

ORGANIC MARKET NEWS

JULY 29 - AUGUST 5, 2022

CALIFORNIA ORGANIC GRAPE SEASON



Organic Grapes are now in great supply with nice quality from growers out of California, making August and September the best time of the year to promote and merchandise!

Organic Green Grapes are coming on strong as they are benefiting from the heat, which has caused increased sugars and high yields. They will begin to transition from the "Sugarone" to the "Ivory" variety for early to mid-August.

Organic Red Grapes are in good supply and quality has been good. The main variety is transitioning from "Flames" to "Krissey" for the first half of August.

Organic Black Grapes are will transition from "Summer Royals" to "Midnights" on the primary variety.

Organic Champagne Grapes continue in peak season for early August. This super-sweet red seedless variety has small berries and the ends of the stem are so tender the whole cluster can be eaten.

The outlook is good for **Organic Grapes**. Ask about promo opportunities for August, and a display contest is being planned for Four Seasons independent retailer customers for September.



OG MELONS

Organic Cantaloupes and **Honeydew** from California are in great supply with excellent quality and promotable pricing. **Organic Galia Melons** are also in season for a specialty offering.

Organic Mini Seedless Watermelon supplies remain steady in the 6ct size, while quality has been outstanding from both California and Arizona.

NOTE: Organic Seedless Watermelons remain limited from California as growers wind down or decrease acres due to short demand and East Coast local production

Local PA **Organic Watermelons** are still on track to begin with limited supply volume in early August.



OG BERRIES

Organic Blueberries remain promotable out of Oregon and Washington to begin August. 6oz, pint, and 18oz packs will be available.

Organic Raspberry supplies remain steady for early August. Lighter conventional availability has put a strain on the organic markets, yet quality is expected to remain nice, and supplies will be steady.

California **Organic Blackberry** supplies are slightly improving for early August. It's not promotable yet, but more volume could be coming later in the month.

NOTE: Organic Strawberry supplies from California have begun to tighten and pricing increase. Heat is a factor. Expect supplies to remain tight entering August.



OG STONE FRUIT

Organic Cherries will be steady heading into August, but supplies will dwindle quickly. The week of 8/8 is looking to be the end of the **Organic Cherry** crop for the season. Quality has been excellent on all dark sweet cherries.

Organic Plums and **Pluots** from California will be in excellent shape for early August displays.

California growers continue with nice quality on **Organic Peaches** and **Nectarines** for early August.

Organic Peaches from Washington have started being harvested for the season. Volumes are still on the lighter side, but they'll really begin to increase the first week of August. Sizing at this point is excellent with most fruit being packed as a 40 size or larger with nice quality.

Organic Nectarines from Washington should start the first week of August. This crop is usually ready a week after the peach crop, so we're getting close!



OG LOCAL LADY MOON VEG

Lady Moon Farms in Chambersburg, PA is entering its peak **Organic Summer Vegetable** season. **Organic Zucchini** and **Cucumbers** are expected to have promotional opportunities in early August!

Organic Green Peppers, **Jalapenos**, and **Eggplant** supplies are expected to remain available in early August. **Organic Yellow Squash** is not being grown by Lady Moon, but is producing strong steady supplies from other growers in PA.



OG COLOR BELL PEPPERS

Organic Color Bell Peppers from Canada and Holland are in good supply as August begins with nice quality!

Organic Mini Sweet Peppers from Mexico remain limited in supply for early August, while local **Organic Mini Peppers** have only just begun in a limited manner. Local volumes are expected to increase in early August.



OG TOMATOES

Local PA **Organic Vine Ripe** and **Roma Tomatoes** have started from King Family Farm, and this crop will be ramping up by August.

Organic Grape and **Cherry Tomatoes** from Lady Moon Farms have started in PA. PA has kicked off in a small way with **Organic Grape**, **Cherry**, **Rainbow Cherry**, and **Heirloom Tomatoes**. We are also seeing **Organic Grape Tomatoes** from Amos King and Eastern Fresh Growers.



OG HASS AVOCADOS

Equal Exchange **Organic Fair Trade Hass Avocados** from Mexico have made a return to the market!

Organic Hass Avocados continue to fall in price due to good volume being harvested from the "Flor Loca" crop. Some Organic Peru fruit is also available, driving pricing down even further.

Organic Green Skin Avocados from Florida are in full swing!



OG GREENHOUSE CUCUMBERS

Organic Euro Seedless Cucumber prices eased down and offered a promotable market into August. Quality and availability are outstanding.

Organic Mini Seedless Cucumber prices have tightened up a bit as many shippers have already started to clean up their crop. Quality is excellent but there is all of the sudden not a lot of product around heading into August.



OG GREEN BEANS

As August begins, local **Organic Green Beans** remain in strong supplies from PA. Quality will be outstanding to kick off the month with improved pricing and promotable volumes.

Mid-August is expected to have lighter volumes due to excessive heat that slowed the next plantings during the growth phase in late July.



OG MANGOS

Organic Mangos are in good volume for the rest of the summer with promotable opportunities, especially on the Kent variety.

We are in our final weeks of **Organic Ataulfo Honey Mangos** from Mexico for the summer. Supplies are expected to be dried up by early August.



OG SWEET CORN

Local PA and NY grown **Organic Bi-Color Sweet Corn** supplies are increasing for early August.

Expect supply volumes to continue to increase in early August that will drive pricing down and producing promotable possibilities in mid-August!



OG GARLIC & SHALLOTS

New! California grown **Organic Garlic** will be available for the beginning of August. Prices are a bit higher this year over last, but the crop is expected to be very nice quality.

Organic Shallots are back in season from California starting in August.



OG CELERY

Organic Celery volumes from California continue with strong supplies and promotable pricing for the beginning of August.

Quality, pricing, and volume have created the perfect promotional opportunity through most of August.



OG FIGS

Organic Fresh Figs are here! This California crop will be available for several months.

The first available varieties will be **Brown Turkey** and **Green Sierra Figs**. The popular **Black Mission** variety will be available mid-August.



OG HARD SQUASH

Local PA **Organic Hard Squash** is now in season!

For the beginning of August, we will have some **Organic Acorn, Butternut, and Spaghetti Squash**.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** from California continue to produce strong supply volumes for early August.

Promotable opportunities will be available on both commodities, but **Organic Cauliflower** volumes exceed **Organic Broccoli** and pricing will be more promotable.

Supply volume from Québec were expected to increase in late-July and while Canadian grown **Organic Cauliflower** volumes have increased, **Organic Broccoli** has not performed to expectations.

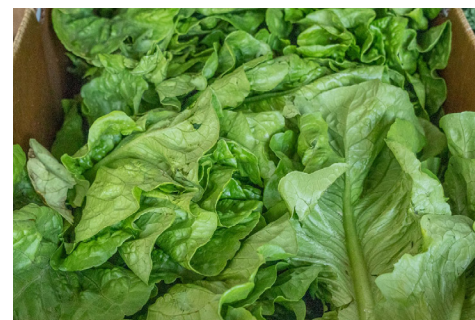


OG CABBAGES

Local PA grown **Organic Cabbages** are beginning to end for most growers. **Organic Green, Red, and Savoy Cabbage** supplies are all still available in light volumes, however New York grown **Organic Green** and **Red Cabbage** will be the main supply beginning in early August.

Local **Organic Napa Cabbage** from New Jersey will also end in early August.

Organic Napa and **Savoy Cabbage** supplies will shift back to the West Coast, until local fall production.



OG LETTUCE

Organic Green Leaf, Red Leaf, and Romaine Lettuce remain in good supply out of California and Quebec. Quality, availability, and pricing have remained consistent and are expected to continue for early August.

Organic Romaine Hearts and **Iceberg Lettuce** from California have begun to yield lighter supply volume and pricing has begun to increase. Quebec supplies remain limited or out and because of that are not available as a supplement to lighter California supplies.

OTHER STORIES

- **Organic Asparagus** prices will continue to increase as we head into August with the Mexico crop winding down. Quality has been outstanding and there is still plenty of product as long as they do not get caught up at the border crossing.

- **Organic Dragon Fruit** from California will be available in August! These will be 10lb cartons with both magenta and white flesh options.

- **ALERT! Organic Formosa Papayas** will be out of stock for about a month due to a crop gap. **Organic Royal Star Papayas** will be back in stock by the middle of August as a great replacement.

- **Organic Pineapples** are steady with good volume available.

- **Organic SunGold** and **Green Kiwifruit** are in full swing, and volumes are excellent as we prepare for a month-long display contest for all Zespri Kiwifruit.



ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 1 - AUGUST 29, 2022

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

CONTEST CRITERIA

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

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



CONTEST PRIZES

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

1ST PLACE
\$500 Gift Card



2ND Place - MOUNTAIN BIKE

3RD Place - SMART WATCH

4TH Place - CHROMEBOOK

5TH Place - BLUETOOTH SPEAKER

4 HONORABLE MENTIONS - \$50 GIFT CARD



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

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

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



PRODUCT CODES



PHONE: 1.800.422.8384

| www.fsproduce.com





Driscoll's BIG Pack Blueberry Contest

July 18 - August 14, 2022

So, who's ready to build some BIG blueberry displays and grab some awesome sales at the same time?! Four Seasons has teamed up with Driscoll's to bring you a BIG promotion on BIG packs of fresh blueberries from the Pacific Northwest. Ladies and Gentlemen, we present to you the first ever Driscoll's BIG Pack Blueberry Display Contest. Conventional and organically grown blue gems from out west are super promotable, and we are going to celebrate it in style!

Pricing is right, projected quality is awesome and we have some great prizes available to win. BIG displays of BIG packs will lead to BIG sales! Be in it to WIN it!

CONTEST CRITERIA:

- Build an unforgettable Driscoll's blueberry display using 18oz packs of fruit. Fruit **MUST** be purchased from Four Seasons Produce. Displays may contain either CV or OG fruit, or better yet, both!
- Use the point of sale signage or empty boxes shouting out the Driscoll's branding. Point of sale signage will be available through your Four Seasons Sales Rep or Merchandiser
- Displays must remain up in your department for at least one week.
- Send all contest photos to contests@fsproduce.com by Friday, August 19, 2022

Codes:

230373 - CV Driscoll's Blueberry 12/18oz

225850 - OG Driscoll Blueberry 12/18oz



PRIZES:

BEST OVERALL DISPLAY

GRAND PRIZE WINNER
\$500

(Display will be judged on overall eye appeal, use of the Driscoll's brand signage.)

MOST CREATIVE DISPLAY

1ST - \$300

2ND - \$200

3RD - \$100

2 HONORABLE MENTIONS - \$50

BEST ALL ORGANIC

1ST - \$300

2ND - \$200

3RD - \$100

2 HONORABLE MENTIONS - \$50

MERCHANDISER TIP:

Grow your basket size! Great tie ins for blueberries include granola, oatmeal, cereal, pie crusts, muffin and pancake mix. For blueberry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

www.fsproduce.com





LOCAL LIST

JULY 29 - AUGUST 5, 2022



ORGANIC

Amos King - Lancaster, PA

41379 - OG Tomatoes Grape 12/1pt

Big Buck Farms - Hammonton, NJ

43706 - OG Blueberries NJ 12/1 pt

44363 - OG Blackberries 12/6 oz

Clarion River - Sligo, PA

40676 - OG Greens Kale Lacinato 24 ct

40784 - OG Peppers Anaheim 10 lb

40859 - OG Peppers Cubanelle 10 lb

41032 - OG Squash Patty Pan 22 lb

40297 - OG Squash Yellow 20 lb

Deep Root - Johnson, VT

40680 - OG Chard Rainbow PREM 24 ct

40628 - OG Dandelion PREM 24 ct

40211 - OG Fennel (Anise) 12 ct

40670 - OG Greens Collard 24 ct

40676 - OG Greens Kale Lacinato 24 ct

43566 - OG Greens Kale Red 24 ct

40297 - OG Squash Yellow 20 lb

40623 - OG Sunchokes White 10 lb

Eagle Shadow Farm (Samuel Stoltzfus) - Millville, PA

40485 - OG Beets Red 25 lb

Eastern Fresh Growers - Cedarville NJ

41398 - OG Tomatoes Grape Gold 12/1 pt

41379 - OG Tomatoes Grape 12/1 pt



Flaim Farm - Vineland NJ

40488 - OG Beets Red Bunched 12 ct

40510 - OG Bok Choy PREM 35 lb

40513 - OG Bok Choy Baby PREM 20 lb

40548 - OG Cabbage Green PREM 45 lb

40515 - OG Cabbage Napa 35 lb

40650 - OG Dandelion 12 ct

40672 - OG Greens Kale 12 ct

219525 - OG Herb Mint 12 ct

40912 - OG Leeks Bulk PREM 20 lb

40729 - OG Parsley Flat Leaf (Italian) 15 ct

King Family Farm - New Holland, PA

40548 - OG Cabbage Green PREM 45 lb

41535 - OG Onions Sweet Jumbo 40 lb

41536 - OG Onions Sweet Jumbo MED 40 lb

41531 - OG Onions Red Jumbo 40 lb

41525 - OG Onions Red MD 40 lb

41330 - OG Tomatoes Beefsteak 10lb

42305 - OG Tomatoes Roma 20lb

41357 - OG Tomatoes Round 20 lb

Joesph Weaver - Ephrata, PA

40548 - OG Cabbage Green PREM 45 lb

40454 - OG Cabbage Red PREM 45 lb

40462 - OG Corn Bi-Color 48 ct

Lady Moon Farm - Chambersburg, PA

41088 - OG Cucumbers PREM 20 lb

40639 - OG Eggplant PREM 24 lb Lady Moon

40796 - OG Peppers Green PREM 25 lb

40838 - OG Peppers Jalapeno 10 lb

231688 - OG Peppers Mini-Mix Sweet 18/10 oz Clam

41020 - OG Squash Green PREM 20 lb Lady Moon

41336 - OG Tomatoes Grape Premium 12/1 pt

41385 - OG Tomatoes Cherry Rainbow 12/1 pt

41346 - OG Tomatoes Cherry 12/1 pt Clamshell

Lancaster Farm Fresh - Lancaster, PA

40454 - OG Cabbage Red PREM 45 lb

40518 - OG Cabbage Savoy 35 lb

41089 - OG Cucumbers Pickle 20 lb

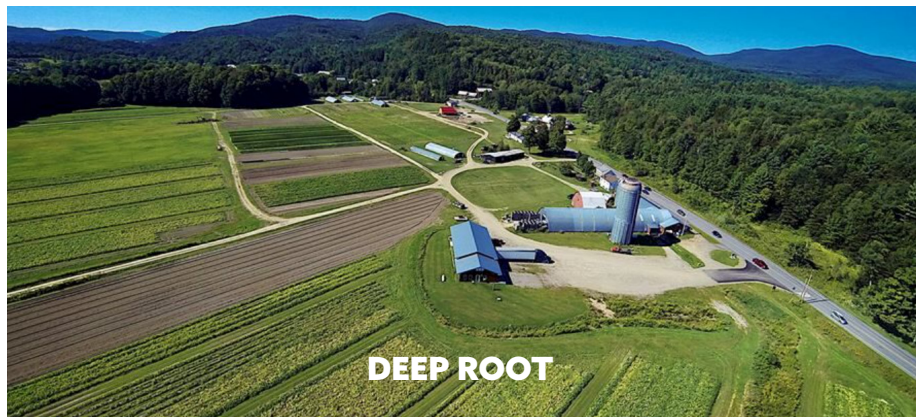
Pureberry Farms - Vineland, NJ

44363 - OG Blackberries 12/6 oz

43706 - OG Blueberries NJ 12/1 pt

Reed Family Farm - Elizabethtown, PA

40376 - OG Beans Green 25 lb





LOCAL LIST

JULY 29 - AUGUST 5, 2022



CONVENTIONAL



American Dream Produce - Hammonton, NJ
10105 - CV Blueberries NJ 12/1 pt

Benedict Farms - Chambersburg, PA
2255 - CV Squash Green MD Local 20 lb
2338 - CV Squash Yellow MD Local 20 lb

Cedar Meadows Farm - Lancaster County, PA
23156 - CV Tomatoes Heirloom PA 15 lb

Copenhaver Farm, Lebanon PA
480 - CV Beans Green 25lb

Driscoll's Berries (Pastore Farms) - Hammonton, NJ
10155 - CV Blackberries 12/6 oz
222142 - CV Blueberries Sweetest Batch 8/11 oz

Eastern Fresh Growers - Cedarville NJ
1837 - CV Peppers Green JBO Local 22 lb
229433 - CV Peppers Green JBO/XL 22 lb
2255 - CV Squash Green MD Local 20 lb
23069 - CV Tomatoes Vine Ripe XL NJ 25 lb

Falling Spring Fruit Farm - Chambersburg, PA
1062 - CV Corn Bi-color 48ct

Fifer Orchards - Camden, DE
1062 - CV Corn Bi-color 48ct
1086 - CV Corn Bi-color 50 dz bin
1060 - CV Corn White 48 ct
1084 - CV Corn White 50 dz bin
228499 - CV Tomatoes Vine Ripe XL/JBO 25 lb

Flaim Farm - Vineland NJ
205 - CV Arugula 24ct
550 - CV Beets Red Bunched 12 ct
591 - CV Bok Choy 30 lb
592 - CV Bok Choy Baby Shanghai 30 lb

750 - CV Cabbage Green 50 lb
1670 - CV Cabbage Napa 30 lb
795 - CV Cabbage Savoy 30 lb
780 - CV Cabbage Red 50 lb
1362 - CV Chard Green 12 ct
1355 - CV Chard Rainbow 12 ct
1368 - CV Chard Red 12 ct
1308 - CV Greens Collard NJ 18 ct
1285 - CV Eggplant Italian NJ 10 lb
1275 - CV Eggplant Graffiti NJ 12 lb
1273 - CV Eggplant Sicilian NJ 20 lb
1315 - CV Greens Kale NJ 18 ct
455 - CV Herb Basil 15 ct
1200 - CV Herb Dill 24 ct
1510 - CV Herb Mint 12 ct Box
1967 - CV Peppers Jalapeno 35 lb
2255 - CV Squash Green MD Local 20 lb
2334 - CV Squash Zucchini Gold Bar 20 lb
2338 - CV Squash Yellow MD Local 20 lb

Giumarra Growers - Avondale, PA
10143 - CV Blackberries 12/6 oz

Hollabaugh Bros - Biglerville, PA
*Special wood crate program available by request
*225688 - CV Peaches 2.5" 25 lb Crate
*228453 - CV Peaches White 2.5" 25 lb Crate

Hess Farm - Ephrata, PA
480 - CV Beans Green 25 lb
2819 - CV Cucumbers Super 72ct
2845 - CV Cucumbers Kirby 40lb
1837 - CV Peppers Green JBO 22 lb
229433 - CV Peppers Green JBO/XL 22 lb
1967 - CV Peppers Jalapeno 35 lb
2255 - CV Squash Green MD 20 lb
2338 - CV Squash Yellow MD 20 lb

Jersey Fruit - Hammonton, NJ
10105 - CV Blueberries NJ 12/1 pt

Joshua Weaver Farm - Ephrata PA
780 - CV Cabbage Red 50lb
1084 - CV Corn White Local 50 dz Bin

Lester Weaver - Lancaster, PA
1086 - CV Corn Bi-color 50 dz bin

Nardelli Lake View Farms, Cedarville NJ
1670 - CV Cabbage Napa 30 lb
795 - CV Cabbage Savoy 30 lb
1062 - CV Corn Bi-color 48ct
1099 - CV Corn Bi-color 12/4 ct tray
1060 - CV Corn White 48ct
2819 - CV Cucumbers Super 72ct
2845 - CV Cucumbers Kirby 40lb
1345 - CV Greens Mustard 12 ct
1350 - CV Greens Turnip 12 ct
1200 - CV Herb Dill 24 ct
2255 - CV Squash Green MD 20 lb

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

Six L's/Lipman - WEST DEPTFORD, NJ
1837 - CV Peppers Green JBO 22 lb
229433 - CV Peppers Green JBO/XL 22 lb
2255 - CV Squash Green MD Local 20 lb
2338 - CV Squash Yellow MD Local 20 lb

Vincent Farm - Delmar, DE
1062 - CV Corn Bi-color 48ct
1086 - CV Corn Bi-color 50 dz bin
1060 - CV Corn White 48 ct
1084 - CV Corn White 50 dz bin

NEW ITEMS AT FOUR SEASONS

INTRODUCING NEW CRUNCH KITS™!

Our easy-to-make crunch kit takes our popular Sunny Crunch® lettuce and combines it with tasty toppings and dressing for a simple, great-tasting salad in a snap!



JUST TOSS,
SERVE,
& SAVOR



BACK IN STOCK!



DEMETER'S
PANTRY



MEDITERRANEAN & LATIN PREPARED FOOD LINE - WEEKLY PREORDER



CONVENTIONAL MARKET NEWS

JULY 29 - AUGUST 5, 2022

LATE-SEASON CHERRY UPDATE



**A HALF MILE CLOSER TO THE MOON-
ARRIVING THE WEEK OF 8/15**



Dark Sweet Cherries are currently in steady supply from Washington. We've made the shift into high elevation late season **Cherries** with Stemilt, so be sure to get your **"Kyle's Pick"** Cherries in early August.

Cherries to make the cut they need to pass specific standards for firmness and sweetness (brix). Our first arrival of **"Kyle's Pick"** will be available 8/3.

We'll move into **"A Half Mile Closer to the Moon"** Cherries the week of August 15th, and this orchard is even higher in elevation. This allows Stemilt to harvest later into the season, and this growing area will experience temperatures 10 degrees less than lower elevation. **Moon Cherries** will come to a close for the season the first week of September. Sizes this year have ranged between 8.5-10.5, which is outstanding. Now is the time to get excited for the best in season **Dark Sweet Cherries**.

Rainier Cherries are in their final week of harvest, so these will be selling out during early August.



CV STONE FRUIT

Local **Peaches** from New Jersey are in excellent supply as we head into August. Growers are seeing really nice sizing so look for beautiful 2 3/4" and 3" options. Now is the time to promote locally grown **Peaches**!

California **Peach** supplies are also steady with both 2- layer tray packs and volume fill options. Fruit is sizing on the larger side with 40 size and larger.

Pluots are currently in excellent supply from Family Tree Farms. We have both euro single layer options available as well as 16/1 lb clamshells on multiple varieties. **"King Kong"** is the current black variety, and **"Flavor Gator"** is the mottled. **"Summer Punch"** and **"Jubilee"** are the red varieties, and **"Gold Rush"** as the green. Each and every variety is eating very well with great sugar. Starting in August, the **"Supernova"** and **"Turtle Egg"** will be in good supply. Get ready for the next round of high flavor **Pluots**!

NOTE: Local **Nectarines** from New Jersey are extremely limited as we head into August. This shortage is a direct result of the freeze we had earlier in the season, so expect much higher pricing this season on New Jersey fruit.



CV PEPPERS

Green Bell Pepper prices are dropping as we head into August with more local availability from NJ and PA. Quality has been excellent!

Chili Pepper varieties will be arriving out of NJ and PA. These items will start rolling and will continue into August. Quality and availability are excellent.

11lb **Hothouse Color Pepper** prices are expected to ease as we head into August. We continue to source most of our product from Canada, which is jumbo sizing. It is expecting that Canada will gap again beginning by middle of August.

15lb **Elongated Sweet Red Peppers** will remain steady as prices are high. First crop picks were made this week and product is on the road! Quality is excellent.

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



CV BERRIES

Blueberries from British Columbia have begun in late July and volumes are beginning to grow for the beginning of August. Quality on the early fruit has been strong.

New Jersey fruit is all but done for early August, however a special late variety from Driscoll's growers in New Jersey will be offered as 8/11oz **Sweetest Batch Blueberries**. They are available now through mid-August.

Blackberries volumes has begun to gain momentum entering early August and demand is lighter. Local New Jersey **Blackberries** are still the main growing region for us and quality remains strong.

NOTE: **Raspberries** remain limited entering July while demand remains strong. Excessive heat in California has created lighter harvest volume. Prices remains elevated to slow demand.

ALERT! Strawberries from California dropped in volume suddenly to start off August with prices on the rise due to several weeks of high heat. Expect limited supplies and prorates entering August.



CV MELONS

Cantaloupes and **Honeydews** from California are in season with nice quality. Supplies became a little limited for the beginning of August and will rebound.

Specialty Melons Available for early August:

Heirloom Cantaloupes	Santa Claus
Orangedews	Tuscan Lopes
Canary Melons	Summer Kiss
Galia Melons	Sugar Kiss Melons
Hami	

Athena-style Bin Cantaloupes from DE and MD are in season. We will look to stay in the 110-120ct, but expect to see smaller size options as well.

Local **Watermelons** from DE, MD, and PA have begun, but volumes remain light for the beginning of August with elevated prices. Expect volumes to improve throughout the month.



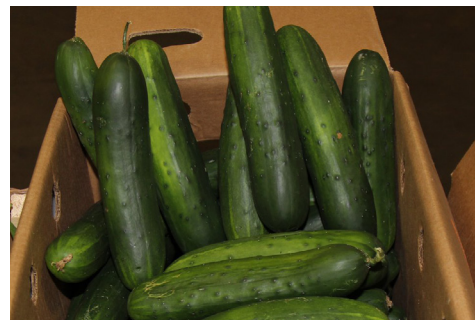
CV GRAPES

Peak season for **Grapes** from California has begun! Supply is good heading into August on all varieties. **Greens** are benefiting from the heat and will be promotable for the first 2 weeks of August.

Pretty Lady Grapes arrivals are beautiful with great flavor, especially on the **Green "Sugar Drops!"**

Available for early August:

- Green/Red Combo Grapes** - 2lb clamshells
- Stella Bella Green Grapes**
- The Grapery Cotton Candy Grapes** - limited to start
- The Grapery Gum Drops Grapes**
- Thomcord Grapes**
- Champagne Grapes**



CV CUCUMBERS

Local **Super Select Cucumber** prices have eased a bit as it seems there is plenty of product to promote from NJ and PA. Quality is outstanding.

Euro Seedless Cucumbers dropped suddenly as movement had slowed and shippers started to back up on product. This is expected to stay low from now until the middle of August out of Canada. There are still some deals to find but crops are finishing up. We are seeing some excellent quality.



CV ASPARAGUS

Asparagus prices are expected to increase as we head into August. Mexico and Peru are winding down and there is limiting availability. There has been and will be weather challenges that will cause a bigger than normal gap and making Asparagus through September very scarce. Quality has been good.



CV EGGPLANT

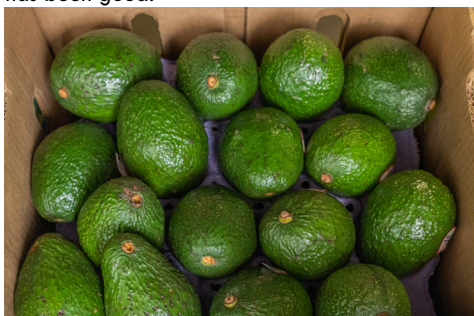
Local **Eggplant** is now in peak season from NJ and PA. Quality has been excellent, and there's good volume. August will be a great time to promote.

There is also local **Specialty Eggplant** from NJ.



CV SWEET CORN

Sweet Corn prices are easing down for early August. Local **Sweet Corn** is mainly out of DE, NJ, and PA. Quality has been excellent.



CV HASS AVOCADOS

Hass Avocados are now promotable as volume has outpaced demand. This has caused prices to drop in all sizes. Mexican product still remains tighter on 40 size and larger fruit, but Peru and Columbia have plenty available.



CV SQUASH

Green and Yellow Squash from PA, NJ, and DE will continue to arrive with outstanding quality. Markets are seeing bottom pricing as there is an abundance of squash out there. There should be a flush of product from now through September as multiple plantings are overlapping.



CV CAULIFLOWER

Bikini-cut Cauliflower from northeast farms is in season for early August.

Cello Cauliflower quality is very nice out of all regions. Pricing is allowing for nice promotions.



CV KIWIFRUIT

Get ready to promote Zespri **SunGold** and **Green Kiwi!** For the month of August pricing will be the lowest of the year!



CV MANGOS

Mangos volumes will be steady as we head into August. Tommy Atkins and Kent varieties are in good supply. **Ataulfo Honey Mangos** will be finishing up in the first few weeks of August.



CV FRESH FIGS

Fresh Figs will be steady through August. **Green Sierra** and **Black Mission** varieties will be in season to start off the month. These will be offered in 12/8oz clamshells.



CV ONIONS & POTATOES

Local **PA Simply Sweet Onions** are in season for the rest of summer. The size profile this season is big, and the product is reported to be looking nice!

New Jersey 10/5lb **White Potatoes** continue to be available.

10/5lb **Russet Potatoes** from Prince Edward Island remain in stock.

NOTE: With Idaho continuing to be extremely tight as we wind down on old crop product, we will start to see some other growing regions mixed in the 10/5lb Green Giant **Russet Potato** line to get us through the next couple of weeks. An arrival on 8/4 will be from Nebraska as new crop Idaho **Russet Potatoes** are not expected to get started until the end of August. All Idaho russets including bags and counts will be tight for the next couple of weeks.

10/5lb Green Giant **Red** and **Gold Potato** prices are down slightly as more product is becoming available on the east coast and pulling that market downward just slightly.



CV TOMATOES

Vine Ripe Tomato prices are easing as we head into August. Product is available from DE, NJ, and PA. Availability across the board will be increasing toward the middle of August when we should really start to see price ease off.

Grape Tomatoes continue to arrive from Sam Zook out of Lancaster County, PA. Quality has been outstanding, and production should start ramping up in August.

Roma Tomato prices are expected to remain steady into August and supplies will remain steady. We should start to see some local **Romas** by August out of PA.

Beefsteak and **Cluster Tomato** prices will increase as we head into August. Quality has been outstanding on all inbounds. There is still talk that this market may rise quite a bit into August with Rugose affecting the number of plants that are producing. We are seeing this start to occur.



CV CITRUS

Import **Mandarins** (10/3lb and 15/2lb) are in great supply with outstanding quality, and we will see very promotable pricing through August. The summer "**Halos**" brand **Mandarin** season has started and these will be available at a premium over the other lines.

The **Grapefruit** crop remains strong with 40ct peaking. This crop looks to go through August. Quality is the best it has been on all options out of CA, with a 5lb bag option available as well.

Lemons remain in good supply out of coastal growing region of California, and are sizing at 115sz and 140sz. Value buys are available upon request out of Argentina.

Limes are in great supply and remain promotable as volume remains high. Look for excellent pricing on 150sz and 230's! Bagged options available: 17/2lb **Limes** and 10/1lb **Key Limes**.

Navel Oranges are finished out of California, but import fruit is available at promotable pricing with outstanding quality. **Valencia Oranges** will begin to get tight on larger fruit.

We have imported **Cara Cara Oranges** and **Minneola Tangelos** in-house as well to some additional options.

OTHER STORIES

- Beautiful quality **Broccoli Crowns** continue to flow out of all regions. Pricing is holding on the lower end for now.

- **Green Beans** are tightening slightly and expected to increase as we head into August out of NJ and PA. Quality and availability have been excellent.

- Quebec **Lettuce** has better quality and better supplies. Pricing is starting to increase with demand. CA has been unpredictable with **Iceberg Lettuce**. **Romaine**, **Romaine Hearts**, **Green Leaf**, and **Red Leaf Lettuces** have been readily available.