

# MARKET NEWS ORGANIC OUTLOOK

## ORGANIC CALIFORNIA GRAPE SEASON



August through early October will be prime time for peak season **Organic Grapes** from California's San Joaquin Valley.

California **Organic Black, Green, and Red Grapes** are now in excellent supply. Quality is very nice on the Sugarone greens, Summer Royal black, and Flame reds.

**Specialty Organic Grapes** are also in season!

California **Organic Champagne Grapes** will be available in sporadic supply during August.

**Seedless Thomcord Grapes** with grape-jelly flavor will be promotable from August 10 through mid-September.



### OG FIGS

California **Organic Figs** are coming into peak season.

Available for early August are the Calimyrna (Green) and Brown Turkey varieties. Both have a gooey red flesh that has a sweet taste.

Headed into mid-August, the ever popular **Organic Black Mission Figs** will be promotable.

Fresh figs sell well when merchandised in refrigeration by the berry and grape displays.



### OG TOMATOES

**Organic Grape, Cherry, and Rainbow Cherry Tomatoes** are available in steady numbers this week from Lady Moon Farms' PA fields. Quality looks fantastic on the early harvests. Promote locally grown!

**Organic Heirloom Tomatoes** from Lady Moon Farms in PA will be available in promotable numbers this week. Quality is very nice on this new local crop.

**Organic Roma Tomatoes** from King Family Farms in Lancaster County, PA are available this week. Quality has been very nice on this local tomato. Lady Moon will also start harvesting from PA farms this week.

**Organic Round Tomatoes** from Lady Moon Farms PA crop will be available in limited numbers to start the week. Volume should start to ramp up quickly as the summer heat continues. Quality should be excellent on this new crop.



### OG STONE FRUIT

California **Organic Black and Red Plums** are in good, steady supply. These are some of the best eating plum varieties of the season.

**California Organic Pluots** are still cycling through varieties, including Dapple Dandy, and remain promotable.

California **Organic White and Yellow Peaches** are in excellent supply. Washington is just getting started and anticipates a great crop.

California **Organic Yellow and White Nectarines** are in extremely limited supply. The first Washington **Organic Nectarines** are available but not in as much volume as the peach crop.

Washington **Organic Dark Sweet Cherries** have continued slightly longer than expected but will finish for the season by mid-August. **Organic Rainier Cherries** are finished.

**Organic Apricots** are starting to wind down out of the Pacific Northwest.





## OG MELONS

**Organic Cantaloupes** from the San Joaquin Valley of California are in peak season. Fruit is mostly large, so 9ct will be the predominant promotable size.

Some **Organic Tuscan Cantaloupes** are also coming into season from California.

**Organic Honeydew** are in light supply and will have a sporadic fill-rate for August. Growers over-planted last year and have cut back on their 2019 acreage.



## OG SWEET CORN

**Organic Sweet Corn** grown in South Carolina is in peak season and promotable.

PA & NY are also in season, but day-to-day with their yield expectations. Overall, mid-August is a good time to promote **Certified Organic Sweet Corn**.



## OG POTATOES

NOTE: New crop **Organic Russet Potatoes** will get started this week. Price will jump up significantly because of the transition over to new crop.

**Organic Red** and **Yellow Potatoes** continue to come out of California with very nice quality and steady pricing.



## OG WATERMELONS

**Organic Mini Seedless Watermelons** remain very promotable. Fruit has been sizing very big, leading to more availability on 6ct minis. Quality has been excellent.

**Organic Seedless Watermelon Bins** will be very tight this week. Supplies are slowing up quickly as harvests are slowing down rapidly. Expect some shortages as we go through the week.



## OG HASS AVOCADOS

Prices are beginning to ease down slightly on **Organic Hass Avocados** as volumes increase in Mexico. California also remains in season.

Equal Exchange **Fair-Trade Organic Hass Avocados** are back in season for mid-August out of Mexico.



## OG APPLES

**Organic Braeburn, Fuji, Gala, Granny** and **Pink Lady Apples** from New Zealand are in decent supply for August.

On the unique variety side, **Organic NZ Queen** and **Diva Apples** are available to complement mid-August displays.

On the US new crop outlook, some **Organic Rave Apples** from Stemilt will come into season for late August and CA **Organic Gala Apples** will start to be harvested during the middle of the month.



## 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 some supply out of Canada with better pricing.



## OG CELERY

**Organic Celery** from California has continued to be in steady 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 PEARS

New crop California **Organic Bartlett Pears** are now in season. Promotability will increase as Washington growers bring their new crop harvests in mid to late August.

New crop **Organic Starkrimson Red Pears** are likely to be in season at the end of 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 HARD SQUASH

We will have a limited amount of a new butter-nut variety called an **Organic Bellevue Butternut Squash** arriving this week. It's a cross between a Butternut and a Seminole Pumpkin resulting in a very nutty flavor profile.

PA local **Organic Butternut** and **Spaghetti Squash** are now in season.



## OG ONIONS

PA local **Organic Red** and **Candy Sweet Onions** continue to be in very promotable supply this week. Quality is outstanding!



## 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. There's some availability out of Washington as well.

The Quebec season has started with limited supplies, and product will ramp up here in early August. As the season continues, expect to see steady volumes and competitive pricing compared to California product.



## OG BERRIES

**Organic Blueberries** continue in decent supply out of California and the Pacific Northwest. Expect prices to rise in mid-August as harvests wind down.

Driscoll's **Organic Blackberries** out of California continue to be limited with high prices. Other brands continue to gap until new crop begins in the fall.

**Driscoll's Organic Raspberries** out of California continue in steady supply for mid-August.

**Organic Strawberries** seem to be in a little better supply this week, but this short-term increase is expected to tighten up again in mid-August when prices will rise. Quality has improved.



## OG CUCUMBERS

**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.

## OTHER STORIES

- **ALERT!** **Organic Asparagus** prices remain very high. Quality has been very nice from Mexico but expect short term gaps and limited supplies again this week.

- Zespri New Zealand **Organic Green** and **Sun-Gold Kiwifruit** are now in steady supply.

- **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.

- New crop **Organic Satsuma Mandarins** are available out of Peru in both bulk and pouch bags. Expect sporadic supplies.

- California **Organic Valencia Orange** supplies are excellent with steady markets. Expect some green skin color on the **Organic Valencia's** this time of year.

- **ALERT!** **Organic Lemons** out of California and Mexico remain extremely limited with skyrocketing prices continue. Mostly choice fruit is available.

- **Organic Kent Mangos** will be the primary variety for early to mid-August. Supplies and quality are excellent. **Organic Keitt Mangos** are anticipated for mid to late August and will peak on jumbo sizes (7-9ct).





# AVAILABILITY FOR THE WEEK OF AUGUST 2 - AUGUST 9, 2019

## ORGANIC



### NEW JERSEY

#### EASTERN FRESH - CEDARVILLE, NJ

- 40644 OG Eggplant 22 lb
- 41379 OG Tomatoes Grape 12/1 pt
- 41398 OG Tomatoes Grape Gold 12/1 pt

#### FLAIM FARMS - VINELAND, NJ

- 40601 OG Carrots Bunched 12 ct
- 40671 OG Greens Collard East 24 ct

### NEW YORK

#### HEPWORTH FARMS - MILTON, NY

- 40208 OG Arugula PREM 24 ct
- 41091 OG Cucumbers 20 lb
- 41112 OG Escarole 24 ct
- 41007 OG Greens Collard East 24 ct
- 40811 OG Greens Kale PREM 24 ct
- 40472 OG Greens Kale Lacinato PREM 24 ct
- 41150 OG Lettuce Butter Green 24 ct
- 40796 OG Peppers Green PREM 25 lb
- 40886 OG Radishes French Breakfast 24 ct
- 40864 OG Radishes Red Bunched PREM 24 ct
- 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
- 40724 OG Parsley Flat Leaf PREM 30 ct (Italian)

### PENNSYLVANIA

#### CENTRAL PA PRODUCE COOP - TYRONE, PA

- 40644 OG Eggplant 22 lb
- 40836 OG Eggplant Graffiti 20 lb
- 40838 OG Peppers Jalapeno 10 lb
- 41036 OG Squash Acorn Green 30 lb
- 41035 OG Squash Delicata 35 lb
- 41050 OG Squash Spaghetti 30 lb

#### CLARION RIVER ORGANICS - SLIGO, PA

- 40454 OG Cabbage Red PREM 45 lb
- 40518 OG Cabbage Savoy 35 lb
- 41091 OG Cucumbers 20 lb
- 43566 OG Greens Kale Red PREM 24 ct
- 220992 OG Peppers Banana 10 lb
- 41036 OG Squash Acorn Green 30 lb
- 41031 OG Squash Butternut 35 lb
- 41050 OG Squash Spaghetti 30 lb

#### CHRIST KING - LANCASTER, PA

- 40796 OG Peppers Green PREM 25 lb
- 40789 OG Peppers Red 11 lb
- 42305 OG Tomatoes Roma 20 lb
- 41531 OG Onions Red JBO 40 lb
- 41536 OG Onions Sweet MD PA 40 lb
- 41535 OG Onions Sweet JBO PA 40 lb

#### LADY MOON FARMS - CHAMBERSBURG, PA

- 41088 OG Cucumbers PREM 20 lb
- 40639 OG Eggplant PREM 24 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
- 44467 OG Tomatoes Cherry Orange 12/1 pt
- 41385 OG Tomatoes Cherry Rainbow 12/1 pt
- 41336 OG Tomatoes Grape Premium 12/1 pt
- 41358 OG Tomatoes Heirloom 10 lb

#### LANCASTER FARM FRESH - LANCASTER, PA

- 41091 OG Cucumbers 20 lb
- 220992 OG Peppers Banana 10 lb

#### REED FAMILY FARM - ELIZABETHTOWN, PA

- 40376 OG Beans Green 25 lb

#### SAMUEL STOLTZFUS - MILLVILLE, PA

- 41531 OG Onions Red JBO 40 lb

#### TOIGO ORGANIC FARM - CARLISLE, PA

- 41531 OG Onions Red JBO 40 lb





# AVAILABILITY FOR THE WEEK OF AUGUST 2 - AUGUST 9, 2019

## CONVENTIONAL

### DELAWARE

#### FIFER ORCHARDS - DOVER, DE

- 1062 CV Corn Bi-Color 24 ct
- 1060 CV Corn White 48 ct

#### HANSHAW FARMS - LAUREL, DE

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

#### VINCENT FARMS - LAUREL, DE

- 1084 CV Corn White 50 dz Bin

### NEW JERSEY

#### EASTERN FRESH - CEDARVILLE, NJ

- 2806 CV Cucumbers Super 72 ct
- 2812 CV Cucumbers Select 72 ct
- 1839 CV Peppers Green XL NJ 22 lb
- 23069 CV Tomatoes Vine Ripe XL NJ 25 lb

#### FLAIRM FARMS - VINELAND, NJ

- 205 CV Arugula 24 ct
- 530 CV Beets Red 25 lb
- 550 CV Beets Red Bunched 12 ct
- 590 CV Bok Choy 15 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
- 455 CV Herb Basil 15 ct
- 1200 CV Herb Dill NJ 24 ct
- 1510 CV Herb Mint NJ 12 ct Box
- 1475 CV Leeks Bunched 12 ct
- 1960 CV Peppers Anaheim 10 lb
- 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
- 1995 CV Peppers Poblano 20 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
- 15685 CV Peaches White 2 3/4" East 25 lb

### 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
- 2806 CV Cucumbers Super 72 ct
- 2240 CV Squash Green MED 20 lb
- 2326 CV Squash Yellow MED 20 lb

### PENNSYLVANIA

#### BENEDICT FARMS - CHAMBERSBURG, PA

- 1062 CV Corn Bi-Color 24 ct
- 2803 CV Cucumbers Super PA 72 ct
- 1260 CV Eggplant PREM 24 lb
- 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

#### CEDAR MEADOWS - LANCASTER, PA

- 23156 CV Tomatoes PA Heirloom 15 lb
- 23206 CV Tomatoes Cherry Rainbow 15/1 pint
- 23166 CV Tomatoes Cocktail 10/1 lb

#### 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

- 11996 CV Watermelons 36 ct 18# Average Bin
- 11997 CV Watermelons 45 ct 15# Avg Bin
- 11991 CV Watermelons 60 ct 11# Average Bin

#### HESS FARMS - WAYNESBORO, PA

- 482 CV Beans Green PA 25 lb
- 2845 CV Cucumbers Kirby 40 lb
- 1260 CV Eggplant PREM 24 lb
- 1975 CV Peppers Cubanelle 18 lb
- 1825 CV Peppers Green XL PA 22 lb
- 1965 CV Peppers Jalapeno 10 lb
- 1985 CV Peppers Serrano 8 lb
- 2258 CV Squash Green MED PA 20 lb
- 2320 CV Squash Yellow MED PA 20 lb

#### HOOVERS PRODUCE - PORT TREVORTON, PA

- 11059 CV Cantaloupes 110 ct Bin
- 11053 CV Cantaloupes 120 ct Bin
- 11050 CV Cantaloupes 150 ct Bin

#### JOSH WEAVER - LANCASTER, PA

- 1065 CV Corn White PA 50 dz Bin
- 11997 CV Watermelons 45 ct 15# Avg 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

- 482 CV Beans Green PA 25 lb
- 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

- 751 CV Cabbage Green PA 50 lb
- 1062 CV Corn Bi-Color 24 ct
- 1060 CV Corn White 48 ct
- 1084 CV Corn White 50 dz Bin
- 1320 CV Greens Kale 18 ct 18 lb
- 11996 CV Watermelons 36 ct 18# Avg Bin

#### SUNRISE ACRES - LANCASTER PA

- 23070 CV Tomatoes Vine Ripe XL PA 25 lb
- 23118 CV Tomatoes Round LG 6x6 25 lb
- 21450 CV Tomatoes VR 4x5 20 lb 2-layer







# 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](mailto: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**



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

**55" TV**



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

**BOSE WIRELESS  
HEADPHONES**



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

**APPLE TV 4K**



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

**JBL SPEAKER**



**2 HONORABLE MENTIONS WILL  
WIN AN AMAZON ECHO!**

## IN-STORE MERCHANDISING SUPPORT

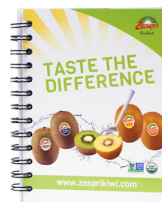
Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display.

*\*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](http://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  
www.fsproduce.com







# There's a new Floral Program at Four Seasons Produce!

We are excited to partner with Floranation to bring you premium floral varieties for your store.

**Floranation** is a leading grower and importer of fresh cut flowers. They represent quality "partner-farms" that grow a diverse assortment of premium floral varieties.

By using their innovative, customer-focused approach, **Floranation** strives to exceed expectations by anticipating future needs, while focusing on the present.



## WHY ARE WE PARTNERING WITH FLORANATION?

- Floranation flowers are known for their quality and freshness
- Farm-direct source: own all of the rose farms and partner with a farm in Columbia
- Diverse product line - includes bouquets and arrangements
- Year-round program with seasonal varieties
- Modern, trendy floral designs
- Display-ready boxes
- Monthly promotional items
- Offer basic supplies for your store - vases, bags for bouquets, etc.



**Floranation & Floranation Ecuador** are proud to hold the following certifications. They mandate compliance with these organizations to better serve the environment, the floral community, and their customers.



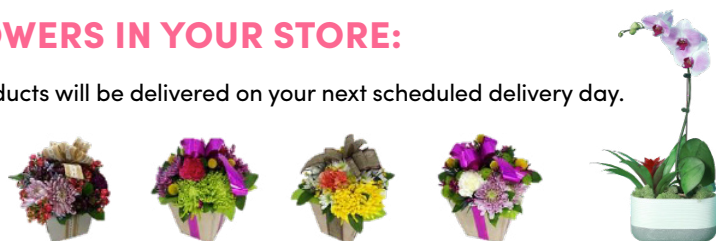
- Carbonocero aims to publicize problems of climate change with voluntary aid from businesses and responsible citizens through financing awareness actions and projects to reduce greenhouse gases and deforestation.
- CYD & Smart Planet are certifications for companies seeking environmental, social and productive balance along with sustainable development.
- Rainforest Alliance is dedicated to the conservation of the world's tropical rainforests.

## HOW TO GET FLORANATION FLOWERS IN YOUR STORE:

Four Seasons Produce will be getting deliveries Mondays/Thursdays. Products will be delivered on your next scheduled delivery day.

**First Deliveries: August 19th**

Talk to your Four Seasons Salesperson for ordering information!



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

[www.fsproduce.com](http://www.fsproduce.com)





## MARKET NEWS

## CONVENTIONAL OUTLOOK

## 2019 NEW CROP APPLE OUTLOOK



New crop **Apples** are just around the corner!

On **Eastern Apples**, we will have old crop Red and Fuji Apples until mid-August. At that time, we will start a new season with fresh **Gala**, **Ginger Gold**, and **Paula Red Apples**. To the right are the start dates of other varieties of **Eastern Apples** from Virginia and Pennsylvania. New York-grown will follow in September.

Washington will follow along the same lines with some growers packing **Gala Apples** and **Ginger Golds** in early August. Expect higher prices as we move into new crop.



### HESS BROTHERS FRUIT COMPANY 2019 EASTERN APPLE CROP

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



## CV PEPPERS

**Chili Peppers** from Flaim Farms in NJ are very promotable this week. They are offering **Long Hot**, **Jalapeno**, **Cubanelle**, **Poblano**, **Shishito**, and **Anaheim Peppers**. Quality has been very nice on the local crop.

**Green Pepper** prices remain promotable from NJ and PA. Quality has been very nice on the local crop and should remain promotable.

**La Rouge Red Peppers** will be gapping this week from California. Expect shortages and limited supplies.



## CV LOCAL TOMATOES

**Local Heirloom Tomatoes** from Cedar Meadow Farms are available in good numbers this week. Quality and sizing are fantastic.

**Local Grape Tomatoes** packaged in our "Native Grown" brand will also be very promotable this week. Harvests really picked up this week, bringing on strong numbers. Quality has been excellent. **"Native Grown" Rainbow Cherry Tomatoes** from Cedar Meadow Farms in Lancaster County, PA are promotable. Quality is fantastic.

**Vine Ripe Tomatoes** from Lancaster County are promotable this week. Quality is excellent on these as the recent hot weather brought on the flush. Promote local!

**Roma Tomato** prices will be a bit stronger this week. Quality and pricing however will still remain promotable. Quality coming from Alabama and Tennessee has been very nice.



## CV STONE FRUIT

New Jersey and Pennsylvania **Yellow Peaches** are in peak season for August promotion. NJ growers are hinting that their volumes may not be as big as they originally projected. Stay tuned.

**Red and Black Plums** are eating good right now. This is a great time of the year to promote this fruit. Also for even bigger flavor, **Pluots** from California are outstanding for August with varieties like red "Summer Punch", yellow "Golden Treat", yellow/green "Flavor Grenade", and the mottled "Dapple Dandy".

The last of the season Northwest **Dark Sweet Cherries** are arriving to the East Coast and will sell out by mid-August. **Rainier Cherries** are done for the season.





## CV PEARS

We are into new crop California **Bartlett**, **Bosc**, and **Starkrimson Red Pears**.

Washington will start their **Bartlett Pears** here in the beginning of August.

There are some imports still available, mostly **Packham Pears**, but you will see some blow out deals from vendors looking to close out their season.



## CV HASS AVOCADOS

The **Hass Avocado** market has been steady with less movement over the past two weeks.

Prices on Mexican fruit has been creeping down. Fruit is peaking on 48 counts and smaller.



## CV CITRUS

Supplies exceeds demand on **Navel Oranges** coming in from Chile, Peru, and South Africa. Prices are soft as growers look to move the excess inventories.

**Minneola Tangelos** are plentiful, and prices are down on these as well. The **Clementine Mandarin** movement is steady with many growers having program business. There are spot deals on the smaller sizes, 36's and 40's.



## CV SWEET CORN

**White**, **Yellow**, and **Bi-Color Sweet Corn** prices remain at a historic high for this time of year due to yield damage in the Midwest. With some new regions to start new harvests sometime in early August, prices may ease off a bit. Quality from PA and DE continue to be excellent.



## CV ASPARAGUS

**Asparagus** prices continue to be strong. Demand continues to be stronger than supply on both Peruvian and Mexican product, setting high prices. Quality has been very nice from both regions.



## CV WATERMELONS

**Watermelon** quality has been excellent with great color and great sugar. Prices are not as low as late July since production from Delaware and Maryland remain somewhat tight and overall demand is strong.

Lancaster County, PA product is also available in less than load volume with outstanding quality.



## CV HOTHOUSE TOMATOES

**Hothouse Beefsteak** and **Cluster Tomatoes** will be promotable again this week. Despite lower harvests, less demand is keeping prices steady. Quality looks great.

**Campari Tomatoes** will be very promotable this week. Quality has been very nice.



## CV POTATOES

10/5lb **New Jersey Fresh White Potatoes** are in promotable supply. The 10/5lb **New Jersey Fresh Red Potatoes** be available for a few weeks before supplies finish up.

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



## CV GREEN BEANS

**Green Beans** remain very promotable. Quality and price on the local product have been excellent. PA growers just started new crops, and New York grower, Torrey Farms, has excellent quality as well.





## CV GRAPES

California **Grapes** are now in peak season!

We'll be carrying the best **Red, Green, and Black Seedless Grape** varieties in the Pretty Lady brand.

Quality is also excellent on the value-lines of California **Grapes** we'll be stocking for August.



## CV BLUEBERRIES

**Blueberries** out of the Pacific Northwest remain in peak season. The deals and promo pricing will fade away as the month progresses and harvests wind down.

The last of the New Jersey **Blueberries** will sell out by mid-August.



## CV PINEAPPLES

**ALERT!** **Pineapple** prices continue to be high due to light supplies. This is expected to last through August.



## CV BLACKBERRIES & RASPBERRIES

New Jersey grown **Blackberries** are winding down for the season and we will transition to fruit in California and the Pacific Northwest. Pricing remains elevated.

California **Raspberries** are in steady supply. Quality is good, though pricing is not what would be considered promotable.



## CV STRAWBERRIES

An early August price correction on **Strawberries** is done and good quality fruit from California will be moderately promotable during weeks 32 & 33.



## CV SQUASH

**Green Squash** prices remain promotable from PA, NJ, and NY. Quality has been very nice.

**Yellow Squash** prices are slightly higher than the green but are also very promotable right now.

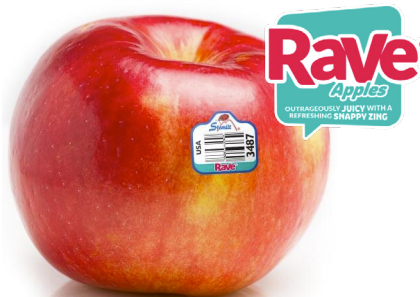
Quality has been excellent but remember to keep inventory turns this time of year.



## CV CAULILINI

Mann's new **Sweet Baby Cauliflower**, called **CAULILINI®**, will be available at Four Seasons in 6/10 oz microwave bags. This new on-trend line will be launched around August 8th.

**CAULILINI® Baby Cauliflower** is an Asian-style variety with blonde, open florets, and sweet delicious flavor. Its unique shape add both taste and texture to any dish. Perfect for roasting, steaming, sautéing, and grilling.



## CV RAVE APPLES

Stemilt's new **Rave Apple** has honeycrisp parentage, crossed with a very early ripening variety.

What does this mean? Rave delivers a crisp early season apple with nice color and excellent juiciness.

Bulk, as well as 12/2lb high graphic pouches, will be available at Four Seasons starting the week of August 11th.



## CV MELONS

California's famous Peacock brand **Cantaloupes** and King of the West **Honeydew** are now in peak season. We will also be promoting Peacock **Specialty Melons: Orange Honeydew, Canary, Casaba, and Galia.**

**Athena-style bin Cantaloupes** are in peak season from growers in Central Pennsylvania for mid-August.