

MARKET NEWS ORGANIC OUTLOOK

LOCAL ORGANIC TOMATOES SEASON



Organic Grape, Cherry, and Rainbow Cherry Tomatoes are back in from Lady Moon Farms! Supplies should be steady, so it's a good time to promote their local product from Chambersburg, PA! Quality is always excellent from this premium shipper.

Expect PA-grown Lady Moon **Organic Heirloom, Round, and Roma Tomatoes** to start slowly becoming available in early August, then hit peak season in mid-August.

Hepworth Farms in New York will be into their peak season **Organic Tomatoes** during August too.

Organic Roma Tomatoes from King Family Farms in Lancaster, PA will be available in steady volume this week as the hot weather really brought on the harvests. Quality looks to be excellent from this local grower.



OG BERRIES

Organic Blueberries continue in excellent supply out of California and the Pacific Northwest with aggressive pricing for late July.

Driscoll's **Organic Blackberries** out of California continue to be limited with high prices and seasonal quality. Other brands are expected to begin in limited supply in early August out of California.

Driscoll's **Organic Raspberry** supplies are firm but steady from California.

Organic Strawberries are expected to be more affordable for late July. There is not an abundance, but it is important to move the fruit quickly this time of year.



OG STONE FRUIT

Beautiful, high-color **Organic Apricots** remain in season from the Pacific Northwest for late July promotion before the season ends.

Washington **Organic Dark Sweet Cherries** will finish up for the season in early August. **Organic Rainier Cherries** are finished.

California **Organic Yellow Peaches** continue in good supply and we expect to transition to Washington in early August. **Organic White Peaches** are extremely limited and are expected to finish for the season in the beginning of August.

The first Washington **Organic Nectarines** will arrive to the East Coast at the end of July, allowing for a smooth transition as the California crop winds down.

California **Organic Pluots** continue to cycle through varieties. The first Dapple Dandy's are now available. California **Organic Black and Red Plums** are in good, steady supply.



OG PEPPERS

Locally grown **Organic Green Peppers** are in steady supply heading into August. Expect to see increased volumes from Lady Moon Farms in Chambersburg, PA and other local farms in PA and NJ. Quality continues to be good and promotional opportunities are available.

11lb **Organic Red Bell Peppers** from King Family Farm in New Holland, PA will be in limited supply.

Organic Mini Sweet Peppers from Mexico will continue to have excellent quality and volumes are increasing.



OG SPECIALTY FRUIT

Organic Calimyrna Green Figs will begin next week!

Organic Black Mission Figs will come into peak season in early August.

Organic Curry Leaves, Mamey, Starfruit, Sapodilla, and Cactus Leaves (Nopales) will all be available early next week from Glaser Farms in FL.

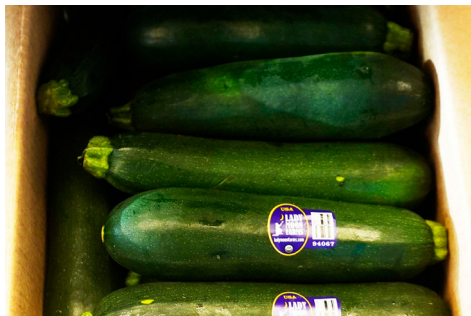
Organic Jackfruit will be again available for next week as well! These will be sold as a 1 ct case, with average weights 10-20lbs. Cut these in halves or quarters to increase sales!



OG WATERMELONS

Organic Seedless Watermelons will be available again this week from California. Quality has been very nice so far. Supplies should be steady.

Organic Mini Seedless Watermelons will be promotable this week from California. Sizing is on the larger size, so look to promote the 6ct with more availability. Cuts and sugars have been excellent.



OG SQUASH

Organic Green and Yellow Squash from Lady Moon Farms in PA are beginning to increase in supply. The hot days have been helping the plants grow and produce increased volumes as we head into August. Expect to see promotable opportunities on this beautiful local product.



OG MELONS

Current weather down in the Central Valley has yielded good volume on 6ct **Jumbo Organic Cantaloupes!** These puppies are big, heavy, sweet, and beautiful! We will have good volume on jumbo 9cts later this week but no regular 9s or 12s at the moment.

Organic Honeydews are very tight across the board right now but more will be available for early August, especially on 5 & 6 ct.



OG KIWIFRUIT

New Zealand Zespri **Organic Green** and **SunGold Kiwifruit** are now in steady supply. The Zespri Display Contest will begin in August – be sure to enter!

A small shot of California **Organic Green Kiwifruit** has arrived, but it's expected to finish for the season in early August.



OG CAULIFLOWER

Organic Cauliflower from California will begin to tighten in supply. Many shippers are experiencing low quantities due to weather conditions over a month ago while the crop was growing.

We should see reliable product coming out of Nevada while California struggles. With tighter supplies in California, pricing has been on the rise. Expect to see a good quality and aggressively priced Canadian product as an alternative.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico's Flora Loca season are now available. California fruit is also still available for early August. 60ct California fruit is extremely tight, causing 60ct fruit to be tighter overall. Prices are beginning to drop as more Mexican fruit hit the marketplace.

Organic Fair Trade Hass Avocados from our partner, Equal Exchange, will be available in limited supplies in the next few weeks for this Flora Loca season!

Organic Smooth Skin Avocados from Florida are now available!



OG GREEN BEANS

Organic Green Beans, grown locally in Elizabethtown, PA, are in steady supplies. As July comes to an end, expect to see promotional volumes, excellent quality, and improving price points. Late July will be a great time to promote a local **Organic Green Beans**.



OG CELERY

Organic Celery from California has continued to be in excellent supply as we head into August. Expect aggressive pricing, qualities, and supplies to continue. With pricing being extremely high for so long, this is a great opportunity to promote and move some extra volume.



OG GRAPES

New crop California **Organic Black, Red, Green,** and **Champagne Grapes** are now in excellent supply and improving quality.

Mexican **Organic Grapes** are finished.



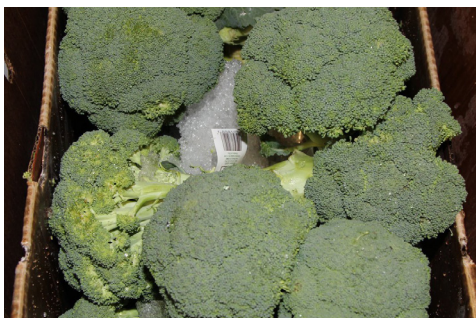
OG SWEET CORN

Organic Sweet Corn grown in Pennsylvania & New York are now in season. Expect to see sporadic supplies and pricing in heading into August.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are back in supply. As we head into late July and early August, expect to see steady supplies from Mexico and California with excellent quality.



OG BROCCOLI

Organic Broccoli from California will start slowing down in supply as we head into late July. Expect to see pricing to begin to rise and some suppliers to have limited supplies.

The Quebec season has started with limited supplies. As the season continues, expect to see steady volumes and competitive pricing compared to California product.

Organic Sweet Baby Broccoli will be in steady supply as we come to the end of July.



OG MANGOS

Organic Round Mangos from Mexico continue to remain a top seller! We have had an amazing Mango Mania month of July! Look for supplies to begin to tighten just a bit as the huge flush of fruit is just passed.

Organic Ataulfo Mango supplies will be all but extinguished for late July shipping. Look to fill in your displays with some other mangos to continue to ride the mango mania wave into August.

Organic Green Thai Mangos will be available again next week in limited supplies.

In a few weeks with will see the coveted **Non-Hot Water Treated Organic Mangos** from Mexico arrive! While a higher price is demanded for this fruit, it is worth every penny. August and September produce the best eating **Mangos** of the year! Look for more details in the coming weeks!



OG LETTUCE

Organic Leaf Lettuces from Quebec are in steady volume and excellent quality. Supplies on **Green & Red Leaf** will have promotable volumes as July ends. Product from California and New York are available, however the Quebec product offers the best price point.

Organic Iceberg Lettuce from Quebec is in excellent supply, look for promotable opportunities in late July and early August. Quality has been outstanding with well sized, firm, & good color heads.

OTHER STORIES

- **Organic Beets** from California will be back in supply as July concludes. Continue to expect to see inconsistent pricing and less than ideal quality. Weather conditions in many growing regions are causing breakdown and discoloration of the leaves.

- **Organic Bok Choy** and **Baby Bok Choy** from multiple growing regions have been experiencing weather conditions affecting the crop growth. Expect to see inconsistent supply and rising prices in late July.

- **Organic Russet Potatoes** continue to be in limited supply this week. **Count Russet Potatoes** in particular will be tight for the remainder of the season until we see new crop start in August.

- New crop New Zealand **Organic Queen Apples** are due in this week in very limited supply.

- **Organic Green and Red Cabbage** continue to be in steady supply. The local PA **Organic Cabbage** season is coming to a close, so expect to see supplies from various growing regions as the PA crop slows. **Organic Savoy** and **Napa Cabbage** continue to see steady availability & good quality, with some local availability.

- Locally grown **Organic Red** and **Candy Sweet Onions** are in very promotable supply this week. Quality is outstanding!

- **Organic Asparagus** will again be very limited this week from Mexico. Recent harsh weather and hail storms in Mexico have damaged the crops, leading to less supplies. What is available however has been very nice quality. Look for gaps in supply and higher markets.

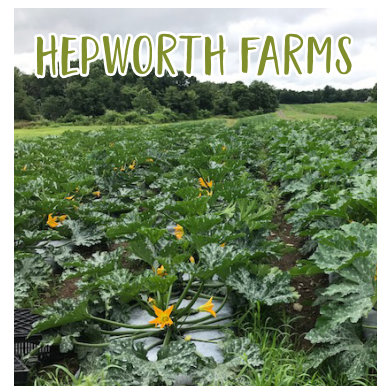
- **Organic Cucumbers** from local regions are beginning to come on strong. The heat is causing many growers to see high yields as we conclude July. **Organic European Seedless Cucumber** supplies are steady, and quality has been outstanding. Expect to see promotional opportunities heading into August. **Organic Mini Cucumbers** from Canada are in consistent supply with steady pricing.

- **ALERT! Organic Formosa Papayas** will be very limited for August as production has slowed down drastically. In May and April, many flowers (which eventually form fruit) were dropped from the plants due to weather conditions, impacting production. Additionally, hot weather, combined with lower than average rain, have further reduced production.



AVAILABILITY FOR THE WEEK OF JULY 26 - AUGUST 2, 2019

ORGANIC



NEW JERSEY

FLAIM FARMS - VINELAND, NJ

- 40431 OG Beets Gold Bunched 12 ct
- 40488 OG Beets Red Bunched 12 ct
- 40513 OG Bok Choy Baby PREM 20 lb
- 40601 OG Carrots Bunched 12 ct
- 40671 OG Greens Collard East 24 ct
- 40672 OG Greens Kale 12 ct
- 219525 OG Herb Mint NJ 12 ct Bunch

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 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
- 41112 OG Escarole 24 ct
- 41007 OG Greens Collard East 24 ct
- 40842 OG Herb Cilantro PREM 30 ct
- 40210 OG Herb Dill 24 ct
- 41150 OG Lettuce Butter Green 24 ct
- 41159 OG Lettuce Green Leaf PREM 24 ct
- 41158 OG Lettuce Red Leaf PREM 24 ct
- 41182 OG Lettuce Romaine PREM 24 ct

- 40886 OG Radishes French Breakfast 24 ct
- 40864 OG Radishes Red Bunched PREM 24 ct
- 41020 OG Squash Green PREM 20 lb
- 40297 OG Squash Yellow 20 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40548 OG Cabbage Green PREM 45 lb
- 40462 OG Corn Bi-Color 48 ct
- 40723 OG Parsley Curly PREM 30 ct
- 40724 OG Parsley Flat Leaf PREM 30 ct (Italian)

PENNSYLVANIA

CLARION RIVER ORGANICS - SLIGO, PA

- 40548 OG Cabbage Green PREM 45 lb
- 40454 OG Cabbage Red PREM 45 lb
- 40518 OG Cabbage Savoy 35 lb
- 220992 OG Peppers Banana 10 lb

CHRIST KING - LANCASTER, PA

- 40796 OG Peppers Green PREM 25 lb
- 40789 OG Peppers Red 11 lb
- 41348 OG Tomatoes Cherry 12/1 pt
- 46063 OG Tomatoes Roma 20 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 41088 OG Cucumbers PREM 20 lb
- 40811 OG Greens Kale PREM 24 ct
- 40723 OG Parsley Curly PREM 30 ct
- 40724 OG Parsley Flat Leaf PREM 30 ct (Italian)
- 40796 OG Peppers Green PREM 25 lb
- 40838 OG Peppers Jalapeno 10 lb
- 41020 OG Squash Green PREM 20 lb
- 40297 OG Squash Yellow 20 lb
- 41346 OG Tomatoes Cherry 12/1 pt Clamshell
- 41385 OG Tomatoes Cherry Rainbow 12/1 pt
- 41398 OG Tomatoes Grape Gold 12/1 pt
- 41336 OG Tomatoes Grape Premium 12/1 pt

LANCASTER FARM FRESH - LANCASTER, PA

- 41091 OG Cucumbers 20 lb
- 40814 OG Peppers Hungarian Wax 10 lb
- 41020 OG Squash Green PREM 20 lb

REED FAMILY FARM - ELIZABETHTOWN, PA

- 40376 OG Beans Green 25 lb



AVAILABILITY FOR THE WEEK OF JULY 26 - AUGUST 2, 2019

CONVENTIONAL

DELAWARE

FIFER ORCHARDS - DOVER, DE

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

HANSHAW FARMS - LAUREL, DE

- 11997 CV Watermelons 45 ct 15# Average Bin
- 11991 CV Watermelons 60 ct 11# Average Bin

VINCENT FARMS - LAUREL, DE

- 1060 CV Corn White 48 ct
- 1084 CV Corn White 50 dz Bin
- 11997 CV Watermelons 45 ct 15# Average Bin
- 11991 CV Watermelons 60 ct 11# Average Bin

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 2799 CV Cucumbers Super NJ 72 ct
- 1839 CV Peppers Green XL NJ 22 lb
- 23069 CV Tomatoes Vine Ripe XL NJ 25 lb

FLAIM FARMS - VINELAND, NJ

- 205 CV Arugula 24 ct
- 530 CV Beets Red 25 lb
- 550 CV Beets Red Bunched 12 ct
- 591 CV Bok Choy 30 lb
- 592 CV Bok Choy Baby Shanghai 30 lb
- 745 CV Cabbage Green NJ 50 lb
- 1362 CV Chard Green 12 ct
- 1355 CV Chard Rainbow 12 ct
- 1368 CV Chard Red 12 ct
- 1170 CV Dandelion Bunch NJ 12 ct
- 1275 CV Eggplant Graffiti NJ 12 lb
- 1262 CV Eggplant Italian 11 lb
- 1260 CV Eggplant PREM 24 lb
- 1273 CV Eggplant Sicilian NJ 20 lb
- 1308 CV Greens Collard NJ 18 lb
- 1315 CV Greens Kale NJ 18 lb
- 217581 CV Greens Kale Lacinato 12 ct
- 1345 CV Greens Mustard 12 ct
- 1350 CV Greens Turnip 18 lb
- 455 CV Herb Basil 15 ct
- 1032 CV Herb Cilantro 60 ct
- 1200 CV Herb Dill NJ 24 ct
- 1510 CV Herb Mint NJ 12 ct Box
- 1462 CV Kohlrabi Green 12 ct
- 1475 CV Leeks Bunched 12 ct
- 1704 CV Parsley Curly 30 ct
- 1715 CV Parsley Flat Leaf (Italian) 30 ct
- 1990 CV Peppers Banana 10 lb
- 1975 CV Peppers Cubanelle 18 lb
- 1839 CV Peppers Green XL NJ 22 lb
- 1967 CV Peppers Jalapeno 35 lb
- 1980 CV Peppers Long Hot 16 lb
- 1985 CV Peppers Serrano 8 lb

- 1827 CV Peppers Shishito 10 lb
- 2255 CV Squash Green MED NJ 20 lb
- 2334 CV Squash Zucchini Gold Bar 20 lb

JERSEY FRESH - HAMMONTON, NJ

- 10105 CV Blueberries NJ 12/1 pt
- 15678 CV Peaches 2 1/2" NJ 25 lb
- 15679 CV Peaches 2 3/4" NJ 25 lb

NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

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

NEW YORK

GOTHAM GREENS - BROOKLYN, NY

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

TORREY FARMS - ELBA, NY

- 480 CV Beans Green 25 lb
- 750 CV Cabbage Green 50 lb
- 780 CV Cabbage Red 50 lb

PENNSYLVANIA

BENEDICT FARMS - CHAMBERSBURG, PA

- 1062 CV Corn Bi-Color 24 ct
- 2812 CV Cucumbers Select 72 ct
- 2803 CV Cucumbers Super PA 72 ct
- 1260 CV Eggplant PREM 24 lb
- 1825 CV Peppers Green XL PA 22 lb

CEDAR MEADOWS - LANCASTER, PA

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

CHRIST L ESH - HOLTWOOD, PA

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

CHRIST KING, LANCASTER, PA

- 23305 CV Tomatoes Grape PA 12/1 pt

COPENHAVER - LEBANON, PA

- 482 CV Beans Green PA 25 lb

HARNISH FARMS - PEQUEA, PA

- 11997 CV Watermelons 45 ct 15# Avg Bin

HESS FARMS - WAYNESBORO, PA

- 482 CV Beans Green PA 25 lb
- 2845 CV Cucumbers Kirby 40 lb
- 2812 CV Cucumbers Select 72 ct
- 2803 CV Cucumbers Super PA 72 ct



- 1825 CV Peppers Green XL PA 22 lb
- 2258 CV Squash Green MED PA 20 lb
- 2320 CV Squash Yellow MED PA 20 lb
- 2334 CV Squash Zucchini Gold Bar 20 lb

JOSH WEAVER - LANCASTER, PA

- 1065 CV Corn White PA 50 dz Bin

LESTER WEAVER - LANCASTER, PA

- 1075 CV Corn Bi-Color PA 50 dz Bin

SAM ZOOK - LANCASTER, PA

- 23305 CV Tomatoes Grape PA 12/1 pt

STAUFFER HULING FARMS - LANCASTER, PA

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

SUN AQUA FARMS - DALTON, PA

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

SUNNY ACRES FARM - LANCASTER PA

- 1075 CV Corn Bi-Color PA 50 dz Bin
- 1062 CV Corn Bi-Color 24 ct
- 2334 CV Squash Zucchini Gold Bar 20 lb

SUNRISE ACRES - LANCASTER PA

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

VIRGINIA

PARKER FARMS - OAK GROVE, VA

- 615 CV Broccoli Crowns East 20lb



ZESPRI ORGANIC SUNGOLD KIWI CONTEST

AUGUST 4 - SEPTEMBER 2, 2019

Add some "sun" into your department this August and strike "gold" in doing so! Four Seasons Produce has teamed up with Zespri to bring you an Organic SunGold Kiwi Contest for the month of August! This is an absolutely outstanding piece of fruit and quality and crop this year look to be excellent! Build some super creative displays for a chance to win some cool prizes!

Displays will be judged on creativity, use of Zespri POS material and overall eye appeal. Please send all contest pictures to Steph Mayer (stephf@fsproduce.com) by September 6th!

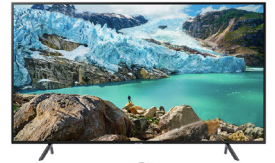
**Fruit must be purchased from Four Seasons Produce to be eligible for entry.

GRAND PRIZE!

HP 2-IN-1 LAPTOP



2ND 55" TV



3RD BOSE WIRELESS HEADPHONES



4TH APPLE TV 4K



5TH JBL SPEAKER



2 HONORABLE MENTIONS WILL WIN AN AMAZON ECHO!

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 the contest*



EVERYONE IS A WINNER!

Each participating store will receive a Zespri swag bag!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597

www.fsproduce.com





ZESPRI ORGANIC SUNGOLD KIWI CONTEST

AUGUST 4 - SEPTEMBER 2, 2019

ZESPRI ORGANIC KIWIFRUIT LINES FOR THE PROMO PERIOD:

- 220568 OG Kiwi SunGold NZL22 sz 37 ct 13 lb
- 43629 OG Kiwi 33-36 sz 99/108 ct Volume Filled
- 43614 OG Kiwi NZL 33/36 ct 1-Layer

POS MATERIAL IS AVAILABLE!

- 211229 POS Demo Kit Zespri 1 ea
- 23391 POS Demo Station Zespri 2018 1 ea
- 221165 POS Sleeve Display Empty 1 ea
- 23388 POS Big Stand Up Zespri Sign 1 ea



211229



221165



23388



23391



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597
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MARKET NEWS

CONVENTIONAL OUTLOOK

CALIFORNIA GRAPE UPDATE

Pretty Lady brand premium **Grapes** are on the way! The first harvests are on the road - expected arrival is Sunday for your Monday (7/29) deliveries.

We will keep the biggest and best size and varieties in our Pretty Lady brand codes for the rest of the summer and into fall during the California peak season.

For those customers looking for a value, We will have other good quality **Green** and **Red Seedless**, but they will all be 19lb new crop fruit from the Bakersfield/Fresno, CA growing region. Fruit from Mexico and Coachella is in such bad quality, and this has created great demand for this fruit.

A heat wave that started Monday (7/22), and will continue for the next 5-7 days, is causing short harvest days and fruit slow to gain sugar. The plants go into survival mode to preserve themselves during this situation. We will need to plan ahead to prevent any gap in supplies while growers struggle through the next few days.

With the good demand, prices were a little stronger especially on the premium labels.

Thomcord Grapes (seedless Concord-like) are now in peak season for August promotion.



CV CAULIFLOWER

Quebec growers are now finished with their harvest flush on **bikini-cut Cauliflower**, so pricing will begin to rise slightly. Also, Maine growers are coming into their summer crop, so we will still have decent supplies available.

Cauliflower is in good supply from California this week on both 9 and 12 ct. Growers are making deals on 9's as the majority of the harvest is yielding larger heads.



CV BERRIES

Strawberries are in excellent supply this week out of California. Look for pricing to slide down quite a bit, which will create promotable opportunities. Quality has been good.

Blackberries are in good supply this week. For early August, our Driscoll's **Blackberries** will be sourced from a farm in New Jersey. Quality has been excellent on these locally grown **Blackberries**!

Blueberries will continue to be promotable this week. We still have product coming from NJ, which has been really nice, while Michigan and British Columbia continue to ship. Pricing is certainly at promotable levels this week, and quality is good.

Raspberries will be in good supply this week from California. Sizing and flavor on **Raspberries** have been really good.



CV SWEET CORN

Sweet Corn prices look to ease off this week. After a record high season to start the local deal, the extreme heat from this past weekend has brought on the PA **Sweet Corn** strong. We have local product in both 50 dozen bins and 48ct cartons.

New York growers are also starting to harvest, easing the pressure from DE/NJ growers. The local **Sweet Corn** quality has been excellent. Promote local!



CV PEPPERS

La Rouge Red Peppers will be very promotable this week from California. Harvests continue to be strong. Quality has been excellent.

Green Peppers markets remain promotable this week from PA/NJ. Harvests and quality are strong. Continue to promote local.

Hothouse grown 11 lb **Pepper** prices will be going up this week. Harvest numbers are down, creating more demand. Quality has been excellent.



CV MANGOS

The **Kent Mangos** are good quality but are maturing quickly. **Keitts** are coming in large, so we are expecting the small Mangos to get very tight quickly.

Ataulfo and **Tommy Atkins Mangos** are officially done from Mexico. Very few inbounds are being reported on those varieties.



CV CHERRIES

The Washington **Cherry** season is coming to an end. Many growers are finished, and others sold out through the remainder of the season. The spot market is much higher.

We could see some fruit available into the first week of August depending on demand.



CV HASS AVOCADOS

We have **Hass Avocados** from both Mexico and Peru.

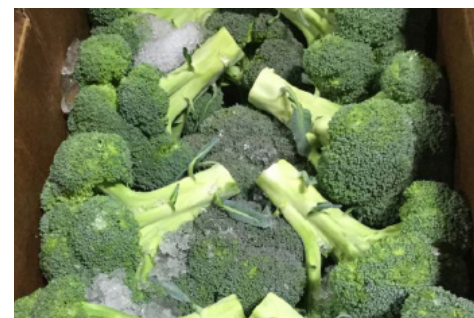
We are bringing in Flora Loca fruit from Mexico. These have a long shelf life and will take a while to break. The Peru fruit are great quality and are breaking very well. The Mexico market is expecting to remain very strong as prices at field level are rising. We will have Peruvian fruit through August.



CV CUCUMBERS

Cucumbers should be very promotable this week. The hot weather really brought the crops on and PA/NJ growers will be flushing. Quality will be strong on arrival but continue to turn your inventories.

Seedless Cucumber markets remain promotable again this week. Quality is excellent from Canada.



CV BROCCOLI

Broccoli is in excellent supply from California, but now we have great supplies of Eastern **Broccoli Crowns**.

We just started bringing in **Broccoli Crowns** from Maine in the "Stag" brand this past week, and the quality is outstanding. Look for steady supplies of Eastern crowns into fall.



CV LETTUCE

Lettuce markets have absolutely tumbled this past week. Look for pricing to be much lower this week on all **Green Leaf, Red Leaf, Iceberg,** and **Romaine Lettuce**. Quality remains excellent from both Salinas, CA and Quebec.



CV CELERY

Celery is in solid supply from California, Michigan, and Canada at this time, and quality has been very nice. Look for promotable opportunities this week, especially on the Canadian **Celery**.



CV ONIONS

Yellow and **Red Onion** pricing remains high as we wrap up the month of July. New crop **Onions** are currently available from growers in California and New Mexico. New Mexico will be finishing with their supply within the next few weeks, while Washington growers will soon start shipping transplants and summer variety onions.



CV ASPARAGUS

Asparagus prices are still high with limited supplies being imported into the country from Peru. There are small amounts available from Mexico as well. Overall demand is much higher than supply. Quality has been very nice; however, sizing remains very limited on jumbo and large.



CV GREEN BEANS

Excellent quality **Green Beans** will be promotable this week from new fields in New York. The PA/NJ deal will be gapping for early August.



CV WATERMELONS

Watermelon prices still remain strong this week. Quality has been very nice as fields in DE are crowing fields.

Mini Watermelons are cutting excellent from Arizona right now.



CV TOMATOES

Grape Tomato prices remain steady and promotable this week from our Native Grown label in PA and VA. Quality has been excellent. PA harvests are getting stronger every week.

Roma Tomato prices are promotable this week. Quality has been very nice coming from Tennessee and Alabama.

Local **Vine Ripe Tomato** prices are very promotable as well this week. PA, NJ, and DE are all in full production after the recent hot weather brought on good harvests. Quality has been excellent so far from all regions, and sizing is great on these "Crown" picks.



CV LIMES

Limes continue to have supply issues due to wet weather and low pack outs in Mexico. Prices have jumped significantly since last week and we do not foresee them going down (on good quality) until the rains subside. Expect prices to continue to rise, especially if importers continue to have issues with replacing existing supplies. Sizing is still peaking on 175/200ct.

Issues that we are seeing upon inbound are oil spotting, a little styler, and lighter color. We are in the thick of summer Limes, so be wary of product that is old and not reconditioned.



CV GARLIC

ALERT! One of the importers that was allowed to bring in Chinese **Garlic** has been shut down. So, it is like a faucet being turned off. Probably 30 to 40% of the US Chinese **Garlic** supply was shut down with no notice.

The total reduction compared to last year is ~15% less. However, the quality is excellent as China has had great growing and harvest conditions.

The new season will be at least 25% higher from the duty alone. It could be as much as 35% higher. Those issues are causing the garlic market to be short in supply as well higher prices.



CV POTATOES

Russet Potato supplies are winding down across the country. There may be a few gaps between storage crop ending and new crop availability. With this, pricing appears to be rising on all sizes.

10/5lb **New Jersey Fresh White Potatoes** are in promotable supply.



CV SWEET POTATOES

ALERT! We see the market on NC **Sweet Potatoes** continue to be extremely tight this week and ply is likely imminent until the new crop is ready.



CV STONE FRUIT

In season this week:

- NJ Yellow Peaches & Nectarines
- CA Peaches, Nectarines, & Plums
- CA Flat Peaches & Nectarines
- CA Plumogranate, Golden Treat, Flavor Grenade, Dapple Fire, & Dapple Dandy Pluots
- CA Black Midnight Rose Apriums
- CA Verry Cherry Plums
- WA & CA Apricots