kiwi 12/1 lb Zespri Clamshell  
208486 - OG Kiwi Sungold NZL 13 lb 22/25 sz 37/41  
224713 - OG Kiwi Sungold NZL 8/1 lb Clamshell

228487 - POS Display Bin Zespri Sungold  
225669 - POS Display Bin Zespri  
231310 - POS Display Bin Sungold Organic



### PRODUCT CODES



PHONE: 1.800.422.8384

www.fsproduce.com







# 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](mailto: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](http://www.fsproduce.com)







# VIDALIA SWEET ONIONS DISPLAY CONTEST WINNERS

## May 2 - May 30, 2022

Four Seasons Produce again partnered up with Stanley Farms to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season was finally upon us and your customers were definitely looking for these precious gems from the south. With so many amazing displays throughout the month check out some of the winners below. Thank you to everyone who participated in this contest!

1<sup>st</sup>



### FIRST PLACE WINNER!

Weavers Farm Market - Morris, NY



2<sup>nd</sup>



### SECOND PLACE

Common Market - Frederick, MD



3<sup>rd</sup>



4<sup>th</sup>



5<sup>th</sup>



### THIRD PLACE

River Valley Co-op - Easthampton, MA

### FOURTH PLACE

Dutch-way Farm Market - Gap, PA

### FIFTH PLACE

Saubel's Markets - Shrewsbury, PA



1.800.422.8384

[www.fsproduce.com](http://www.fsproduce.com)





# 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.



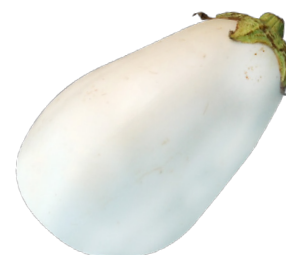
## GRAFFITI EGGPLANT

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.



## T&A ARTISAN LETTUCES AVAILABLE AT FOUR SEASONS PRODUCE!



CODE: 231295



CODE: 230089



CODE: 230089



CODE: 230091



# SPECIALTY MELONS

These melon varieties, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE EACH OR BY THE POUND.  
FOR ORGANIC, THERE IS A "9" BEFORE THE PLU.

## GALIA



PLU: 4326

ROUND SHAPE,  
RICH AROMA,  
SWEET MELON FLAVOR

## ORANGE FLESH HONEYDEW



PLU: 4327

THIN SKIN,  
CREAMY FLESH

## CANARY



PLU: 4317

FIRM,  
LIGHT-GREEN FLESH,  
SWEET AROMA

## CRENSHAW



PLU: 4322

RICH, GOLDEN-PINK  
FLESH, PERSIAN  
MELON FLAVORS

## SUGAR KISS MELON



UPC: 8 57420 00615 1

SUPER SWEET,  
SOFT, ENJOYABLE  
EATING EXPERIENCE

## SUMMER KISS MELON



UPC: 8 57470 00613 7

SWEET BUT NOT  
OVERBEARING,  
MELLOW, AND CREAMY

## TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3

RICH, BRILLIANT  
ORANGE COLOR,  
"JUST RIGHT" SWEETNESS

## HAMI



PLU: 4375

SWEET & CRISP,  
CHINESE STYLE  
CANTALOUPE



# CONVENTIONAL MARKET NEWS

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## LOCAL EGGPLANT & SQUASH SEASON!



Time to highlight those grilling, eggplant parm, zucchini bread, ratatouille, and other **Eggplant** and **Zucchini** recipes! It is peak season for these veggies in prime mid-Atlantic growing regions.

**Eggplant** prices have started to come down with local product out of NJ ramping up in production and PA starting by August. Quality has been excellent, and there is plenty of volume. Best of the season product will be available through early September.

Local Flaim Farms/Panther brand from NJ has their beautiful varieties now in season: **Graffiti, Italian, & Sicilian Eggplant**.

Local **Green Squash** from PA will continue to arrive with outstanding quality, along with product from NJ and DE. Markets are seeing bottom pricing as there is an abundance of squash out there.

**Yellow Squash** markets are seeing promotable pricing as availability has increased from NJ, DE, and PA. All local produce has arrived with outstanding quality.

Both **Green** and **Yellow Squash** should be a flush of product from now through September as multiple plantings are overlapping.



### CV BERRIES

**Blueberries** are beginning transition... British Columbia **Blueberries** haven't really started with strong harvests yet, but it is coming, and once it hits, expect a good amount of volume to be available. Quality on the early fruit has been good, including on the 18oz family packs.

For the most part, New Jersey growers are winding down for the season. One exception is a special late variety from **NJ Driscoll's** growers that will be offered in the 8/11oz **Sweetest Batch Blueberries** pack starting 7/25 through mid-August.

**Strawberries** remain promotable. There was a small flush to push, leading to some deep discounts, but that was an in and out deal and prices will come back up to a more usual level. Quality out of California has been excellent, and supplies are steady.

**Blackberries** volumes are fairly snug. Big volume is expected in early August but until harvests begin, expect tighter supplies. We are pulling majority local New Jersey **Blackberries**, and quality has been very nice.

**ALERT! Raspberries** are extremely short and demand has been very strong. California harvests are down due to heat and unforeseen shortcomings. Prices are going up to slow down demand.



### CV MELONS

An excellent assortment of peak season **Specialty Melons** is now available to add color, flavor, & aroma:

- **Heirloom** and **Tuscan Cantaloupes** with deep ribbing and full lope flavor
- **Orangedew, Canary, Galia, Hami, Santa Claus** "old world" varietal melons with a mix of tastes and textures.
- **Summer Kiss, Sugar Kiss, and Limon Kiss Melons** with super-sweet taste

Top-quality and brand **Cantaloupes** and **Honeydews** continue in peak season from the "West-side" growing region of California.

Georgia **Athena-style Bin Cantaloupes** are finishing for the season and will transition into local Maryland grown fruit the week of 7/25.

**ALERT! Watermelons** are extremely light in volume for late July. There is a rocky transition period hitting, and it is lingering.

Local **Watermelons** from DE, MD, and PA are all late to start the season. The NC region was dry and then got hit with flooding rains, leading to farms sitting out until fields totally dried up. Expect tight availability for the rest of the month. August should be better.



### CV TOMATOES

Lancaster County, PA local premium field-grown under hoop house **Heirloom Tomatoes** are in peak season from Cedar Meadow Farms. True **Heirlooms**, like these, are a softer tomato and are pricier than the greenhouse grown **Heirloom**, but will be the best tasting ones available this summer.

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

Local **Vine Ripe Tomato** prices are expected to stay steady for the end of July. Product is available from DE, with NJ and PA starting by late-July. Alabama Slammers are also available.

**Roma Tomato** prices are expected to remain steady into the end of July. Supplies will remain steady. We should start to see some local **Roma Tomatoes** by the end of July out of PA.

**Snacking Specialty Tomatoes** from NatureSweet will be promotable through July and into August with promotions of different varieties.





## CV GRAPES

Fresh California **Seedless Grape** supply is great on all colors with **Greens** having the most volume, so look for promotable pricing on **Greens** in the upcoming weeks. Quality on the California fruit is outstanding so far.

**Thomcord** and **Champagne Grapes** are now in season.

We will still be promoting **Cotton Candy Grapes** out of Mexico until new crop starts from the The Grapery in California in early August.



## CV CHERRIES

**Dark Sweet Cherry** supplies are finally in good shape. Even though the total season is seeing less volume, late July will be the one time that things will be promotable. When August starts, growers will transition to their high elevation orchards, and prices will go back up.

**Rainier Cherry** volumes are starting to wind down, so promote this variety while you can if you have the customer base for it.



## CV POTATOES

New Jersey Fresh 10/5lb **Red** and **White Potatoes** are now available and in season for the summer!

Eastern 10/5lb **Gold Potatoes** got started out of Virginia. That product is in at a nice steep discount over the Green Giant product.

We are still rolling along with the Prince Edward Island bag **Russet Potatoes**. Pricing has pushed up slightly due to russets in other regions being tight.

**NOTE:** Green Giant **Russet Potato** bags continue to be a challenge with Idaho product virtually gapping until new crop is available.

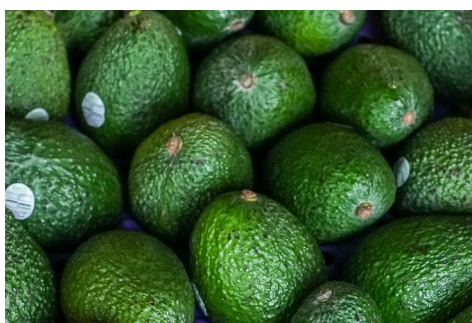


## CV BROCCOLI & CAULIFLOWER

Quebec, California, Maine, New York, and Pennsylvania are all starting to flush with **Broccoli Crowns**. Pricing is now in a promotable spot out of all regions and quality is strong.

Quebec and Maine **Bikini-cut Cauliflower** is in plentiful supply with beautiful quality. Promote!

**Cello Cauliflower** from all regions is abundant, and prices are affordable.



## CV HASS AVOCADOS

For the first time in a while, **Hass Avocado** production outpaced demand. Pricing is finally easing down.

The Mexican "Flor Loca" season is expected to be larger than 2021, and Peru and Columbia are both importing high volumes of fruit into the marketplace, causing prices to plummet. Fruit will be promotable especially out of South America.



## CV MANGOS

**Mango** volumes will be steady for August. **Tommy Atkins** (red blush skin, fibrous flesh) variety will give way to the **Kent** (green skin, creamy flesh) variety out of Mexico. This is a good time to promote **Round Mangos**.

**Ataulfo Honey Mangos** will be winding down in early August.



## CV KIWIFRUIT

**SunGold** and **Green Kiwifruit** continue to be in good supply and will continue to be for the month of August.



## CV SWEET ONIONS

We will make the transition from Georgia **Vidalia Sweet Onions** over to locally grown **PA Simply Sweet Onions** the week of 7/25.



## NEW CV DOLE CHOPPED SALADS

Four Seasons is adding three new **Dole Chopped Salad Kits** to our offerings: **Double Dill**, **Tropical Thai**, and **Maple Pecan**





## CV SWEET CORN

**Sweet Corn** became limited the week of 7/18, but looks to rebound the week of 7/25. Product is mainly coming out of local Delaware, New Jersey, and Pennsylvania farms. Quality has been excellent and demand has been strong. Bins and cartons are available.



## CV LETTUCE

**Cello Iceberg Lettuce** and **Romaine Hearts** quality is starting to get better out of Quebec, but they are still experiencing lower volume yields.

Out in California, there's not a ton of volume on **Iceberg Lettuce**, so those prices are a little high, while **Romaine Hearts** are more promotable.



## CV ASPARAGUS

**Asparagus** prices are expected to increase as we head into the end of July. Mexico and Peru are winding down and availability is becoming more limited, but quality has been good.



## CV PEPPERS

**Green Pepper** prices will start to ease as we head into the end of July. We will continue to source local product from NJ and PA. Growers are into their very nice crown picks, so size and freshness are good.

Local **Chili Pepper** varieties will be arriving out of NJ and PA, and will start rolling in now and 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.

15lb **Elongated Sweet Red Pepper** prices will remain steady as the demand is strong. First crop California picks were harvested, and product will be arriving the week of 7/25! Quality is excellent.

**NOTE:** Mini Mix Sweet Pepper prices remain high as we transition into different crops and are in a gap. This market is not expected to ease until middle of August.

- 12ct **Jumbo Artichokes** are readily available with promotional opportunities for the rest of July.

- **NOTE:** Pineapples will be tighter for the end of July. Prices will be up just a bit.



## CV CITRUS

Import **Mandarin** prices are dropping. We will see promotable pricing through August with great quality. The summer "Halos" season will start the first week of August.

The **Grapefruit** crop remains strong, and looks to go through August. Quality is great on all options out of California.

**Limes** are in great supply for July, and prices remain promotable 150's and 230's.

**Lemons** remain in okay supply out of California. Peak sizes right now are 115's and 140's. We remain in California but have import options at a value with really strong quality and color.

**Navel Oranges** are finished out of California. We are offering Import fruit at promotable pricing with outstanding quality on 56ct, 72ct, 88ct, and 9/3lb options.

**Valencia Oranges** continue in 56ct, 88ct, and 113ct, and we will have a 10/4lb bagged option available for late July. Larger fruit will get tight for the rest of July.

Import **Cara Cara Oranges** and **Minneola Tangelos** are available.

## OTHER STORIES

- Sleeved **Celery** remains readily available, and pricing is holding steady.

- **Green Beans** are tightening slightly and expected to stay steady toward the end of July. There's plenty of local product out of NJ and PA. Quality and availability have been excellent.



## CV STONE FRUIT

Eastern and Western **Stone Fruit** is in excellent supply, and great quality should be expected for late July and much of August.

New Jersey is now rolling with **Yellow** and **white Peaches**, along with **Yellow Nectarines**. Prices are coming down to more affordable levels since growers did not plan many ads for this time in July. Four Seasons will have 2-3/4" and 3"+ Jersey Fresh fruit.

From California, we have a full complement of premium 2-layer fruit in the "Prima" brand on **Peaches**, **Plums**, and **Nectarines**. Volume-filled fruit is also available at a more promotable price per pound.

Specialty offerings from "Family Tree Farms" include **Midnight** and **Purple Rose Apriums**, **Flavor Gator Mottled Pluots**, **Plumogranate Black Pluots**, and **Gold Rush Green Pluots**.

**Verry Cherry Plums** will be available through late July. Then in August, a **Cherry Plum Pluot** will come into season.

- **Super Select Cucumber** prices have come down a bit as there is plenty of local product to grab coming out of NJ and PA. Quality is outstanding.

- **Euro** and **Mini Seedless Cucumbers** continue to tighten up out of Canada.