



# ORGANIC OUTLOOK

JULY 27 - AUGUST 3, 2018



WWW.FSPRODUCE.COM 19 LB

## ORGANIC GRAPES PEAK SUMMER SEASON

Late July through September is California **Organic Grape** Season!

Excellent supplies of **Organic Green, Red, and Black Grapes** out of the Delano, California area are available. Expect sugars to continue to improve, along with prices. Promotional opportunities are anticipated for the first three weeks of August.

The first of the season **Organic Champagne Grapes** are coming into season. This tiny red seedless grape, with thin stems, makes for a special snack.

It will be a few weeks before **Organic Red Globe Seeded Grapes** begin.



### OG SWEET CORN

**Organic Bi-Color Sweet Corn** is in good volume out of Pedersen Farms in NY. Quality and flavor is excellent! Now is the time to promote local **Organic Sweet Corn!**

The program should continue through August, depending on weather and bug pressure.



### OG BERRIES

Driscoll's **Organic Raspberries** continue to be nice and steady for the next couple of weeks, barring any unforeseen weather circumstances. Expect promotional opportunities to continue into early August.

**Organic Strawberry** supplies have gotten a little better this week but expect markets to stay strong and rise in early August as supplies dwindle.

**Organic Blueberries** are in good supply out of all regions, but some of the fruit is on the weaker side due to high temps. Excellent supplies continue out of the Pacific Northwest.

Driscoll's **Organic Blackberries** continue to be "touch and go" this week. No other **Organic Blackberries** are available, but we should see some by the beginning of August.



### OG STONE FRUIT

**Organic White & Yellow Nectarines**, as well as **Organic White & Yellow Peaches** are steady out of California with nice size and quality. The transition will begin into Washington in August. The first Washington **Organic Yellow Peaches** were outstanding!

**Organic Black Plums** will only be available in volume-filled this week. Hopefully we will see some 2-layers in the beginning of August.

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

**Organic Pluots** should be in for a good, steady season with promotional opportunities available. "Dapple" will be the primary variety.





## OG CUCUMBERS

**Organic Cucumbers** from Pennsylvania and New York are now in season. There are also good supplies out of Mexico, Wisconsin, Ohio, and New Jersey. Prices are soft. Pennsylvania and New York.

**Organic Hothouse Cucumbers** out of Spain and Canada are in good supply.

**Organic Pickle Cucumbers** are available in limited quantities out of California and New York.



## OG CAULIFLOWER & BROCCOLI

**Organic Cauliflower** is more limited in supply this week out of CA and NV heading into August.

NY growers report limited supplies of **Organic Cauliflower** and **Romanesco**.

**Organic Broccoli** is in adequate supply out of CA and NV. Prices are moving up due to supply/demand issues. **Organic Broccoli Crowns** are in good supply.



## OG LIMES

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

Expect prices to begin rising over the next couple of weeks as demand is stronger due to the lemon shortage.



## OG EGGPLANT

**Organic Eggplant** is in decent supply out of CA. PA will start small here at the end of July, and NY has started in limited supply. NJ reports good volume of **Organic Eggplant**.

NY growers also report limited supplies of **Organic Graffiti Eggplant** and small **Organic Heirloom Eggplants** in clamshells.



## OG APRICOTS & CHERRIES

**Organic Apricots** season will soon end, but late crop Washington fruit will go until mid-August, depending on demand.

**ALERT!** Harvests on **Organic Dark Sweet** and **Rainier Cherries** are now finished for the season. Fruit that was already picked will dwindle quickly by the first week of August.



## OG TROPICALS

**Organic Magenta-Flesh Dragon Fruit** is coming into season out of CA.

**Organic Golden Solo Papaya** is starting up from Mexico.

Florida-grown **Organic Longan Fruit** is also available.



## OG GREEN BEANS

**Organic Green Beans** are in very tight supply. Little to nothing is available out of Mexico, CA is limited, and the Southeast has nothing.

PA and OH **Organic Green Beans** have started in small supply, but the weather continues to hamper harvests.



## OG LEMONS

**ALERT!** **Organic Lemons** are still extremely tight with very high prices and sporadic out-of-stocks from Mexico.

New crop product is expected to ramp up in early August, but prices will be high until California gets going again in mid to late August. Expect fair quality this time of year.



## OG KALE

**Organic Green Kale** is in good supply out of OH, GA, WI, NC, PA, and CA. Prices and demand are low.

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





## OG KIWIFRUIT

**Organic Green and Yellow “SunGold” Kiwifruit** are in excellent supply and quality is very nice. Fruit is sizing large.



## OG MELONS

**Organic Cantaloupe, Honeydew, and Galia Melons** are now available in excellent supply on all counts. Promotional opportunities are available!



## OG HASS AVOCADOS

**ALERT! Organic Hass Avocados** from Mexico are in very limited supply between their growing seasons. California product is available, but production has been hindered by heat. Prices are up.



## OG TOMATOES

PA and NY **Organic Round and Heirloom Tomatoes** should start by the end of July in limited supply. **Organic Heirloom Tomatoes** are also in season from California.

**15lb Organic Beef Tomatoes** are in adequate supply out of Mexico and Canada this week. The **Organic Cluster Tomato** prices are up this week and quality is very good.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** will start out of PA before the end of July. **Organic Cherry Tomatoes** are in good supply out of Canada and CA. **Organic Grape Tomatoes** are also in good supply out of VA and Canada.

**Organic Roma Tomatoes** are in limited supply out of Mexico. Quality and Color is very good. PA growers will begin in limited supply this week.



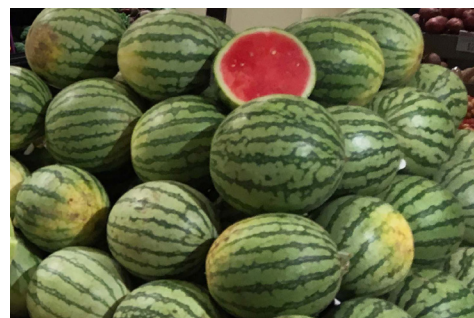
## OG PEPPERS

**Organic Red, Yellow, and Orange Peppers** are all in good supply from Holland. Pricing is steady. Holland has decent supply of **Organic Green Peppers**.

CA **Organic Green Peppers** are in tighter supply this week. PA growers report limited supplies of **Organic Green Peppers**.

**Organic Jalapeño Peppers** are in good supply from CA and NY.

Also available out of NY – **Organic Dried Thai Chili Peppers** in clamshells, and **Organic Purple Peppers**.



## OG WATERMELONS

**Organic Mini Seedless Watermelons** are very promotable this week from California and Nevada. Both 6ct and 8ct have been cutting nice. Supplies will continue to be steady.

**Organic Seedless Watermelons** are cutting great from California and Nevada. Pricing and supply will continue to be steady.

## OTHER STORIES:

- **Organic Green Acorn, Delicata, and Spaghetti Squash** are all in stock now out of PA. Pricing is stable. **Organic Butternut Squash** is adequate from Mexico.

- **Organic Pears** will gap until early August when California new crop **Organic Bartlett Pears** begin. Supplies will be limited to start, but Washington will start approximately 4 weeks after that.

- All **Organic Lettuce** out of CA and Canada are in good supply. Quality has been good to very good.

- California **Organic Asparagus** is now finished for the season. Some Mexican product is available.

- **Organic Yellow and Zucchini Squash** is available out of Mexico, Ohio, New Jersey, Pennsylvania, and New York. New York **Organic Gold Bar Squash** is limited.

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

- We have made the switch to new crop **Organic Jewel and Garnet Sweet Potatoes**. Pricing has increased several dollars on both items due to the switch to new crop supplies.

- **Organic Celery** and **Celery Heart** prices are dropping quickly this week. Volumes are promotable, particularly on **Organic Celery Hearts**. Quality from NV is nice.



# ORGANIC SUNGOLD KIWIFRUIT DISPLAY CONTEST

## JULY 31 - AUGUST 31, 2018

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

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

### GRAND PRIZE

**Breville Espresso Maker w/ Grinder**



**2<sup>ND</sup>**

BOSE Wireless Headphones



**3<sup>RD</sup>**

Portable Video Projector



**4<sup>TH</sup>**

Fujifilm Instax Square Instant Film Camera



**5<sup>TH</sup>**

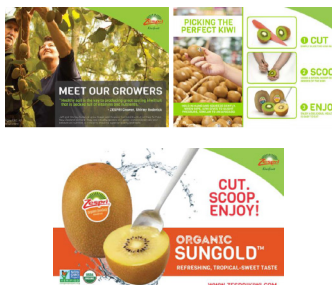
Instant Pot Pressure Cooker



### IN-STORE MERCHANDISING SUPPORT

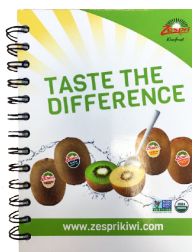
Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display

*\*\*Not required to enter contest*



### EVERYONE IS A WINNER!

Each participating store will receive Zespri swag bag!



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





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ORGANIC



# Strawberry

## DISPLAY CONTEST



1<sup>st</sup>

**CROPS FRESH MARKETPLACE**

Downingtown, PA



2<sup>nd</sup>



**HONEST WEIGHT  
FOOD CO-OP**  
Albany, NY

3<sup>rd</sup>



**HEALTHY LIVING  
MARKET**  
Saratoga, NY

4<sup>th</sup>



**MOTHER EARTH'S  
STOREHOUSE**  
Kingston, NY

5<sup>th</sup>



**NEWARK  
NATURAL FOODS**  
Newark, DE

**THANK YOU TO ALL OF THE STORES WHO PARTICIPATED!  
WE SAW SOME AMAZING DISPLAYS!**



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)





Local Produce

July 27 - August 3, 2018



\*All Farms GAP Certified

## CONVENTIONAL

### DELAWARE

#### Fifer Orchards

- >> Camden-Wyoming, DE  
1062 - CV Corn Bi-Color DE 48 ct

#### Vincent Farms

- >> Delmar, DE  
11059 - CV Cantaloupes 110 ct Bin  
211001 - CV Cantaloupes 180 ct Bin  
1084 - CV Corn White DE 50 dz Bin  
11996 - CV Watermelons 45ct 18# Avg Bin  
11991 - CV Watermelons 60ct 11# Avg Bin

### MARYLAND

#### Jim Rash

- >> Maryland  
11996 - CV Watermelons 45ct 18# Avg Bin

### NEW JERSEY

#### Eastern Fresh Growers

- >> Cedarville, NJ  
23069 - CV Tomatoes Vine Ripe XL NJ 25 lb

#### Flaim Farms

- >> Vineland, NJ  
205 - CV Arugula NJ 24 ct  
530 - CV Beets Red NJ 25 lb  
550 - CV Beets Red Bunch NJ 25 lb  
592 - CV Bok Choy Baby Shanghai NJ 30 lb  
750 - CV Cabbage Green NJ 50 lb  
1670 - CV Cabbage Napa NJ 30 lb  
795 - CV Cabbage Savoy NJ 30 lb  
1362 - CV Chard Green NJ 12 ct  
1355 - CV Chard Rainbow NJ 12 ct  
1368 - CV Chard Red NJ 12 ct  
1170 - CV Dandelion Bunch NJ 12 ct  
1260 - CV Eggplant Prem NJ 24 lb  
208527 - CV Eggplant Graffiti NJ 11 lb  
1285 - CV Eggplant Italian NJ 10 lb  
211449 - CV Eggplant Japanese NJ 10 lb  
1273 - CV Eggplant Sicilian NJ 20 lb  
1308 - CV Greens Collard NJ 18 lb  
1315 - CV Greens Kale 18 ct NJ 18 lb  
1346 - CV Greens Mustard NJ 18 lb  
1350 - CV Greens Turnip NJ 18 lb  
455 - CV Herb Basil NJ 15 ct  
1034 - CV Herb Cilantro NJ 30 ct  
1200 - CV Herb Dill 24 ct  
1510 - CV Herb Mint NJ 12 ct Box  
1462 - CV Kohlrabi Green NJ 12 ct  
1475 - CV Leeks Bunched NJ 12 ct  
1704 - CV Parsley Curly NJ 30 ct  
1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct

- 1990 - CV Peppers Banana NJ 10 lb  
1975 - CV Peppers Cubanelle NJ 10 lb  
1967 - CV Peppers Jalapeño NJ 35 lb  
1980 - CV Peppers Long Hot NJ 16 lb  
1995 - CV Peppers Poblano NJ 20 lb  
211495 - CV Peppers Shishito NJ 5 lb  
2255 - CV Squash Green MED NJ 20 lb  
23069 - CV Tomatoes Vine Ripe XL NJ 25 lb

#### Gloucester County Packing

- >> Woodbury, NJ  
4490 - CV Potatoes Red "Jersey Fresh" 10/5 lb  
4404 - CV Potatoes White "Jersey Fresh" 10/5 lb

#### Jersey Fruit

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

### NEW YORK

#### Torrey Farms

- >> Elba, NY  
750 - CV Cabbage Green NY 50 lb

### OHIO

#### Holthouse Farms

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

### PENNSYLVANIA

#### Benedict Farms

- >> Chambersburg, PA  
2803 - CV Cucumbers Super PA 72 ct  
1260 - CV Eggplant Prem PA 24 lb  
1818 - CV Peppers Green Jumbo PA 22 lb  
2258 - CV Squash Green Med PA 20 lb

#### Cedar Meadow Farms

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

#### Christ Esh

- >> Holtwood, PA  
23305 - CV Tomatoes Grape PA 12/1 pt

#### Copenhagen Produce

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

#### Hess Farms

- >> Waynesboro, PA  
482 - CV Beans Green PA 25 lb  
2855 - CV Cucumbers PA 24 ct Carton  
2845 - CV Cucumbers Kirby PA 40 lb  
2812 - CV Cucumbers Select PA 72 ct  
2803 - CV Cucumbers Super PA 72 ct  
1260 - CV Eggplant Prem PA 24 lb  
1960 - CV Peppers Anaheim PA 10 lb  
1975 - CV Peppers Cubanelle PA 18 lb  
1818 - CV Peppers Green Jumbo PA 22 lb  
1965 - CV Peppers Jalapeño PA 10 lb  
2258 - CV Squash Green Med PA 20 lb  
2320 - CV Squash Yellow Med PA 20 lb

#### Joseph Weaver

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

#### Josh Weaver

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

#### Lester Weaver

- >> Lancaster, PA  
1065 - CV Corn White PA 50 dz PA Bin  
11075 - CV Cantaloupes 100 ct PA Bin

#### Sam Zook

- >> Lancaster, PA  
23305 - CV Tomatoes Grape PA 12/1 pt

#### Stauffer Huling Farms

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





Local Produce

July 27 - August 3, 2018



\*All Farms GAP Certified

ORGANIC



## NEW YORK

### Flaim Farms

>> Vineland, NJ

40639 - OG Eggplant PREM NJ 24 lb

## NEW YORK

### Hepworth Farms

>> Milton, NY

40276 - OG Beans Green NY 25 lb  
41088 - OG Cucumbers PREM NY 20 lb  
41089 - OG Cucumbers Pickle NY 20 lb  
40232 - OG Eggplant Mini Mix NY 10/1 lb  
40639 - OG Eggplant PREM NY 24 lb  
41277 - OG Eggplant Graffiti NY 22 lb  
41112 - OG Escarole NY 24 ct  
40857 - OG Kohlrabi Purple Bunched NY 12 ct  
40732 - OG Okra NY 5 lb  
40723 - OG Parsley Curly Prem NY 30 ct  
40252 - OG Peppers Thai Hot NY 18/8 oz clam  
40838 - OG Peppers Jalapeño NY 10 lb  
42324 - OG Peppers Purple NY 10 lb  
40135 - OG Romanesco 12 ct NY 20 lb  
41020 - OG Squash Green Premium NY 20 lb  
40297 - OG Squash Yellow NY 20 lb  
41358 - OG Tomatoes Heirloom NY 10 lb  
42306 - OG Tomatoes Heirloom Cocktail NY 10/20 oz  
42305 - OG Tomatoes Roma NY 20 lb

### Pedersen Farms

>> Seneca Castle, NY

40550 - OG Cabbage Green NY 45 lb  
40520 - OG Corn Bi-Color NY 48 ct  
40675 - OG Greens Kale NY 24 ct  
40724 - OG Parsley Flat Leaf Prem NY 30 ct



## OHIO

### Green Field Farms

>> Wooster, OH

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

## PENNSYLVANIA

### Christ King

>> Lancaster, PA

40796 - OG Peppers Green PREM PA 25 lb  
42305 - OG Tomatoes Roma PA 20 lb

### Clarion River

>> Sligo, PA

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

### Mockingbird Hill Farm

>> Millville, PA

40485 - OG Beets Red PA 25 lb

## Lady Moon Farms

>> Chambersburg, PA

40485 - OG Beets Red PA 25 lb  
40680 - OG Chard Rainbow Prem PA 24 ct  
41088 - OG Cucumbers PREM PA 20 lb  
40628 - OG Dandelion Prem PA 24 ct  
40893 - OG Dandelion Red PA 24 ct  
40639 - OG Eggplant PREM PA 24 lb  
41007 - OG Greens Collards Prem PA 24 ct  
40811 - OG Greens Kale Prem PA 24 ct  
40472 - OG Greens Kale Lacinato Prem PA 24 ct  
43566 - OG Greens Kale Red Prem PA 24 ct  
40723 - OG Parsley Curly Prem PA 30 ct  
40724 - OG Parsley Flat Leaf Prem PA 30 ct  
40796 - OG Peppers Green PREM PA 25 lb  
41020 - OG Squash Green PREM PA 20 ct  
41246 - OG Tomatoes Cherry 12/1 pt  
41385 - OG Tomatoes Cherry Rainbow 12/1 pt  
41336 - OG Tomatoes Grape Premium 12/1 pt

## Reed Family Farms

>> Elizabethtown, PA

40376 - OG Beans Green PA 25 lb



HEPWORTH FARMSEST. 1818 HUDSON VALLEY CERTIFIED ORGANIC BY NOFA-NY  
Organic Heirloom Tomato Mix  
Net Wt: 20 oz. (567 g)  
GROWN IN THE USA 54426 03376





# CONVENTIONAL OUTLOOK

JULY 27 - AUGUST 3, 2018

WWW.FSPRODUCE.COM 25 LB

## LOCAL PEACH SEASON



August is peak season for **Yellow Peaches** from NJ, PA, MD, and VA! Rain has slowed harvests during late July, but better weather is expected.

New Jersey **Peaches** are going but sizes still peak on 2 1/2" and smaller with few larger sizes. Supplies over all are good with fruit being packed in New Jersey, Virginia, Pennsylvania, and still in South Carolina.

Prices in Jersey are firm, but you may see some flex from the other areas.

California and Washington growers looking for movement back East are flexible as well.



### CV LETTUCE

Canadian **Lettuce** season is up and running in Quebec, just over the NY boarder. Pricing is steady and offers a significant value compared to CA **Lettuce**. Freshness is excellent!

There are promotional opportunities on Canadian **Cello Iceberg Lettuce** (code 2975) and **Romaine Hearts** (code 3116).

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



### CV GRAPES

"**Supreme**" **Green Seedless Grapes** are leading the way with tasty flavor, creamy green finish, solid crunch, and good size. "**Esteem Green**" **Grapes** will begin in early August, and they're looking fantastic on the vine! The "**Valley Pearl**" crop looks great also and will be harvested in early August.

The "**Red Flames**" **Grapes** are excellent this season with full red color, good size, crunch, and flavor. These will remain the primary Red Grape for the next few weeks.

"**Summer Royals**" and "**Midnight Beauty**" **Black Seedless Grapes** will be harvested this week. Both varieties are jet black in color, have big, crunchy berries, that are delicious.

**Red Globe Seeded Grapes** will begin to be harvested in mid-August.



### CV TOMATOES

Row pack **Vine Ripe Tomatoes** will be in good supply from Alabama and Tennessee this week. Sizing has been running mostly jumbo and extra-large, and the quality has been very nice.

Pennsylvania **Vine Ripe Tomatoes** will be in much better supply this week, as more growers get started.

New Jersey **Vine Ripe Tomatoes** continue in season for late July and early August.

Local **Heirloom Tomatoes** are now in peak summer season from Lancaster County, PA!





## CV STRAWBERRIES

**Strawberry** supplies are steady right now out of California. The good news is that the weather has been much better, and we're seeing the quality improve.

Look for pricing to remain steady this in early August on all labels.



## CV BLACKBERRIES

**Blackberries** continue to be in light supply from the east and west coast. Being that pricing is very similar across all labels, we'll be carrying primarily "Driscoll's" label this week.

Fruit quality has been very nice with good size berries and good flavor.



## CV BLUEBERRIES

**Blueberries** are in excellent supply right now, and now is the time to promote. Multiple growing areas continue to harvest once again this week, creating lots of supply.

Quality has been very nice out of the Pacific Northwest. New Jersey is finished for the season.



## CV PEPPERS

**Green Pepper** volume in PA and NJ is picking up. Expect promotable supplies in early August.

Local **Anaheim, Banana, Cubanelle, Jalapeno, Long Hot,** and **Shishito Peppers** are now available!

**Colored Bell Peppers** out of Canada are steady, with **Orange Peppers** remaining tight.



## CV WATERMELONS

Local **Seedless Watermelons** are in great supply right now coming from Maryland and Delaware. These growing regions have not been affected by the recent flooding rains we experienced here in late July.

Quality has been excellent and cutting great on all sizes. Pricing will be steady.



## CV AVOCADOS

The **Hass Avocado** market is up this week. As old crop finished and new crop ramps up in Mexico, size will start peaking on the smaller sizes.



## CV NECTARINES

**Nectarines** are in good supplies from California and Washington. Prices are down and quality is strong from both states.

New Jersey will start in early August, but will peak on 2 1/2" and smaller and very few larger.



## CV PLUMS

There is plenty of fruit available on both **Red** and **Black Plums**. Growers are aggressively priced and there's heavy volume on 60sz and smaller.

There are some outstanding varieties available right now on **Pluots/Plumcots** and **Apriums** - colorful and sweet!



## CV ARTICHOKES & BRUSSELS SPROUTS

Andy Boy **18ct Artichokes** continue to be promotable. Future pickings look smaller, so look for deals on 24ct packs in early August.

Supplies are improving on **Brussels Sprouts**. Ocean Mist is now packing their pouch bag line once again.





## CV BROCCOLI

CA **Broccoli Crowns** are up slightly again this week. Despite some recent warm weather, quality remains excellent.

Canadian **Broccoli Crowns** (code 616) are available and offer a nice discount compared to CA **crowns**.



## CV GRAPE, ROMA, & CHERRY TOMATOES

Local **Grape** and **Cherry Tomatoes** will continue in steady supplies from Virginia and Pennsylvania. We're packing our "Native Grown" label for both regions currently.

**Roma Tomatoes** are steady out of Tennessee. Sizing is running much larger at the current time as growers are in their crown pick.



## CV CUCUMBERS

Local **Cucumber** production has finally picked up after a few weeks of slow growth. Growers expect to be back in full swing within the next week.

Look for prices to adjust downward in early August.



## CV VARIETAL MELONS

Peak season has started in California for **Vine Ripe Variety Melons**, including:

- Canary
- Casaba
- Crenshaw
- Galia
- Orange Flesh Honeydew
- Santa Claus



## CV POTATOES

**10/5lb Jersey Fresh White and Red Potatoes** are in full swing. **NJ Yellow and Russet Potatoes** will begin in early August.

New crop **Idaho Russet Potato** harvests are expected to begin in early August. Pricing remains average to above normal for this time of year. Demand remains steady, but not too strong. No gap between storage and new crop is expected through most growing areas.



## CV ONIONS

Locally grown **PA Simply Sweet Onions** are an awesome item to promote right now and pricing will remain steady for the season.

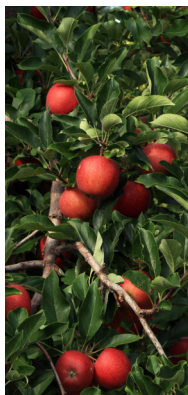
The **Onion** market continues to be stable. Summer **Onions** continue to be shipped from New Mexico, California, and Washington. Washington's volume will pick up the first week of August, and could put some downward pressure on the market.

## CV EASTERN APPLES

New crop **Apples** are just around the corner on the East Coast and Washington. Some growers will start packing **Gala Apples** the first week of August and **Gingergolds Apples** the following week.

Below is the tentative start dates on all varieties on the East **Apples**:

### Hess Brothers Fruit Company 2018 Eastern Apple Crop



VARIETY	APPROX START DATE	VARIETY	APPROX START DATE
Gala	8/14	Snap Dragon	10/3
Ginger Gold	8/14	Macoun	10/8
Paula Red	8/16	Rome	10/8
Zestar	8/24	Gold Delicious	10/8
McIntosh	8/31	Stayman	10/17
Honeycrisp (early)	8/17	Granny Smith	10/17
Honeycrisp (regular)	8/31	Cameo	11/12
Red Delicious	9/4	Pink Lady	11/5
Cortland	9/24	Lady Apples	11/10
Jonagold	9/28	Ruby Frost	1/8
Empire	9/28	Sweet Cheeks	January - to be discussed
Fuji	10/1	Evercrisp	January - to be discussed

## CV PEARS

Fresh crop **Bartlett Pears** are now in season from California!

## CV ASPARAGUS

**Asparagus** is in excellent supply right now on standard and large sizes this week. Quality has been good and very promotable coming out of Mexico.

## CV SNOW PEAS

**Snow Peas** will be very promotable from Guatemala this week. Quality is looking good.