

MARKET NEWS ORGANIC OUTLOOK

LATE SEASON ORGANIC MANGOS



Organic Mangos from Mexico are available in great supply. Look for prices to steadily increase as the summer winds down and less fruit becomes available in Mexico. Sizing will begin to flush towards bigger fruit and 12ct fruit will become less 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).

In a few weeks you 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 **Organic Mangos** all year! Look for more details in the coming weeks!



OG WATERMELONS

Organic Mini Watermelons remain very promotable out of California this week. Quality continues to be excellent with great color and sugar.

Organic Seedless Watermelon Bins will be available this week in steady numbers. Quality looks to be excellent, but the California season will start to slow down production very quickly as fields begin to close for the season.



OG PEPPERS

Organic Green Peppers from Pennsylvania are in good supply. Expect to see steady pricing and excellent quality in mid to late August.

Organic Colored Bell Peppers are in steady supply from Holland. Expect to see pricing to take a small drop in mid to late August as quality will remain excellent. Canadian **Organic Bell Peppers** will also be available with slightly higher pricing but also excellent quality.

Also expect to see limited amounts of **Organic Red Peppers** from Lancaster County. Pricing will be more aggressive than Holland and Canada.

Organic Specialty Peppers, such as **Cabo Diablo** and **Shishito**, are expected to make a return in mid-August.



OG TOMATOES

Organic Round Tomatoes from Lady Moon Farms will be very promotable this week. Quality looks to be excellent as their 1st picks are coming on with a flush. Quality will be outstanding on this locally PA grown tomato.

Organic Grape, Cherry, and Rainbow Cherry Tomatoes from Lady Moon Farms will be very promotable this week grown from their PA farm. Quality has been outstanding.

Organic Roma Tomatoes from PA will be very promotable this week. Peak season is here for **PA Grown Tomatoes** and quality has been outstanding.

Organic Beefsteak and **Cluster Tomato** prices and supplies will be steady this week. Quality has been excellent. Hothouses are beginning replants for the fall and winter season.



OG BOK CHOY

Organic Bok Choy and **Baby Bok Choy** remain tight as we approach mid-August. Expect to see pricing begin to rise and availability to be limited, while quality remains nice.

The limited supplies are being caused by some of the major farmers gapping on these items, causing more demand on the other farmers.



OG SQUASH

Organic Green and **Yellow Squash** from Lady Moon Farms in PA continue to harvest strong volumes. The hot days have been helping the plants grow and produce increased supplies as we head into mid to late August.

Expect to see promotable opportunities on this beautiful local product throughout August.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are back in steady supplies. Expect to see aggressive pricing and promotional opportunities, with great quality during the month of August.

We will also see limited supplies coming from California during August, expect this pricing to be slightly higher because of more limited supplies, however quality will remain stellar.



OG APPLES

Organic Braeburn, Fuji, Gala, Granny Smith, 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 HASS AVOCADOS

Organic Hass Avocados from Mexico's Flora Loca season are now available in both 48 and 60ct. California fruit will continue to be available for mid-August as well in the 48ct size (no 60s) and 48ct pre-conditioned fruit!

48ct **Organic Fair Trade Hass Avocados** are now available from our partner Equal Exchange! This program continues to grow as more small farms are pulled into the fair-trade network! **Organic Smooth Skin Green Avocados** from Florida are now available!



OG GREEN BEANS

In mid-August, locally grown **Organic Green Beans** from Elizabethtown, PA will go through a brief period of limited supplies due to planting delays caused by rain. Expect to see product supplemented from North Carolina during this brief gap.

By the end of August, we should see **Organic Green Beans** from Lancaster County, PA back in full swing. Expect pricing and supplies to be steady in August, with excellent quality.



OG SWEET CORN

Organic Sweet Corn is in plentiful supply as we approach mid-August. Expect to see product from NY, PA, and SC all with good quality. Mid-August should see steady supplies and aggressive pricing to drive sales at store level.

With **Organic Sweet Corn** usually difficult to grow and keep in supply, this is an excellent time to promote and drive extra sales! Expect Canadian **Organic Sweet Corn** to start in mid to late August.



OG FORMOSA PAPAYAS

Organic Formosa Papayas will be very limited heading into September as production has slowed down drastically. In May and April, many flowers (which eventually form fruits) were dropped from the plants due to weather conditions.

Since these fruits would be harvested starting now through September, production will be impacted. Additionally, hot weather combined with lower than average rain, have further reduced production.



OG CAULIFLOWER

Organic Cauliflower from California will begin to see tightening supplies in late July. Many shippers are experiencing low quantities due to weather conditions in July while the crop was growing.

We should see reliable product coming out of Nevada while California struggles. Canada will also have steady supplies with excellent quality. Expect to see promotional opportunities on smaller sized product, allowing to reach an aggressive price point.



OG EGGPLANT

Organic Eggplant from Pennsylvania is coming into better supplies as we enter mid-August. Expect pricing to remain steady but availability to improve for late August.



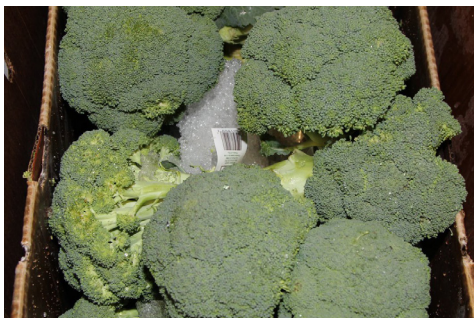
OG PINEAPPLES

Organic Pineapple supplies have tightened industry wide but supplies from Four Seasons should remain steady. Expect to see 6ct Dole and 8ct Purity label available for mid-August.



OG KIWIFRUIT

Zespri New Zealand **Organic Green** and **Sun-Gold Kiwifruit** are now in steady supply. Be sure to enter our Zespri Kiwifruit Display Contest!



OG BROCCOLI

Organic Broccoli volume from California continues to remain limited in production heading into mid-August. Although volume has seen a slight increase, pricing remains slightly elevated. Supplies are expected to remain limited over the next few weeks as some supplies are only harvesting limited amounts each week.

Organic Broccoli Crowns remain limited as well, however pricing has begun to level out. We should expect limited supplies for until the end of the month. There will also be some opportunities on product from Canada and Mexico that will provide a better price point than what the California product will allow.



OG GRAPES

August through early October will be prime time for peak season **Organic Grapes** from California's San Joaquin Valley. The sizing and eating quality of all California grapes is excellent, and we have more booked and rolling this way. Current varieties we're receiving are **Sugarone's**, **Summer Royals**, and **Flames**. **Specialty Organic Grapes** are also in season!

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

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



OG SPECIALTY FRUIT

Organic Black Mission Figs will be back in stock for mid-August with the most promotable pricing of the summer season! **Organic Calimyrna Green Figs** will also be available next week!

Organic Curry Leaves, Mamey, Starfruit, Sapodilla, and Cactus Leaves (Nopales) will all be available for the week of 8/12

Organic Jackfruit will be available again next week in limited supplies! Cut these in halves or quarters to increase sales.



OG ASPARAGUS

Organic Asparagus prices remain high and tight with sporadic availability this week. Quality however has been excellent on what has been available. Supplies are getting better but there are still minor gaps.



OG ONIONS

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

Organic Yellow Onions are in very good supply out of California, and quality has looked very nice.



OG CELERY

Organic Celery from California has continued to be in excellent supply as we head into mid-August. Expect aggressive pricing, quality, and supplies to continue into late August.

With pricing being extremely high for so long, this is a great opportunity to promote **Organic Celery** and move some extra volume.



OG BROCCOLI RABE

Organic Broccoli Rabe from California has been slightly limited in early August, however as we head into mid-August, expect availability to improve and see steady supplies. Pricing will remain steady with maybe a slight tick up.



OG CABBAGE

Organic Green and Red Cabbage continues to have steady supplies from many different growing regions.

Organic Savoy and Napa Cabbage continue to be in decent availability & good quality, with some local availability.



OG PEARS

New crop California **Organic Bartlett Pears** are now in season. Promotability will increase as Washington growers begin 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 STONE FRUIT

California **Organic Red Plums** are in good, steady supply; however **Organic Black Plums** have become much tighter this week. The quality has been really nice on both items.

California **Organic Pluots** are still cycling through varieties, including Dapple Dandy, and remain promotable. We'll have a new **Organic Green Pluot** available for this upcoming week from Homegrown. Stay tuned for more info!

California **Organic White and Yellow Peaches** are in decent supply, but Washington is just ramping up and the supplies are excellent. Sizing for this week is mostly 48/50 sz.

California **Organic Yellow and White Nectarines** are in extremely limited supply. Washington **Organic Nectarines** are available in much better supply this week. Quality has been really nice on new crop Washington fruit.

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

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



OG BERRIES

Organic Blueberries continue in decent supply out of California and the Pacific Northwest. Berry quality has been excellent with good flavor. Expect prices to rise in mid-August as harvests wind down.

Organic Strawberries seem to be in a little better supply this week, but this short-term increase in supply is expected to tighten up again in mid-August when prices will rise. We continue to source our **Organic Strawberries** from the Watsonville and Salinas, CA areas.

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.



OG CUCUMBERS

Organic Cucumbers from local regions are in good supply with excellent quality. The heat is causing many growers to see high yields in mid-August; however, it's causing the product to breakdown quicker than normal.

Remember to keep inventory lighter at store level and order more often to ensure strong quality for customers. Expect to see sporadic Mexican product in mid-August as pricing and quality remain excellent. Expect to see promotional opportunities in late August.

Organic European (Seedless) Cucumbers and **Organic Mini Seedless Cucumbers** from Canada are in steady supply and quality has been outstanding with consistent pricing.





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

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

Floronation 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, **Floronation** strives to exceed expectations by anticipating future needs, while focusing on the present.



WHY ARE WE PARTNERING WITH FLORANATION?

- Floronation 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.



Floronation & Floronation 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

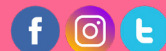
Talk to your Four Seasons Salesperson for ordering information!



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com





AVAILABILITY FOR THE WEEK OF AUGUST 9 - AUGUST 16, 2019

ORGANIC

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 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

- 40667 OG Chard Red 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
- 41020 OG Squash Green PREM 20 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40548 OG Cabbage Green PREM 45 lb
- 40462 OG Corn Bi-Color 48 ct
- 40811 OG Greens Kale PREM 24 ct
- 40723 OG Greens Parsley Curly PREM 30 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

- 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
- 41525 OG Onions Red MD 50 lb
- 41536 OG Onions Sweet MD PA 40 lb
- 41535 OG Onions Sweet JBO PA 40 lb

JOSEPH WEAVER - LANCASTER, PA

- 40462 OG Corn Bi-Color 48 ct

LADY MOON FARMS - CHAMBERSBURG, PA

- 41088 OG Cucumbers PREM 20 lb
- 40639 OG Eggplant PREM 24 lb
- 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
- 41359 OG Tomatoes Round 2-Layer 20 lb

LANCASTER FARM FRESH - LANCASTER, PA

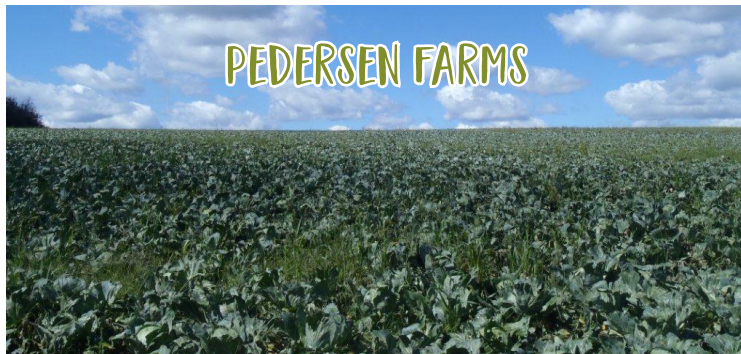
- 41091 OG Cucumbers 20 lb
- 220992 OG Peppers Banana 10 lb

REED FAMILY FARM - ELIZABETHTOWN, PA

- 40376 OG Beans Green 25 lb

SAMUEL STOLTZFUS - MILLVILLE, PA

- 41531 OG Onions Red JBO 40 lb
- 41525 OG Onions Red MD 50 lb



CONVENTIONAL

DELAWARE

FIFER ORCHARDS - DOVER, DE

- 23036 CV Tomatoes Vine Ripe JBO 25 lb

HANSHAW FARMS - LAUREL, DE

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

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 2806 CV Cucumbers Super 72 ct
- 1839 CV Peppers Green XL NJ 22 lb

FLAIM FARMS - VINELAND, NJ

- 205 CV Arugula 24 ct
- 560 CV Beets Gold Bunched 12 ct
- 530 CV Beets Red 25 lb
- 550 CV Beets Red Bunched 12 ct
- 592 CV Bok Choy Baby Shanghai 30 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
- 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
- 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



AVAILABILITY FOR THE WEEK OF AUGUST 9 - AUGUST 16, 2019

CONVENTIONAL CONTINUED...



COPENHAVER FARMS

- 1993 CV Peppers Habanero Orange 8 lb
- 1807 CV Peppers Habanero Red 8 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
- 1800 CV Peppers Sontan 22 lb
- 2255 CV Squash Green MED NJ 20 lb

JERSEY FRESH POTATOES - WOODBURY, NJ

- 4493 CV Potatoes Red NJ 10/5lb Bag
- 4404 CV Potatoes White NJ 10/5lb Bag

JERSEY FRUIT - HAMMONTON, NJ

- 10105 CV Blueberries NJ 12/1 pt
- 211774 CV Nectarines 2 1/2" NJ 25 lb
- 15470 CV Nectarines 2 3/4" NJ 25 lb
- 15679 CV Peaches 2 3/4" NJ 25 lb
- 15685 CV Peaches White 2 3/4" East 25 lb

NEW YORK

GOETHAM 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
- 780 CV Cabbage Red 50 lb
- 2806 CV Cucumbers Super 72 ct
- 2240 CV Squash Green MED 20 lb
- 2326 CV Squash Yellow MED 20 lb



JERSEY FRUIT

PENNSYLVANIA

BENEDICT FARMS - CHAMBERSBURG, PA

- 1062 CV Corn Bi-Color 24 ct
- 1065 CV Corn White PA 50 dz Bin
- 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

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
- 23218 CV Tomatoes Grape Golden 12/1 pt

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

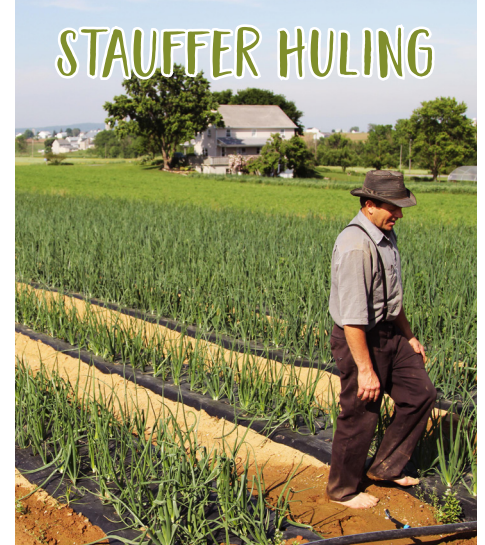
- 482 CV Beans Green PA 25 lb

HARNISH FARMS - PEQUEA, PA

- 11996 CV Watermelons 36 ct 18# Avg Bin
- 11991 CV Watermelons 60 ct 11# Avg Bin

HESS FARMS - WAYNESBORO, PA

- 2803 CV Cucumbers Super PA 72 ct
- 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
- 1995 CV Peppers Poblano 20 lb
- 2258 CV Squash Green MED PA 20 lb



STAUFFER HULING

- 2320 CV Squash Yellow MED PA 20 lb
- 23118 CV Tomatoes Round LG 6x6 25 lb
- 23070 CV Tomatoes Vine Ripe XL PA 25 lb

HOOVERS PRODUCE - PORT TREVORTON, PA

- 11059 CV Cantaloupes 110 ct Bin

JOSH WEAVER - LANCASTER, PA

- 1065 CV Corn White PA 50 dz Bin
- 11997 CV Watermelons 45 ct 15# Avg Bin
- 11996 CV Watermelons 36 ct 18# Avg Bin
- 11991 CV Watermelons 60 ct 11# 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

- 1062 CV Corn Bi-Color 24 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

SUN AQUA FARMS - DALTON, PA

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

SUNNY ACRES FARM - LANCASTER PA

- 1065 CV Corn White PA 50 dz Bin
- 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) 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

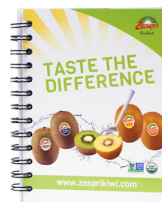
Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display.

**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



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CRESPO ORGANIC MANGO DISPLAY CONTEST WINNERS JULY 1 - JULY 29, 2019

From July 1st to July 29th of 2019 we ran our display contest with Crespo Organic. This was the perfect time to promote Organic Mangos, and promote they did. Check out the winners and some honorable mentions below!

WINNERS



MONADNOCK COOP- KEENE, NH



FRIENDLY CITY COOP HARRISONBURG, VA



BERKSHIRE FOOD COOP, BARRINGTON, MA

HONORABLE MENTIONS



FIDDLEHEADS FOOD COOP, NEW LONDON, CT

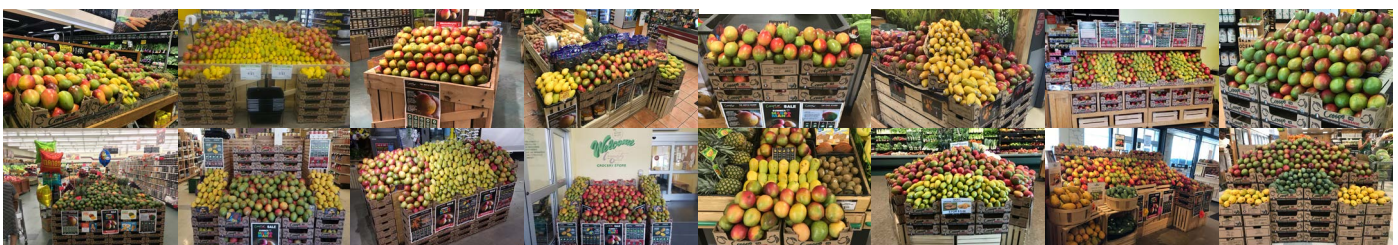


KIMBERTON WHOLE FOODS, COLLEGEVILLE, PA



GROCERY OUTLET, SHILLINGTON, PA

CHECK OUT SOME OF THE OTHER ENTRIES



MARKET NEWS

CONVENTIONAL OUTLOOK

PEAK SEASON SUMMER 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.

Watermelon prices remain higher than normal for this time of year as there is less fruit available even though demand has been low. Quality however has been very nice from local shippers in PA and DE.



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 BERRIES

Strawberries will be in good supply this week out of the Salinas and Watsonville, CA growing areas. Berry size has dropped slightly, but flavor is excellent. Now is a good time to promote all 1 lb. and 2 lb. clamshells.

Blueberries will be steady this week as supplies continue to be solid from the Pacific Northwest and Michigan. Pricing is on the rise from the beginning of August for good quality, but even with the increase we're still at promotable levels. There will be cheaper fruit in the marketplace, but that's due to off quality where growers had to make aggressive deals. Believe it or not, imports from Peru are right around the corner.

Raspberries and **Blackberries** will be in steady supply this week from California. Pricing will be higher than usual, but we're getting covered in full with supplies. Sizing is much larger on both berries, and quality is nice.



CV PEPPERS

Green Peppers from NJ remain very promotable this week. Quality has been excellent. **Green Peppers** from PA will be back in stock as well this week with great quality product.

Hothouse **Red, Orange, and Yellow Peppers** are becoming more promotable this week. Lower demand has dropped prices to keep product flowing. Quality has been very nice.

15 lb **Red** and **Yellow Peppers** will be back in stock this week from new fields in California. Quality should be excellent on this first pick. Look for more promotable pricing in the following weeks.



CV BROCCOLI

Broccoli is in much tighter supply from California this week, but our East Coast grower has excellent supplies.

Look for good opportunities to promote East-ern-grown **Broccoli Crowns**. Quality has been excellent.



CV CAULIFLOWER

Cauliflower is in good supply from California, but similar to broccoli, we'll have great opportunities on an East Coast **Bikini-cut Cauliflower**. We'll have primarily 12 ct, but can source 9's as needed. Quality has been excellent.



CV GREEN BEANS

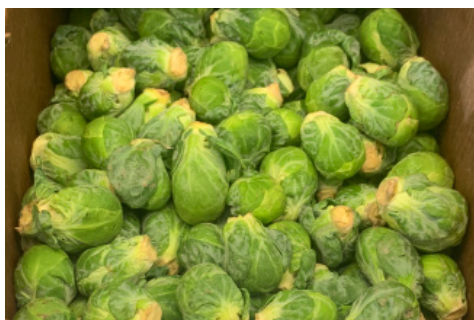
Green Beans remain promotable. Quality has been excellent on local product from PA and NY. Continue to promote!



CV LETTUCE

Iceberg Lettuce is very promotable at this time from California and Canada. We'll have good supplies from both areas, and the quality has been excellent. The head size is large, and most boxes are weighing over 40 lbs.

Romaine Hearts are steady from Canada for this week, but California is more limited. Look for steady supplies from our Canadian grower all week.



CV BRUSSELS SPROUTS

Brussels Sprouts supplies from California have dropped off this past week, and pricing has started to rise. Some growers are experiencing quality issues, which is limiting what's able to be harvested.

There are still some **Brussels Sprouts** coming from Mexico, but we're sourcing all of our product from California.



CV ONIONS

We are in full swing on **PA Simply Sweet Onions**. Pricing is steady and quality looks very nice!

Yellow, White, and Red Onion prices have all softened this week due to an abundance of available supplies. New crop **Onions** are available from growers in California, New Mexico, Oregon, and Washington.



CV CABBAGE

PA and NJ **Cabbage** will be finished for the next month as areas will be in a gap of harvests.

New York production has started, and we'll have supplement supplies from California to help with availability. Quality has looked great.



CV SWEET CORN

Bi-Color Sweet Corn prices are beginning to ease down as some new regions began harvests and filled the pipeline. Local PA **Bi-Color Sweet Corn** is still harvesting in strong numbers and quality has been excellent.

White Sweet Corn prices have remained higher as less growers are growing the white variety and moving towards bi-color.



CV CUCUMBERS

Super Select Cucumber prices will be promotable this week from PA, NY, and NJ. Quality has been excellent.

Seedless Cucumber pricing should be steady this week. They will remain on the higher side until gust as new picks start to come in to bring markets back down. Quality has been very nice.



CV ASPARAGUS

Asparagus prices are starting come back down slowly as the demand has decreased. Quality has been very nice.



CV SQUASH

PA Green and Yellow Squash remain promotable this week. Quality has been excellent this 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 PEARS

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

Washington will start their **Bartlett Pears** here in early August.

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



CV FIELD TOMATOES

Lancaster County **Vine Ripe Round Tomato** prices remain very promotable on this premium tomato! Growers are now in peak season and quality has been excellent.

Roma Tomatoes will again be promotable this week from Tennessee. Quality has been excellent.

PA-grown **Grape Tomatoes** will continue to be promotable this week. Quality has been very nice.



CV RAVE APPLES

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

Beefsteak Tomato markets look to be steady this week. Product has been arriving with excellent quality. As greenhouses begin to replant for the fall and winter seasons, pricing should stay steady. **Cluster Tomatoes** will be promotable this week from Canada. Quality has been very strong. Greenhouses will begin replants as well, so markets should start stabilizing in the coming weeks.

Campari Tomatoes will be very promotable again this week.

Naturesweet "Cherubs" Tomatoes will be experiencing short gaps in harvests leading to short supplies. Unfavorable weather has led to lower than normal yields, so expect shortages in August.



CV APPLES

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**. 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.