



ORGANIC MARKET NEWS



JULY 21 - JULY 28, 2023

ABUNDANT ORGANIC BLUEBERRIES



GOOD NEWS! Organic Blueberry prices remain promotable on 12/1 pints and 12/18oz clamshells. We'll see fruit coming in from the Pacific Northwest, and volume is plentiful. Quality has been solid offering great deals for consumers at sharp price points into the second week of August! New Jersey fruit is now finished for the season.

Organic Blackberry prices remain steady as production continues from California and **LOCAL** New Jersey. NJ growers are expected to last until the end of July, pending weather conditions. CA growers will be steady and production is expected increase as we get into early August, leading to more promotable pricing and availability.

NOTE: Organic Strawberry prices have jumped up very quickly. California farms are seeing lower yields as the season starts coming to an end. Quality has been very nice, but expect higher pricing and lighter supplies headed into late summer.

ALERT! Organic Raspberries will be extremely limited as quality issues continue to cut orders short. Expected shortages and limits as growers work through this challenging season.



OG MELONS

GOOD NEWS! Organic Cantaloupes and Honeydews are in full swing from the San Joaquin Valley of California. Promotional opportunities will be available now through August, and quality is the best of the season.

Organic Galia and **Hami Melons** are in season from California and full of flavor!

Organic Watermelons continue to be available out of California. Quality has been very nice but pricing is much higher due to freight and overall higher production costs.

Organic Black Rind Seedless Watermelons are available by request out of North Carolina.

Organic Mini Watermelons remain available from California and Arizona. Quality has been excellent overall, and fruit is eating excellent.



OG GREENS & LETTUCES

LOCAL Organic Kales and Collards remain in steady supply from Lady Moon Farms in Pennsylvania.

Other **LOCAL** growers in PA and NJ will begin to slow down with their **Organic Greens** in late July, but then they will return in September. **LOCAL** New York production begins to increase.

LOCAL Organic Leaf and Romaine Lettuce in Pennsylvania has fully finished. **LOCAL** Product in New York, Vermont, and Quebec are all in season. Expect consistent supplies and strong quality in late July.

Organic Romaine Hearts and **Iceberg Lettuce** from California have strong volumes and excellent quality. Look for promotional opportunities in late July. Quebec production will supplement California supplies at a comparable cost, unless the heavy rains from 7/20-21 hurt the crop of delay harvest.



OG MANGOS

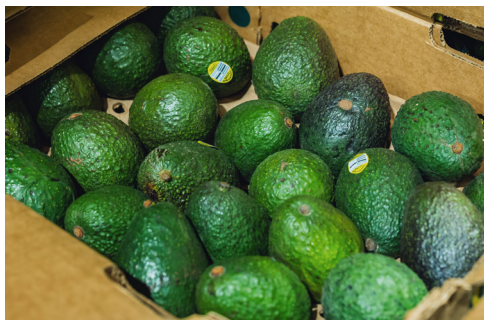
GOOD NEWS! Organic Round Mangos continue to be promotable.

Organic Ataulfo Honey Mangos will be more limited through the end of the month, with larger sizes being tighter.

Crespo Organics is also beginning to offer 3 new varieties of **Specialty Organic Mangos** in the US marketplace:

- Yellow "Nam Doc Mai" variety
- Yellow skinned "Malikka" variety
- Green Thai Mango known as the "Kiew Savoy". The green "Kiew Savoy" is eaten when the flesh is hard to firm and resembles a crunchy apple when eaten.

All 3 varieties will be very limited to start.



OG HASS AVOCADOS

Organic Hass Avocado volumes rebounded just a bit from Mexico as growers began to harvest “Flora Loca” season fruit.

California fruit is available to help keep up with demand.

Small amounts of Peruvian **Organic Hass Avocados** are available in the marketplace.



OG TOMATOES

LOCAL Organic Grape, Cherry, and Rainbow Cherry Tomatoes from Lady Moon Farms have started out of Pennsylvania.

LOCAL Organic Vine Ripe Tomatoes are delayed in starting, and now are not expected to ramp up until the end of July into early August.

LOCAL Organic Heirloom Tomatoes have just begun out of Amish grower crops in Ohio and Pennsylvania! Peak season will be August.

Organic Roma Tomato prices are firming with an unexpected gap until local PA crops get started.



OG KIWIFRUIT

Now is the time to promote Zespri **Organic Green** and **SunGold Kiwifruit** from New Zealand while availability and quality are at peak through August.

Four Seasons will be kicking off the annual Zespri Kiwifruit Display Contest during the month of August! A full complement of volume filled and clam-shell options will be available.



OG CABBAGE

LOCAL Organic Cabbage remains in steady volume from Pennsylvania. As August approaches, production in PA will slow and New York and Vermont will begin. Volumes should remain steady throughout the summer.



OG LOCAL SWEET ONIONS

Lancaster County, PA **Organic PA Candy Sweet Onions** are in full swing from our **LOCAL** grower, Christ King and Sam Zook! This is a great item to promote with good availability



OG CELERY

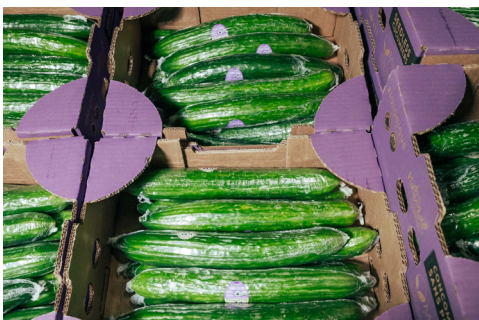
Organic Celery from California has begun to improve in both volume and quality. Expect steady availability throughout the remainder of July. Pricing will still not be promotable in July, but it will gradually improve as volumes increase in August.



OG GRAPES

Organic Grapes from California are kicking off for the season with mostly Reds to start. We'll see “Flames” on the **Reds** initially, and the **Greens** will begin to load the final week of July.

GOOD NEWS! **Organic Cotton Candy Grapes** from Mexico will be abundant and promotable for the rest of July!



OG HOTHOUSE CUCUMBERS

Organic Euro Seedless Cucumbers will be promotable into the end of July out of Canada and Mexico. Quality is outstanding.

NOTE: **Organic Mini Seedless Cucumbers** in the tray and bags have tightened, and there is a spike in pricing out of Canada.



OG LOCAL WARM VEG

LOCAL Organic Warm Vegetables are coming into full season in Pennsylvania and New Jersey.

Expect steady supply volume on **Organic Cucumbers, Eggplant, Green Peppers, Summer Squashes, and Specialty Peppers**. Promotional opportunities will be available in late July and August.



OG HARD SQUASH

We will start the transition over to **LOCAL** Pennsylvania grown **Organic Hard Squash** in late July from Central PA Produce.

By August, **Organic Delicata**, **Spaghetti**, and **Acorn Squash** will have started, and then, **Organic Butternut** and **Kabocha Squash** will follow. **Organic Squash** will have promotable pricing across the board.



OG GREEN BEANS

The **LOCAL** Pennsylvania **Organic Green Bean** season is beginning with strong volume in only its second week of harvest.

Late July will bring high volumes and promotional opportunities.



OG CAULIFLOWER

GOOD NEWS! **Organic Cauliflower** from California is yielding strong volumes and excellent quality. Promotional opportunities will be available in late July.



OG CITRUS

California **Organic Valencia Orange** prices are starting to increase due to a smaller crop. Expect some sporadic out of stocks.

Organic Grapefruit remain very sporadic with seasonal quality.

NOTE: **Organic Lemon** supplies remain very tight out of Argentina with sporadic arrivals. Mexico has not started yet, but they expect to in August, and California is expected to begin again in September.

NOTE: **Organic Limes** continue to be challenging with lighter color and blanching to be expected. Prices continue to rise.



OG STONE FRUIT

Organic Yellow & White Peaches and **Nectarines**, continue in peak season from California with excellent quality. Stemilt is starting their Artisan Organic **Peach** and **Nectarine** program at the end of July from Washington as well.

California growers are running into abundant harvests on **Organic Red** and **Black Plums** for late July. Pricing will become more affordable for late July and early August.

Organic Verry Cherry Plums and **Pluots** remain in steady supply.

LAST CALL! Washington **Organic Rainier Cherries** have finished for the season, and **Organic Dark Sweet Cherries** will finish by the end of July.

LAST CALL! California and Washington **Organic Apricots** will finish for the season here in late July.



OG BROCCOLI

GOOD NEWS! **Organic Sweet Baby Broccoli** and **Broccoli Rabe** have strong volume and promotional opportunities.

GOOD NEWS! **Organic Broccoli** from California continues to improve in availability and pricing. Expect both bunches and crowns to have consistent availability in late July. With improved volume, pricing is becoming promotable to increase demand.

Canadian grown **Organic Broccoli** from Quebec will supplement California supplies.

OTHER STORIES

- Organic Garlic** will be transitioning from Argentina to Mexico. California grown **Organic Garlic** will be available in late July or early August.

- Organic Cosmic Crisp Apples** will finish by the end of July and then we will gap until November or December. **Organic Fuji** and **Granny Smith Apples** will transition from domestic to import supply here in late July.

Organic Gala Apples have transitioned to imports, and excellent supplies are available with promotional opportunities.

- NOTE:** **Organic Black Mission Figs** from California will gap for the end of the July, and will return sometime in early August for the fall.

- NOTE:** Code 40397 – **Organic Rainbow Carrots** 24/2lb bags are gapping but expected back in stock in mid-August.

- Organic Red, Orange, and Yellow Bell Peppers** remain in steady supply for July. Quality is strong, while pricing and availability remain consistent.



HOMEGROWN
ORGANIC FARMS®



HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

It's time for another super fun, volume driving display contest brought to you by Four Seasons Produce and Homegrown Organic Farms! This exciting contest is all about one of the highest tonnage categories in the produce department—GRAPES!! We are headed full steam into the California season and fruit quality and color is forecasted to be outstanding all season so it is a great time to promote organic grapes and drive sales and category growth.

CONTEST CRITERIA

- Build a BEAUTIFUL display of organic grapes in your produce department using the Homegrown Organic Farms label. ALL fruit MUST be purchased from Four Seasons Produce.
- Must carry three (3) grape SKUs in order to qualify. We will have reds, greens, blacks, Thomcords and champagnes all in the Homegrown label for this contest.

Grape Codes:

- 42682** OG Grapes Black PREM 19 lb
- 43885** OG Grapes Green PREM 19 lb
- 43878** OG Grapes Red Seedless PREM 19 lb
- 43725** OG Grapes Champagne 16/1lb
- 43573** OG Grapes Thomcord 20/1lb



- Must purchase a total of 10 cases of grapes during the contest period.
- Displays must show the Homegrown Organic Farms branding.
- All displays must remain up for at least one week.
- Send all display contest photos to contests@fsproduce.com by Thursday August 31, 2023



About the Homegrown Organics and EFI partnership:

"Growing our fruit is not possible without the care and passion of our employees and farmworkers. We are proud to partner with Equitable Food Initiative (EFI) to provide transparency, innovation, and progress in the workplace. The EFI label is rooted in forward-thinking ideas ensuring the worker are treated well, compensated fairly, and engaged to identify problems and solutions that prevent food safety issues."

LARGEST DISPLAY MOST CREATIVE BEST SMALL STORE

- | | | |
|-----------------------|-----------------------|-----------------------|
| 1ST - \$400 gift card | 1ST - \$400 gift card | 1ST - \$400 gift card |
| 2ND - \$300 gift card | 2ND - \$300 gift card | 2ND - \$300 gift card |
| 3RD - \$200 gift card | 3RD - \$200 gift card | 3RD - \$200 gift card |



Every qualified entry will receive a Four Seasons Produce/ Homegrown Backpack! So everyone is a winner with this SUPER sweet entry prize!



Time to get your grape on and build some fantastic displays of Homegrown Organic Farms Grapes! Talk with your Four Seasons Sales Rep or Merchandiser for display tips and ideas!



PHONE: 1.800.422.8384

| www.fsproduce.com





Driscoll's BIG Pack Blueberry Promotion July 31 - August 12, 2023

WHO'S READY TO SELL SOME BLUES?!

Blueberries from the Pacific Northwest are in and SUPER promotable, so we are going to celebrate and have a Blueberry Block Party! Four Seasons Produce has teamed up with Driscoll's berries to bring you a BIG promotion on a BIG tonnage category! BIG pack 18oz Driscoll's Blueberries are primed and ready to rock the counters and displays in your produce department. Bigger packs of blues mean bigger rings of "green" at the register. These BIG packs of fruit look dynamite in your regular berry sets and even better in larger off counter displays. BIG displays of these BIG packs of blues will lead to BIG sales!



Product Code:

230373 CV Blueberries 12/18 oz Driscoll's



Product Code:

225850 OG Blueberries 12/18 oz Driscoll's

We also have some Driscoll's Blueberry POS posters available - really nice with razor sharp graphics!



BUILD A BASKET!

Blueberries offer great opportunities to build a bigger basket in your department and store. Blueberry shoppers also cross category shop with other berries in your section. Be sure to have plenty of variety of other berries and pack sizes on hand in your berry patches! Other great tie in items for blueberries include granola for that perfect breakfast and sugar, flour, baking soda to suggest making those awesome blueberry muffins!! Build a basket and build your sales!

Signage highlighting freezing for future use is also a great way for shoppers to pick up some additional packs!

For pricing info, point of sale posters or display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384 | www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

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 an amazing kiwi display that would get high marks from the kiwi bird themselves! ALL fruit MUST be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged kiwi.
- Both green AND gold kiwi must be in your display in order to qualify for entry.
- Utilize the super high graphic Zespri bins and point of sale signage in your displays. Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri bins are high graphic and will look amazing in your departments! Bin codes are found at the bottom.
- All displays must remain up for at least one week.
- Email your display contest entry photos to contests@fsproduce.com by Thursday August 31st 2023

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



For kiwi display tips and ideas,
please contact your Four Seasons Produce Sales Rep or Merchandiser



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

CONTEST PRIZES

(prizes will be awarded based on overall eye appeal and use of Zespri point of sale signage and bins)

Grand Prize

Best Overall Display--\$500

Most Creative:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best All Organic:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best Small Store Display:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Entry Prize

Everyone's a winner! Each qualifying entry will receive TWO Zespri T-shirts just for entering (Sizes may vary)

PRODUCT CODES

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



**For kiwi display tips and ideas,
please contact your Four Seasons Produce Sales Rep or Merchandiser**



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| www.fsproduce.com



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/HONEY KISS MELON



HAMI
PLU: 4375
HONEY KISS
PLU: 3623
UPC: 8 57470 00618 2
SWEET & CRISP,
CHINESE STYLE
CANTALOUPE



CONVENTIONAL MARKET NEWS

JULY 21 - JULY 28, 2023

MELON PEAK SEASON BEGINS



GOOD NEWS! We are in peak season for premium **Cantaloupes** and **Honeydew** from Firebaugh, California. Pricing will be promotable for late July and much of August. Quality is top notch! Much of our supply will be with the famous "Peacock" and "King of the West" labels from Turlock fruit.

Specialty Melons are also in season from the San Joaquin Valley of California! **Orange Honeydew, Canary, Galia, Golden Dew, and Hami Melons** are all available with excellent quality! These can be sold by the pound or the each.

Watermelons remain steady overall. Fruit is coming in from North Carolina and **LOCAL** Maryland right now. **LOCAL** Delaware growers are slowly scratching their fields but expect better production to start in late July. **LOCAL** Pennsylvania growers are also expected to start by the beginning of August for their short season. Quality has been very nice on new fields.



CV GRAPES

GOOD NEWS!

New crop California **Grapes** from the Delano, CA region are off and running for the season, and our first arrivals are coming in with excellent quality.

"**Ruby Rush**" and "**Passion Fire**" will be the **Red Grape** varieties on premium California fruit, while "**Sugar Drops**" and "**Honey Pops**" will be the **Green Grapes** for late July. Get ready for some awesome, large size, sweet, new crop California **Grapes**!

There are still price-value opportunities on Mexican **Grapes** in the marketplace. The Mexican crop started late and will end late, causing an overlap with the California season. Great promotable opportunities are available on large Mexican **Green** and **Red Grapes**!

Cotton Candy Grapes from Mexico will be priced at the lowest levels of the season to help move the abundant (and late) crop before the California harvests begin. Late July and early August will be a great time for ads and in-store specials.



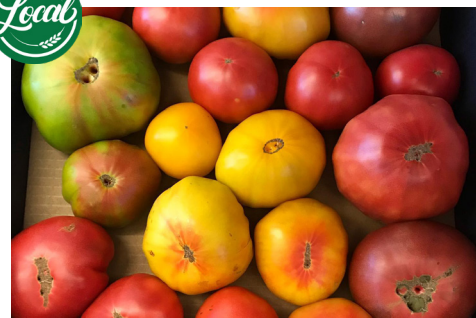
CV BERRIES

GOOD NEWS! **Blueberries** are very promotable for the rest of July and early August on pints and 18oz packs. British Columbia and Michigan production remains strong, and volume continues to increase. Quality has been very nice. There are some great deals available to pass on to consumers to really move some volume!

Driscoll's **Blackberries** have been eating like candy, offering a great eating experience for consumers. Production is expected to ramp up in early August, leading to more promotable availability and pricing.

NOTE: **Strawberry** prices spiked very quickly as growers yields have fallen short. Cold temps last month really affected yields creating a gap. Quality has been nice but expect higher markets and production to steady out. Expect possible pro-rates and shortages.

ALERT! **Raspberries** are extremely tight and limited. Quality has been an ongoing issue, hampering availability. California production has been impacted from the weird weather patterns this season. Mexico production really isn't expected to start with any kind of volume until late August or early September.



CV TOMATOES

LOCAL Heirloom Tomatoes are starting to roll in, and quality is expected to be outstanding! Our Lancaster County, PA grower, Cedar Meadow Farms, has just achieved Regenerative Certification for their farming operations.

Greenhouse Heirloom Tomatoes have been steady out of Canada.

Vine Ripe Tomato availability has been a struggle with the East Coast having limited yields. **LOCAL** Jumbo 25lb has been our main supply out of Delaware. North Carolina has been struggling to keep up with any demand, and **LOCAL** New Jersey is slow to start. **LOCAL** Pennsylvania is starting in a very small way and will increase in volume by August.

LOCAL Lancaster County, PA **Grape Tomatoes** have begun and will make up most of our supply headed into August.

Roma Tomatoes are unexpectedly gapping. NC is struggling due to rain. **LOCAL Roma Tomatoes** have started in a small way. There is still product out of Mexico but not enough to soften demand.

Cluster Tomatoes stayed promotable but we are expecting a shift in the market by August.



CV LOCAL SWEET ONIONS

We will switch over from Vidalia Onions to **LOCAL PA Simply Sweet Onions** here in late July.

14/3lb bags and 40lb jumbos will begin the week of 7/24.



CV EGGPLANT

LOCAL Eggplant is struggling to get started out of New Jersey. Growers are experiencing lower yields than expected. South of NJ has better availability but feels the demand and is more expensive. The market is firming, but this should be short lived until local season kicks in stronger.



CV SWEET CORN

LOCAL Sweet Corn prices continue to fall now that production is ramping up.

Bins and crates will be readily available and promotable out of New Jersey, Delaware, and Pennsylvania for the rest of July and into August.



CV MANGOS

Round Mangos have passed the mid-way point of the season for Mexico as the crop is beginning to size larger and shifting away from 10 and 12ct smaller sizing. We will see that shift continue through the end of the season.

The **"Pango Mango"** label from Puerto Rico continues in season.

NOTE: Ataulfo **Honey Mangos** are tightening considerably as growers are beginning to wind down production. Pricing has begun to go up.



CV KIWIFRUIT

Premium Zespri **Green** and **SunGold** Kiwifruit from New Zealand will be in peak supply and quality during August.

Fruit volume is ample in all sizes and varieties, and it will be a great time to promote with big displays as part of the Four Seasons Display Contest.

Ask your rep about point of sale materials and display bins!



CV PINEAPPLES

NOTE: Pineapple supplies remain tight. Expect prices to remain high for the rest of July and into August.

NOTE: Del Monte's **HoneyGlow Pineapples** and Dole's **Golden Selection Pineapples** will be extremely limited through August.



CV PEPPERS

GOOD NEWS!

LOCAL Jumbo Green Bell Peppers are now primarily out of New Jersey. Pricing is promotable and is expected to remain that way.

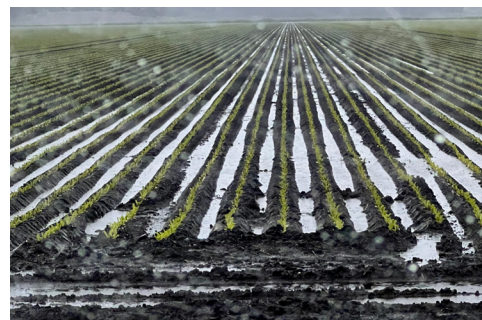
11lb **Hothouse Red, Orange, and Yellow Bell Pepper** prices continue to flow in steadily and will remain promotable from Nature Sweet into August.



CV LOCAL VEG

LOCAL Baby Bok Choy, Bok Choy, Napa Cabbage, Squash, Cabbages, and Cucumbers are available out of New Jersey and Pennsylvania.

Availability fluctuates as PA and NJ experience hot weather accompanied with little to no rain, or nonstop rain!



CV LETTUCES

NOTE: Iceberg and Leaf Lettuces pricing will be on the rise since the Quebec growing region got slammed with heavy rains on 7/20-7/21. Many growers in California have cut back production to account for the Quebec deal.

Romaine Hearts will be a little slower to jump up, while **Iceberg Lettuce** is quicker to rise in price.



CV "SWEETEST BATCH" BERRIES

Driscoll's "Sweetest Batch" Blueberries are in season with **LOCAL** product from New Jersey on a special variety with great size, quality, and flavor.

"Sweetest Batch" Blackberries are gapping but there will be some "Sweetest Batch" Raspberries and Strawberries from California.



CV HASS AVOCADOS

Hass Avocado supplies are ample for 60ct and smaller fruit, while 48s and larger continue to be tighter. "Flora Loca" crop fruit out of Mexico is just starting, and that fruit is on the smaller side and are projected to remain so for a few weeks. This will cause demand for larger fruit to be great, and drive prices upward.

Peru and Columbia continue to offer a cheaper alternative to the Mexican fruit. That said, there is much less product coming from Peru this year than last, which is keeping the overall pricing higher.

- Washington **Cosmic Crisp Apples** are winding down fast and are expected to completely finish for the season in mid-August.
- **Asparagus** prices are dropping slightly and is expected to do so into August. Peru continues to be challenged with low yields, and Mexico starts with some new fields.



CV GREEN BEANS

Green Bean prices have dropped as we kick off **LOCAL** season with beautiful quality out of Central Pennsylvania. Time to promote!



CV STONE FRUIT

GOOD NEWS! Washington **Dark Sweet Cherries** remain plentiful with promotional opportunities on large sizing through the end of July. Supplies will continue well into August with higher elevation fruit.

Rainier Cherries, on the other hand, will end earlier than expected by the beginning of August.

California **Yellow & White Nectarines** and **Peaches**, as well as **LOCAL** Pennsylvania and New Jersey **Peaches**, remain in steady peak season supply.

Apriums, **Plumcots**, and **Pluots** continue in season with varieties changing often. Varieties for late July will include "Midnight Rose", "Crimson Rose", "Plumogranate", "Amber Jewel", "King Midas Yellow", and "Dapple Jack"/"Dapple Fire".

Red and Black Plums, along with "Verry Cherry" **Plums** remain in good supply. "Nectarpie" **Flat Nectarines** and **Donut Peaches** are in peak season.

NOTE: **Apricots** are winding down for the season.

OTHER STORIES

- 12ct and 24ct **Artichokes** are readily available.
- **Brussels Sprouts** pricing has started to go back up as demand pulled stronger than availability.
- **Celery** has better pricing and availability now across the growing regions. There is a long way to fall on price but it is slowly getting there!



CV RAMBUTAN

Rambutan will be available from Guatemala in the "Ramboos" label clamshells from Goldenberry Farms starting at the end of July.



CV CITRUS

Mandarins are very promotable, and this will continue into the end of July. Now is the time to promote all 15/2 lb and 10/3 lb bags. Quality on Chilean fruit has been very nice.

California **Navel Oranges** are finally winding down for the season, but they still have decent supply on 56's. Small sizes are very tight, so we've had to make the move to import Chilean fruit. Quality has been very nice.

NOTE: **Cara Cara Oranges**, in bulk and bags, will be very limited over the next few weeks. The vessel arriving to North America from South Africa won't arrive at dock until the week of the 24th, so expect tighter availability and higher prices heading into August.

Lemons are in good supply from California and able to cover all demand across the board with all sizing. Imports are also available, and we'll have great value deals on small sizes, specifically fancy 165's and 200's.

Red Grapefruit is in steady supply from California, and promotable opportunities are available as we head into August. Quality has been excellent on all 27's, 32's, 40's, and bags.

- **LOCAL Hard Squash** is now fully under way out of New Jersey! More promotable pricing, good availability, and nice looking quality is expected.
- **LOCAL** New Jersey Fresh 10/5lb **White** and **Red Potatoes** have come into season! **Reds** will be hitting in code 4493 and moving away from 4490, and NJ **Whites** will be in code 4404 and moving away from 4395.



ORGANIC STONE FRUIT DISPLAY CONTEST

JULY 3, 2023 - JULY 30, 2023

NORTHWEST CHERRY DISPLAY CONTEST JULY 3-30, 2023



CRESPO ORGANIC MANGO MANIA DISPLAY CONTEST JUNE 12 - JULY 30, 2023



lemonadeTM apples

**IN STOCK FROM NEW ZEALAND NOW AT FSP:
235763 - CV Apples Lemonade 19 lb 45/55 ct**



ORIGIN

Developed by a breeding program in New Zealand, crossing Gala with Braeburn.

HARVEST

May through mid-September in New Zealand. Late September to December in U.S.A.

STORAGE

Standard cold storage recommended.

CHARACTERISTICS

75mm, medium-size apple. Golden-yellow background with a beautiful orange blush. Fine, crisp texture and tangy flavor. Delicious fresh out of hand, and makes a great addition to desserts and salads.