



ORGANIC MARKET NEWS



OUTLOOK FOR JULY 29 - AUGUST 12, 2016

ORGANIC SWEET CORN UPDATE

Organic Bi-Color Corn is now available out of Pedersen Farms in New York, and it's beautiful! We should continue to see product through August.

Pedersen Farms, located in Seneca Castle, NY (the central Finger Lakes region) is a 600 acre certified organic family run farm that was started in 1983.

Organic Bi-Color Sweet Corn is also available from Crawford Family Farms in East Earl, PA.

Canada will start with 60ct **Organic Bi-Color Corn** some time in early August.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli continues to be oversupplied, and prices are at historic lows.

Both CA and Canada report very good volume of 14ct and crowns. Quality from both regions has been very good to excellent.

Expect the current market situation to last through the first week of August.



OG TOMATOES

Organic Roma Tomatoes are in good supply out of PA and Mexico.

Organic Round Tomatoes are just starting out of PA, but by the end of next week volume should increase. Mexico and CA reports good supply on **Organic Tomatoes**.

Organic Grape Tomatoes are limited from PA, but volume will increase quickly.



OG CUCUMBERS

Organic Cucumbers are in good supply out of Pennsylvania and New York.

Organic Lemon, Pickle, and Asian Cucumbers are also available from NY.

Organic Hothouse Cucumbers are in good supply out of both Canada and VA.



OG SQUASH

PA **Organic Zucchini** will be limited this weekend, but expect more volume next week.

Organic Sunburst (Yellow Patty Pan) Squash and a **Mix Patty Pan Color Squash Pack** is available out of NY.



OG MANGOS

Organic Ataulfo Non-Hot Water Treated (NHWT) Mangos are here!

Because of where these mangos are grown in Mexico, they are not required to be hot water treated. This allows the fruit to be tree ripened longer, giving this fruit an exceptional taste!



OG GARLIC

New crop **Organic Garlic** from Spain is due in early next week, with an increase in price as well since it's new crop.



OG KIWIFRUIT

New Zealand **Organic Green Kiwifruit** supply continues to be steady with excellent quality.

Zespri **Organic SunGold Kiwifruit** are now in good supply – it's time to promote this amazing piece of fruit!



OG MELONS

Organic Honeydew and **Galia Melons** are in excellent supply this week with some of the best fruit of the season.

Organic Cantaloupes are in steady supply out of Northern California. Now is a good time to promote.



OG GRAPES

Organic Thomcord Grapes have begun and supplies should improve over the next few weeks and go through the end of September.

California **Organic Black, Green, and Red Grape** supplies are steady. Expect prices to continue to ease off slightly in the upcoming weeks as volumes increase with better varieties.



OG PEPPERS

Organic Green Peppers are in abundant supply out of PA and NY. CA reports adequate supplies. Quality has been very good off the East Coast.

Organic Red and **Yellow Peppers** will be in steadier supply for the next few weeks. **Organic Orange Peppers** will remain limited with possible gaps in supply.



OG HARD SQUASH

We are beginning to see some PA **Organic Hard Squash** come in, including **Organic Butternut, Kabocha, Buttercup, Spaghetti, and Green Acorn**.



OG LETTUCE

Canada is still going strong on all three **Organic Lettuces (Green Leaf, Red Leaf, and Romaine)**.

CA reports good supplies of **Organic Lettuce**, but all product is coming in with discoloration. **Organic Red** and **Green Butter Lettuces** are in limited supply out of CA.



OG BEANS

Organic Green Beans are in good supply out of CA.

Organic Green Beans from PA will start this week-end in limited supply, as well as **Organic Yellow, Purple, and Cranberry Beans**.



OG SPINACH

Organic Bunch Spinach should be in better supply this week out of California and Nevada. Quality out of Nevada should be very nice.



OG GREENS

CA reports abundant supply of most greens including, but not limited to, **Organic Green Kale, Lacinato Kale, Red Kale, and Collards**. **Organic Chards** are still on the tighter side out of CA.

While PA is mostly done on **Organic Greens**, NY continues to produce **Organic Kale, Italian Parsley, and Curly Parsley**.



OG APPLES

ALERT! Import **Organic Gala, Fuji, and Red Delicious Apples** remain extremely limited.

The first California **Organic Gala Apples** have arrived and supply is improving. Washington fruit should be following in just a few more weeks.

ALERT! **Organic Granny Smith Apples** are in a short gap until domestic fruit gets started.



OG BERRIES

Supplies of **Organic Blackberries** out of California are improving.

Organic Blueberry supplies out of the Pacific Northwest continue to decrease. Growers are switching from pints to 6 oz. packs.

ALERT! **Organic Raspberry** supplies continue to be limited and prices are increasing. High heat continues to cause weakness in the fruit and overall yields are down.

Organic Strawberries are tighter and prices are up due to warmer than normal weather, causing overall yields to be down.



OG WATERMELONS

Look for steady **Organic Watermelon** supplies out of California this week as growers start in new fields. Prices will remain steady as the pipeline is empty.

Organic Mini Watermelons should also get started again this week from CA and Texas.

Displays of the Week!





LIST FOR WEEK OF JULY 29 - AUGUST 5, 2016

ORGANIC



NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 40644 - OG Eggplant NJ 22 lb
- 40659 - OG Eggplant 9 ct NJ 11 lb

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 41346 - OG Tomatoes Cherry Clam NY 12/1 pt
- 44553 - OG Cucumber Asian Jade NY 10 lb
- 40148 - OG Cucumber Pickle NY 18 lb
- 41277 - OG Eggplant Graffiti NY 22 lb
- 40639 - OG Eggplant Premium NY 24 lb
- 40416 - OG Greens Kale NY 24 ct
- 41180 - OG Lettuce Romaine NY 24 ct
- 40987 - OG Peppers Cherry Bomb NY 10 lb
- 40859 - OG Peppers Cubanelle NY 10 lb
- 41048 - OG Squash Yellow Fancy NY 10 lb
- 41022 - OG Squash Sunburst NY 20 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40520 - OG Corn White NY 48 ct
- 40550 - OG Cabbage Green NY 45 lb
- 40416 - OG Greens Kale NY 24 ct

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA

- 41531 - OG Onion Red Jumbo PA 40 lb
- 41536 - OG Onion Candy Sweet Med PA 40 lb
- 41535 - OG Onion Candy Sweet Jumbo PA 50 lb

- 40796 - OG Peppers Green Premium PA 25 lb
- 41351 - OG Tomato Roma PA 20 lb

CLARION RIVER - SLIGO, PA

- 40383 - OG Beans Cranberry PA 10 lb
- 40382 - OG Beans Purple PA 10 lb
- 40369 - OG Beans Yellow PA 10 lb
- 40386 - OG Cabbage Green PA 45 lb
- 40562 - OG Cabbage Red PA 40 lb
- 40518 - OG Cabbage Savoy PA 35 lb
- 40784 - OG Peppers Anaheim PA 10 lb
- 41255 - OG Peppers Poblano PA 10 lb
- 41036 - OG Squash Acorn Green PA 30 lb
- 41031 - OG Squash Butternut PA 35 lb
- 41044 - OG Squash Kabocha PA 35 lb
- 41103 - OG Squash Patty Pan Mix PA 16 lb
- 41050 - OG Squash Spaghetti PA 30 lb

CRAWFORD FAMILY FARM - EAST EARL, PA

- 40462 - OG Corn Bi-Color PA 28 ct

FRANK REED FARM - ELIZABETHTOWN, PA

- 40376 - OG Beans Green PA 25 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 40666 - OG Chard Green Premium PA 24 ct
- 40680 - OG Chard Rainbow Premium PA 24 ct
- 40667 - OG Chard Red Premium PA 24 ct
- 41088 - OG Cucumber Premium PA 20 lb
- 40639 - OG Eggplant Premium PA 24 lb
- 40628 - OG Greens Dandelion Premium PA 24 ct

- 40893 - OG Greens Dandelion Red PA 24 ct
- 40811 - OG Greens Kale PA 24 ct
- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40723 - OG Parsley Curly Prem PA 30 ct
- 40724 - OG Parsley Italian Flat Prem PA 30 ct
- 40767 - OG Peppers Green Medium PA 22 lb
- 40796 - OG Peppers Green Premium PA 25 lb
- 41026 - OG Squash Yellow PA 20 lb
- 41015 - OG Squash Zucchini PA 20 lb
- 41020 - OG Squash Zucchini Premium PA 20 lb
- 41346 - OG Tomatoes Cherry Clam PA 12/1 pt
- 41385 - OG Tomato Cherry Rainbow PA 12/1 pt
- 41336 - OG Tomato Grape PA 12/1 pt
- 41389 - OG Tomato Heirloom PA 10 lb
- 41351 - OG Tomato Roma PA 20 lb

MOCKINGBIRD HILL - MILLVILLE, PA

- 40485 - OG Beets Red PA 25 lb

SAM STOLTZFUS - LOGANTON, PA

- 41098 - OG Cucumber PA 45 lb
- 41531 - OG Onion Red Jumbo PA 40 lb
- 41525 - OG Onion Red Medium PA 40 lb



SAM ZOOK - LANCASTER COUNTY, PA

- 41535 - OG Onion Sweet Jumbo PA 50 lb


VIRGINIA

RED SUN FARMS - DUBLIN, VA

- 41080 - OG Cucumber European VA 12 ct

CHRIST KING  

EPHRATA, PA



CHRIST KING IS AN AMISH FARMER LOCATED IN LANCASTER COUNTY, PA
HIS FARM IS 100% ORGANIC

CROPS:
ORGANIC GRAPE, ROMA, AND ROUND TOMATOES, ORGANIC CABBAGE &
ORGANIC SWEET ONIONS

ASK YOUR SALES
REPRESENTATIVE OR
MERCHANDISER FOR
LOCAL GROWER POS
SIGNAGE FOR YOUR STORE!



LIST FOR WEEK OF JULY 29 - AUGUST 5, 2016

CONVENTIONAL

DELAWARE

VINCENT FARMS - DELMAR, DE
01084 - CV Corn White Bin DE 50 dz

Cantaloupe Bins from Delaware

Contact your sales rep for specific grower bin counts!
Vincent Farms - Delamr, DE

Watermelons from Delaware

Contact your sales rep for specific grower bin counts!
Vincent Farms - Delamr, DE

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ
02855 - CV Cucumber Carton NJ 24 ct
02799 - CV Cucumber Super NJ 72 ct

FLAIM FARMS - VINELAND, NJ

00205 - CV Arugula NJ 24 ct
00455 - CV Basil NJ 15 ct
00551 - CV Beets Red Bunch NJ 12 ct
00590 - CV Bok Choy NJ 15 lb
00591 - CV Bok Choy NJ 30 lb
00592 - CV Bok Choy Baby (Shanghai) NJ 30lb
00790 - CV Cabbage Chinese NJ 30 lb
01362 - CV Chard Swiss Green NJ 12 ct
01355 - CV Chard Swiss Rainbow NJ 12 ct
01034 - CV Cilantro NJ 30 ct
01170 - CV Dandelion Bunch NJ 12 ct
01200 - CV Dill NJ 24 ct
01275 - CV Eggplant Graffiti NJ 12 lb
01285 - CV Eggplant Italian NJ 10 lb
01260 - CV Eggplant Premium NJ 24 lb
01273 - CV Eggplant Sicilian NJ 20 lb
01308 - CV Greens Collard NJ 18 lb
01315 - CV Greens Kale 18 ct NJ 18 lb
01346 - CV Greens Mustard NJ 18 lb
01350 - CV Greens Turnip NJ 18 lb
01462 - CV Kohlrabi Green NJ 12 ct
01478 - CV Leeks Bunched NJ 12 ct
01516 - CV Mint Box NJ 12 ct
01715 - CV Parsley Italian Flat Leaf NJ 30 ct
01960 - CV Peppers Anaheim NJ 10 lb
01975 - CV Peppers Cubanelle NJ 18 lb
01828 - CV Peppers Green Choice NJ 22 lb
01839 - CV Peppers Green XLG NJ 22 lb
01965 - CV Peppers Jalapeño NJ 10 lb
01967 - CV Peppers Jalapeño NJ 35 lb
01980 - CV Peppers Long Hot NJ 16 lb
01982 - CV Peppers Long Hot NJ 8 lb
01995 - CV Peppers Poblano NJ 20 lb
01996 - CV Peppers Poblano NJ 10 lb
01985 - CV Peppers Serranos NJ 8 lb
01180 - CV Radish Daikon NJ 40 lb
01185 - CV Radish Daikon NJ 20 lb
02238 - CV Squash Green Fancy NJ 20 lb

JERSEY FRESH - WOODBURY, NJ

04404 - CV Potatoes White NJ 10/5 lb
04493 - CV Potatoes Red NJ 10/5lb

JERSEY FRUIT - HAMMONTON, NJ

15679 - CV Peaches 2-3/4" NJ 25 lb
15678 - CV Peaches 2-1/2" NJ 25 lb
15470 - CV Peaches 2-3/4" NJ 25 lb

PENNSYLVANIA

CEDAR MEADOWS - LANCASTER COUNTY, PA
23147 - CV Tomato Heirloom PA 8/1 quart
23206 - CV Tomato Rainbow Cherry PA 15/1 pt

COPENHAVER - LEBANON, PA
00482 - CV Beans Green PA 25 lb

COUNTRY ACRES - WAYNESBORO, PA
01820 - CV Peppers Green Bag M/L PA 10/2 lb
01825 - CV Peppers Green XLG PA 22 lb
02350 - CV Squash Acorn PA 35 lb
02351 - CV Squash Acorn PA 15 lb
02390 - CV Squash Spaghetti PA 35 lb
02328 - CV Squash Yellow Fancy PA 20 lb
02320 - CV Squash Yellow Medium PA 20 lb

CRAMERS FARM - LANCASTER COUNTY, PA
23156 - CV Tomato Heirloom Pa 15 lb

EPHRAIM ZOOK - LANCASTER COUNTY, PA
23004 - CV VR 4X4 w/PLU PA 20 lb
23070 - CV VR XLG/Jumbo PA 25 lb
23118 - CV Tomato 6x6 PA 25 lb
23220 - CV Tomato Roma XLG PA 25 lb

HARLAN HESS - ZIONSVILLE, PA
02855 - CV Cucumber Carton PA 24 ct
02845 - CV Cucumber Kirby PA 40 lb
01985 - CV Peppers Serranos PA 8 lb
02256 - CV Squash Green Fancy PA 20 lb
02258 - CV Squash Green Medium PA 20 lb

HOGELAND FARMS - NEWMANSTOWN, PA
00482 - CV Beans Green PA 25 lb

IVAN ZIMMERMAN - LANCASTER COUNTY, PA
00751 - CV Cabbage Green PA 40 lb
02320 - CV Squash Yellow Medium PA 20 lb

JOSEPH WEAVER - LANCASTER COUNTY, PA
01075 - CV Corn Bi-Color Bin PA 50 dz

JOSH WEAVER - LANCASTER COUNTY, PA
00751 - CV Cabbage Green PA 40 lb
00780 - CV Cabbage Red PA 50 lb



00781 - CV Cabbage Red PA 20 lb
01065 - CV Corn White Bin PA 50 dz

KEITH BENEDICT - CHAMBERSBURG, PA
02812 - CV Cucumber Select PA 72 ct
02803 - CV Cucumber Super Select PA 72 ct
02258 - CV Squash Green Medium PA 20 lb
02334 - CV Zucchini Gold Bar PA 20 lb

KEYSTONE FRUIT - GREENCASTLE, PA
15632 - CV Peaches 2-1/2" & Larger PA 25 lb

LESTER WEAVER - LANCASTER COUNTY, PA
01065 - CV Corn White Bin PA 50 dz

MIKE FINK - GERMANSVILLE, PA
00618 - CV Broccoli Crowns PA 20 lb
01062 - CV Corn Bi-Color DE 48 ct

STAUFFER HULING FARMS - LANCASTER, PA
04106 - CV Onions Sweet Jumbo PA 40 lb
04628 - CV Onions Sweet PA 14/3 lb

Cantaloupe Bins from Lancaster County, PA
Contact your sales rep for specific grower bin counts!
Chester Weaver - Ephrata, PA
Harnish Farms - Pequea, PA
Joseph Weaver - Ephrata, PA
Lester Weaver - Ephrata, PA

VIRGINIA

CROWN ORCHARDS - BATESVILLE, VA
15733 - CV Peaches Donut 2-1/2" VA 16/20 oz

PARKER FARMS - OAK GROVE, VA
01062 - CV Corn Bi-Color VA 18 ct
01060 - CV Corn White VA 48 ct
01080 - CV Corn Yellow VA 48 ct

CONVENTIONAL MARKET NEWS

OUTLOOK FOR JULY 29 - AUGUST 12, 2016

LOCAL STONE FRUIT OUTLOOK



Last week was a struggle for **Peaches** as Georgia and South Carolina finished for the season and New Jersey had little fruit to offer as they gapped in supply caused by damage from a freeze early in the growing season.

This week we will see a little daylight as supplies should finally increase out of New Jersey, but it will take growers a week or so to catch up with demand. Pennsylvania growers are starting with their new crop this week, so that could help with supply. Prices are high, and much stronger than normal for this time of year.

New Jersey will be shipping a few **Nectarines** this week. Supplies from Jersey are not plentiful and could be sporadic at times.



CV CUCUMBERS

Cucumbers remain in great supply and very promotable from PA and NJ, among other regions. Quality is nice and fresh with steady to lower pricing.

12/6ct Mini Seedless Cucumbers are abundant with very aggressive pricing and nice quality.

12ct Cello Wrapped Cucumbers are in better supply with lower pricing this week, from Canada.



CV TOMATOES

20lb 2-layer and 25lb **Vine Ripe Tomatoes** are in good supply from PA and NJ this week. Pricing is steady to lower.

Beef and **Cluster Tomatoes** are plentiful from Canada. Pricing will be steady to lower this week.

Grape Tomatoes are plentiful and lower in pricing. This is a great item to promote and quality is very nice! **Cherry Tomatoes** are steady.

PA grown **Heirloom Tomatoes** are in good supply with steady pricing.



CV PEPPERS

Green Peppers remain in good supply from NJ and PA, among other regions. Quality is very nice with steady to lower pricing. We will continue to have the PA 2lb bag option again this week.

15lb Red Peppers are steady from Mexico with nice quality.

11lb Red, Yellow, and Orange Peppers are in good supply from Holland, but are limited from Canada.



CV SWEET CORN

Sweet Corn is more plentiful from Virginia, Delaware, and Pennsylvania, among other regions. The heat has brought production on. Pricing will be lower this week with nice quality.



CV GREEN BEANS

Green Beans are fresh, beautiful, and promotable from Pennsylvania! Pricing is very aggressive.



CV ARTICHOKES

Lots of deals are available on **Artichokes** this week in various sizes. **Baby Artichokes** are available as well in 2 lb. clamshells.



CV PLUMS

There has been a little bit of a glut on **Plums** the last few weeks, but as growers finish with the Owen T's and start packing Friars and other late varieties (which there is not huge volume), prices on the larger sizes were pushed up a bit.



CV CABBAGE

Cabbage from NJ and PA has for the most part finished. There is plenty of supply from New York and Canada. Pricing will be steady to lower.



CV BERRIES

Strawberry volumes will continue their seasonal decline this week. The southern growing regions are still a few weeks away from starting. Look for prices to increase this week as fruit availability tightens.

Tight supplies and higher prices will continue this week on **Raspberries** and **Blackberries**.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are abundant and promotable again this week. Product is available from California, Maine, and Canada.

Cauliflower is beautiful! 12ct cello wrapped from California and 9ct naked out of Canada is available this week at aggressive pricing.



CV LETTUCE

California **Iceberg Lettuce** supplies are a bit tighter, with pricing up a little. Quality is very nice. Canadian Iceberg Lettuce quality remains nice with steady pricing.

Romaine, Green Leaf, and Red Leaf Lettuces remain aggressive in price from both California and Canada.

Quality on California **Romaine Hearts** is outstanding, pricing is lower, and volume is plentiful!



CV EGGPLANT

Eggplant is in a flush from NJ with lower pricing this week. Quality is excellent.

Graffiti, Sicilian, and Italian Eggplant are also increasing in supply from New Jersey this week.



CV MELONS

Delaware and Pennsylvania will be harvesting good volumes of **Watermelons** this week. Look for prices to decrease as the supplies get better.

Promote **Cantaloupes** and **Honeydews** this week! Supplies are excellent on these melons from both the West Coast and Eastern shore.



CV BLUEBERRIES

The Pacific Northwest and Michigan will continue to harvest **Blueberries** for the next few weeks. We will keep a close watch on quality as there is some suspect fruit out there.



CV HASS AVOCADOS

We are finally seeing more **Hass Avocado** volume crossing from Mexico, along with a good supply of Peruvian fruit.

Prices are finally starting to come off on the bigger sizes, 48's and larger. The best value is on the 60 counts and smaller, which are still priced lower.



CV MANGOS

The **Mango** supply coming from Mexico still exceeds demand. Fruit is now peaking on the 10 ct and larger, with ample supplies on the 7, 8, and 9 ct.

These prices remain steady but on the 12 counts (which there is less available), the price was pushed up slightly.



CV GRAPES

We will be looking at a **Grape** market with many levels in the next few weeks. There will be plenty of **Flame Red Seedless** and **Sugarone Grapes** priced aggressively. But next week we will start getting into some of the better varieties.

Scarlet Royal, Magenta and **Ar29/Fire Red Grapes** start shipping this weekend with Esteem **White Seedless Grapes**, followed by the Emeralds. These will be priced higher over the general market, but sizing on these will be extra-large to jumbo with great flavor.



CV CHERRIES

We are probably down to the last week on shipping **Cherries** from the Northwest.

We were hoping to load fruit that was still waiting to be packed from the highest elevations in Washington, but the weather hasn't been cooperative as rain has kept growers of this fruit from picking most days.

OTHER STORIES:

- Count **Russet Potatoes** are limited this week and there may be a supply gap until new crop hits in early August.

- **Red** and **White Potatoes** are available from New Jersey

- **Green Onions** are in very good supply from Mexico and Canada. Quality is nice with steady to lower pricing this week.

- There are good supplies of **Celery** from California, Michigan, and Canada. We will have Califor-

nia and Canadian options this week. All quality is outstanding with very aggressive and promotable pricing.