

ORGANIC MARKET NEWS

AUGUST 12 - AUGUST 19, 2022

ORGANIC FRESH FIG SEASON



Organic Fresh Figs are in great supply as the season is in full swing!

Organic Black Mission, Green Sierra, and Brown Turkey Fig are the varieties available for mid-August.

Both **Organic Black Mission** and **Green Sierra Figs** are very sweet. The **Organic Brown Turkey Figs** have more of a subtle sweetness, reminiscent of melons and honey.

Four Seasons will be offering all 3 varieties in 12/1 pt cases. 12/8oz upc'd clamshell option is also available for the **Organic Black Mission** variety!

Organic Fresh Figs are best merchandised by the berries and grapes in refrigeration. High volume stores can merchandise them on table displays if they're turning the volume over daily,



OG BERRIES

Organic Blueberries will continue to be very promotable out of Oregon and Washington. Peruvian imports are also starting to arrive, adding to availability. Quality has been exceptional.

Organic Blackberry prices are easing off as supplies continue to increase out of CA. Quality has been excellent.

Organic Raspberry prices remain steady. Supplies and pricing remain consistent, and quality has been nice.

ALERT! Organic Strawberry prices remain high with limited volume available. Fields are finishing up, and new areas won't begin until early to mid-September. Expect tighter supplies through the end of the month. Quality has been good.



OG TOMATOES

Organic Grape, Cherry, Rainbow Cherry, and Heirloom Tomatoes from Lady Moon Farms are increasing in production out of Chambersburg, PA. **Organic Grape Tomatoes** from PA and NJ are also available.

Organic Vine Ripe Round Tomatoes continue in season from King Family Farm in Lancaster County, PA. The crop is really starting to increase some with the heat we've been having.

Organic Roma Tomatoes are coming in from King Family Farm in PA. Production will start to increase as we head into the middle of August. Prices and availability are expected to remain steady as we head into the middle of August.

NOTE: Organic Cluster Tomatoes out of Quebec will be gapping until the fall. Limited production will be available from Ontario and Mexico..



OG LOCAL SUMMER VEG

August is the season for local **Organic Summer Veg** with strong supplies. **Organic Zucchini, Eggplant, and Green Bell Peppers** have excellent volumes from Pennsylvania and New Jersey.

Promotional opportunities will be available on **Organic Zucchini** from Lady Moon in mid-August with excellent supplies and superior quality.

Other local items such as specialty **Organic Peppers** and **Eggplant** will experience better supplies in mid to late August, as well as **Organic Mini Sweet Peppers**.

Organic Cucumbers and **Yellow Squash** remain fairly limited.



OG CITRUS

NOTE: **Organic Limes** prices are increasing quickly with very limited fruit crossing due to cartel involvement in Mexico and poor quality.

NOTE: **Organic Lemons** remain very limited, but we expect things to improve out of Mexico as we move through August. California is expected to ramp up in September.

The **Organic Valencia Orange** crop is turning out to be larger than initially projected, with good supplies and promotional pricing available.

Peruvian **Organic Minneola** and **Murcott Mandarins** have arrived. Volume is expected to be very limited.



OG GRAPES

Organic Green Grapes volumes are strong and are more promotable than **Red Grapes**. **Red** and **Black Grapes** remain in great supply and price will remain consistent!

SPECIALTY GRAPES IN PEAK SEASON:

We are offering **Organic Champagne**, **Candy Snaps**, **Gummy Berries**, and **Thomcords** will all be available for the middle of August.



OG SWEET CORN

Organic Bi-Color Sweet Corn is yielding strong supplies from both PA and NY as mid-August approaches. Quality is excellent, and with increased supply volume comes improved pricing. Promote throughout the remainder of August.



OG MANGOS

Organic Mangos from Mexico are getting to the time of summer when sizing starts to increase, and smaller sizing will be harder to come by. 12ct and 10ct fruit will be more limited, and 8ct and even larger fruit will become more prevalent.

Organic Ataulfo Honey Mangos are promotable for mid-August but are on their way out of season for the summer. Look to promote this variety for the last time here in August from Mexico while the last of the 2022 crop is around.



OG AVOCADOS

Organic Hass Avocados remain promotable with good supplies from Peru and Mexico available. Pricing has been steadily dropping each week.

Fair Trade Organic Hass Avocados from Mexico in the Equal Exchange brand are also in season. These will also be offered in our pre-conditioned line.

Organic Green Skin Avocados from Florida are looking great and will be available through August.

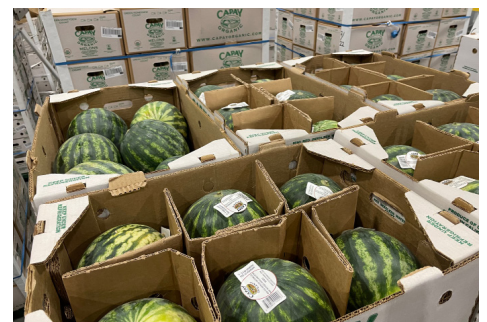


OG STONE FRUIT

Organic Peaches and **Nectarines** continue in steady supply out of both California and Washington.

Organic Plums and **Pluots** have become very limited between varieties.

NOTE: California **Organic Apricots** are done for the season and **Organic Cherries** will finish during the third week of August.



OG MELONS

Organic Mini Seedless Watermelons continue in season out of California, and local supplies from PA and Ohio are starting to come in with light availability. Expect steady supplies on mostly 6cts and 8cts with excellent quality.

Organic Seedless Watermelons remain very limited. There are light supplies of local **Organic Orange Watermelons** coming in out of Lancaster County, PA.

Local **Red Watermelons** will start shortly but are expected to be very limited.



OG GREEN BEANS

Organic Green Beans from Lancaster County, PA remain in strong supply for mid-August. Warm weather in early August has caused **Organic Green Beans** to produce at a high rate.

As temperatures normalize in mid to late August, production is expected to normalize as well. Promotions are encouraged as good pricing is available. Quality has been outstanding.



OG PEARS

New crop **Organic Asian**, **Bartlett**, and **Bosc Pears** are currently available from California.

Good supplies of **Bartlett** are expected to begin out of Washington by the end of the month, followed by **Starkrimson Red** and **Bosc** as we move into September.



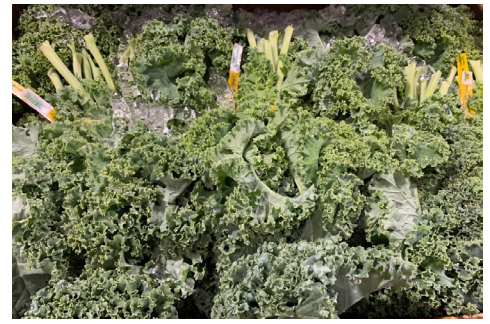
OG ASPARAGUS

Organic Asparagus prices will continue to increase as we head into the middle of August with the Mexican crop winding down.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts supplies are returning to regular availability in mid-August but expect pricing to be elevated going into September. Supplies will be sourced from both Mexico and California during the remainder of August.



OG GREENS

Organic Kales, Collards, and other **Greens** are being sourced from a variety of growing regions such as New York, Vermont, and California during August. Supplies and pricing are expected to remain steady throughout the remainder of the month.



OG ONIONS & POTATOES

Local PA **Organic Sweet Onions** are still in fantastic supply and wonderful quality. This is a great item to promote.

Local **Organic Red Onions** are starting to wind down from some of our more local PA Amish growers.

We will still have some growers marketing **Organic Red Onions** out of Western PA, but as demand starts to pick back up in this line, we will need to make the switch back out to the west coast to keep our needs covered. We do not expect to see a gap in this market.

NOTE: We are going to have small gap on **Organic Russet Potatoes** for mid-August. Colorado is just about done shipping old crop potatoes with some lackluster quality.

ALERT! California is now completely done on the nice **Organic Russet Potatoes** that we were bringing in. New crop Wisconsin **Organic Russet Potatoes** was expected to get started with new crop counts and bags, but as they decided push back the start date so that product could size up as they weren't going to get even a fraction of our counts on the order.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** are in good supply from California.

Promotional opportunities on **Organic Romaine Hearts** will be available in mid-August. Take advantage of these opportunities as late August and early September are expected to see supplies tighten like some shippers are already experiencing.

Organic Leaf and **Romaine Lettuce** continue to yield steady supplies in mid-August. California supplies have seen a slight dip in volume during August with **Organic Green Leaf** and **Romaine Lettuce** being the most affected, but Québec suppliers remain in steady volumes on all leaf items providing a good overall supply volume. Pricing can be expected to remain stable into late August.



OG BROCCOLI & CAULIFLOWER

Organic Cauliflower remains promotable from California and Quebec shippers in mid-August. Supply volumes are remaining strong and are expected to continue into late August. Promotions are encouraged as **Organic Cauliflower** is priced to advertise and quality is outstanding.

Organic Broccoli supplies are stable, but markets are beginning to change in mid-August from California. Some suppliers are beginning to experience lighter volumes due to issues in fields that is preventing harvest crews from cutting certain plantings. Expect pricing to progressively increase as September approaches.

Organic Broccoli Crowns remain in limited supplies, but pricing remains average.

Organic Sweet Baby Broccoli has experienced slight improvement in supplies for mid-August, and pricing is expected to gradually improve.

OTHER STORIES

- Zespri **Organic SunGold** and **Green Kiwifruit** are in great supply from New Zealand.

- **Organic Dragon Fruit** came into an unexpected stall in supply but should return before the end of the month. Expect some white flesh and red/pink flesh fruit.

- **ALERT!** **Organic Young Thai Coconuts** will be out of stock for the rest of the month of August. **Organic Drink & Eat Coconuts** will also be out of stock for several more weeks. **Organic Coconut Chunks** will be in steady supply for the rest of the months.



LOCAL LIST

AUGUST 12 - AUGUST 19, 2022



ORGANIC



Amos King - Lancaster, PA

- 41379 - OG Tomatoes Grape 12/1 pt
- 43805 - OG Watermelons Mini 35 lb 6 ct

Clarion River - Sligo, PA

- 40784 - OG Peppers Anaheim 10 lb
- 40859 - OG Peppers Cubanelle 10 lb

Deep Root - Johnson, VT

- 40675 - OG Greens Kale 24 ct
- 43566 - OG Greens Kale Red 24 ct
- 40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
- 40723 - OG Parsley Curly PREM 30 ct
- 41255 - OG Peppers Poblano 10 lb
- 40804 - OG Peppers Serrano 10 lb
- 40297 - OG Squash Yellow 20 lb
- 40623 - OG Sunchoke 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

- 40485 - OG Beets Red 25 lb
- 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
- 40454 - OG Cabbage Red PREM 45 lb
- 40515 - OG Cabbage Napa 35 lb
- 40650 - OG Dandelion 12 ct
- 40671 - OG Greens Collard 12 ct
- 40672 - OG Greens Kale 12 ct
- 219525 - OG Herb Mint 12 ct
- 40912 - OG Leeks Bulk PREM 20 lb

Green Field Farms - Wooster, OH

- 41434 - OG Watermelons Mini 30 lb 8 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 10 lb
- 42305 - OG Tomatoes Roma 20 lb
- 41357 - OG Tomatoes Round 20 lb

Joesph Weaver - Ephrata, PA

- 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
- 40462 - OG Corn Bi-Color 48 ct
- 40670 - OG Greens Collard 24 ct
- 43566 - OG Greens Kale Red 24 ct
- 40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)
- 228711 - OG Peppers Mini-Mix Sweet 8/1 pt Clam
- 42324 - OG Peppers Purple 10 lb

Pedersen Farms - Seneca Castle, NY

- 40548 - OG Cabbage Green PREM 45 lb
- 40454 - OG Cabbage Red PREM 45 lb
- 40462 - OG Corn Bi-Color 48 ct
- 40675 - OG Greens Kale 24 ct
- 40676 - OG Greens Kale Lacinato 24 ct

Reed Family Farm - Elizabethtown, PA

- 40376 - OG Beans Green 25 lb



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CONVENTIONAL



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

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
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
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

Harnish Farms - Pequea, PA

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

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

15672 - CV Peaches 2 3/4" East 25 lb
15684 - CV Peaches 3" NJ 25 lb
15685 - CV Peaches White 2 3/4" East 25 lb

Joshua Weaver - Ephrata PA

780 - CV Cabbage Red 50lb
1084 - CV Corn White Local 50 dz Bin
11991 - CV Watermelons 60 ct 11# Avg Bin
11997 - CV Watermelons 45 ct 15# Avg Bin

Lester Weaver - Lancaster, PA

1086 - CV Corn Bi-color 50 dz bin

Little Bear Produce - Denton, MD

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

Rave® Apples



Ignite Apple Sales With The Outrageous Rave®



Well, it's official! The Washington State new crop apple season is now upon us, and want to hear what everyone is RAVE-ing about?

The Stemilt RAVE apple is coming soon to Four Seasons Produce!

What a great way to kick off this year's Western apple crop. The RAVE apple is a SUPER juicy, very sweet apple that's a cross between a Honeycrisp and MonArk apple, and it has that tremendous crunch that the Honeycrisp is known for. Get your customers to try something new, as it is sure to be a great eating experience to have them coming back for more. This is a short season apple that will be gone by the end of September, so be sure to take advantage of it while you can!

This is also an AWESOME apple to display and create sales impact, with great color fruit and high graphic boxes and bins available. Would definitely make a statement in your departments!

Our first arrival of fruit is expected to be around August 21, 2022. Talk with your Four Seasons sales rep or merchandiser for more info on availability.

Product Codes:

221612 CV Rave 72/88ct WXP

232339 CV Rave Apple 12/4 ct

Bin Codes:

228658 CV Rave display boxes

232300 CV Rave pop up display bins

Cool Rave Recipe!

[Raw Apple Crumble with Rave® Apples](#)



PHONE: 1.800.422.8384

www.fsproduce.com





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



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CONVENTIONAL MARKET NEWS

AUGUST 12 - AUGUST 19, 2022

PEAK SEASON CALIFORNIA GRAPE VARIETIES



The **Grape** category is ripe for promotion!

Grapes are in outstanding supply on all varieties out of California with top-notch flavor. Overall, **Green Grapes** remain more aggressive on price than **Red Grapes** due to the harvest overlap of several varieties.

With standard value line large California **Seedless Grapes**, **Green** (code 10640) "Sugarones", "Ivory", and "Timson" varieties all have come on strong for mid-August. **Red Grapes** (code 10709) have "Flames" still floating around, but "Krissey's" have also started.

Pretty Lady brand **Grapes** remain our go-to on our premium xlg lines. "Sugar Drop" **Greens** (10620) are off the charts with flavor! An additional **Green** xlg line that we're offering is Sunview's delicious and crunchy "Stella Bella" (228706).

For mid-August, we're highlighting three special varieties from The Grapery: ever popular **Cotton Candy** (10570), candy-sweet red **Gum Drops** (225809), and elongated green **Tear Drops** (232311).



CV BERRIES

Blueberries continue to be very promotable with a heavy flush continuing out British Columbia. Harvests all peaked, bringing on heavy supplies. Quality has been nice as well, so continue to promote! Peruvian **Blueberries** are also coming in but are commanding a little bit more money as quality is excellent.

Blackberries will remain steady overall. New Jersey crops will be ending, and all supplies will be coming in from California. Quality has been excellent, and supplies are steady.

Raspberry prices will remain steady. Supplies are tighter, but Mexico is beginning to lightly harvest, so expect supplies to get better each week towards the end of August.

NOTE: Strawberries are limited and tight overall out of California. Quality is okay. Supplies are expected to remain tight through August and then begin to improve in early September with new plantings.



CV STONE FRUIT

Mid-August welcomes some of the best tasting and most interesting varieties of **Pluots/Plumcots**. **Green Turtle Egg**, **Flavor Gator**, **Gold Rush**, **Jubilee**, and **Summer Punch Pluot/Plumcots** will be available in bulk and clamshell options.

Dark Sweet Cherries out of Washington will finish out the season during the rest of August with high elevation fruit, including Stemilt's "Kyle's Pick" **Moon Cherries** in mid-August. **Rainier Cherries** are winding down for the season.

California **Yellow & White Nectarines** and **Peaches** continue in season. California growers are running 10-12 days ahead of normal, so the season may not go into September as long as usual.

Black Plums will be snug for mid-August until the next variety comes on.

Local **Peaches** out of NJ and PA continue in good supplies for the rest of August. Now is the best time of the year to promote this local fruit!

Apricots have finished for the season.



CV TOMATOES

Vine Ripe Round Tomato prices continue to come down as we head into the middle of August. The heat that we have been experiencing is causing the plants to produce an abundance of **Tomatoes**. Quality has been outstanding, and we continue to source only local rounds. Product is available from DE, NJ, and PA.

Lancaster County, PA field-grown **Heirloom Tomatoes** continue in peak season with outstanding flavor.

Grape Tomatoes continue to arrive from Sam Zook out of Lancaster County, PA. Quality has been outstanding, and production is ramping up in August, allowing us to support this label primarily.

Roma Tomatoes are expected to remain steady for mid-August. Supplies will remain steady. We start to see some local **Roma Tomatoes** by middle of August out of PA.

Snacking Specialty Tomatoes from NatureSweet will be promotable through August and into September. Availability is excellent and quality has been superb on all inbounds.



CV TROPICALS

Hass Avocados are very promotable from Peru and Mexico! The Peruvian fruit now has better oil content than earlier in the season and has a very similar eating experience to the Mexican fruit for this time of year.

Pineapples will be in a tighter position for August. Prices have climbed as a result.

Mango volumes will be steady as we head into August. Pricing is steady but expect pricing to climb as the summer continues.

Ataulfo Honey Mangos will be finishing up in the first few weeks of August. Look to enjoy the last of the fruit from Mexico while you can.

Dragon Fruit continues to be promotable in all colors!

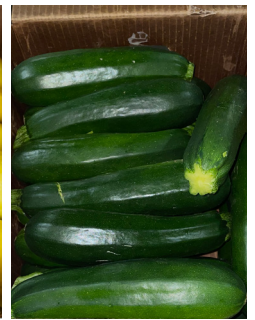


CV POTATOES

California premium bulk A, B, and C size **Red, Gold, and White Potatoes** will make the transition to the Stockton, CA growing. Pricing is steady, and the quality is outstanding coming out of Stockton.

NOTE: 10/5lb bagged **Russet Potatoes** will be sourced from multiple regions during mid-August just to stay in stock. NJ growers are struggling with quality on new crop. Other regions are running out of old crop before their new stuff begins.

NOTE: The **Count Russet Potato** market continues to be extremely tight from all regions. Idaho has not ramped up on new crop, and overall storage supplies are light.



CV SQUASH

Local **Green Squash** from PA will continue to arrive with outstanding quality along with product from NJ and DE. Prices are starting to ease again as in the increased market and home gardens have slowed demand.

Yellow Squash prices should start to decrease with production but there is also less around than **Green Squash** at the moment. Product is rolling in from NJ, DE, and PA. All local produce has arrived with outstanding quality. There should be a flush of product from now through September as multiple plantings are overlapping.



CV APPLES

The first new crop **Gala Apples** are coming into season in mid-August, quickly followed by **Ginger Gold Apples**. Tote bags will be returning!

Stemilt's early season variety, **Rave Apples**, will arrive the week of August 22.



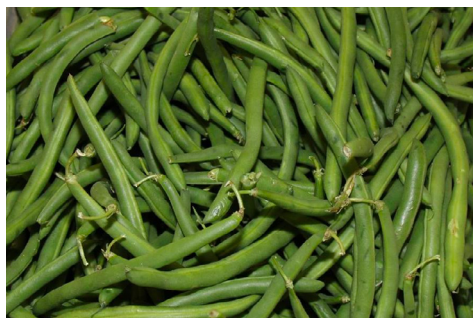
CV EGGPLANT

Eggplant prices are promotable with local product out of NJ ramping up in production, and PA having product. Quality has been excellent, and there is plenty of volume. **Specialty Eggplants** are in peak season too: **Chinese, Graffiti, Italian, Sicilian.**



CV SWEET CORN

Local **Sweet Corn** prices are continuing to ease down and will continue to do so for the rest of August. Product is mainly available out of Delaware, New Jersey, New York, and Pennsylvania.



CV GREEN BEANS

Local **Green Bean** prices are coming off again and expected to stay steady for the middle of August out of NJ and PA. Quality and availability have been excellent.



CV MANDARINS

Import **Mandarins** are in great supply with outstanding quality. We will see very promotable pricing through August with great quality. "Tangos" and "W Murcott" **Mandarins** are coming out of Peru, Uruguay, South Africa, and Chile.

The summer import "Halos" brand program has started too!



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns and **Cauliflower** continue to be promotable. Availability will be strong through August, but fewer shippers are in "push mode".



CV FIGS

Fresh Figs will be steady through August. Green Sierra Black Mission varieties will all be available. These will be offered in 12/8oz clamshells.



CV LETTUCE

Quebec **Romaine Hearts** and **Iceberg Lettuce** are in promotable supply.

All California **Lettuces** are trending up in price lately with less volume for mid-August.



CV PEPPERS

Local **Green Bell Peppers** are in peak season for the middle of August out of NJ, DE, and PA. Quality has been excellent!

Local **Chili Pepper** varieties have been arriving out of NJ and PA. Pricing is expected to stay steady. Quality and availability are excellent.

15lb **Elongated Sweet Red Peppers** are in peak season from California. Picks are steady, but California growers are expecting even more volume as they approach September. Quality is excellent.

Mini Mix Sweet Pepper prices will ease off for mid-August with more product available out of Mexico.



CV CUCUMBERS

Local **Super Select Cucumber** are in peak season out of NJ and PA. Quality is outstanding.

Local **Kirby Cucumbers (Pickling Cucumbers)** are in peak season from NJ and PA farms.

Euro Seedless Cucumber prices are expected to come down as shippers out of Canada will start to flush again into September. We are seeing some excellent quality.

NOTE: **Mini Seedless Cucumbers** are getting tight. Many shippers are seeing minimal availability from their crops. There are some shippers that are flushing but product is not being trayed up.



CV POMEGRANATES

Pomegranates are now available from California. The early Granada variety arrived in good condition. Pricing will be high to start, but should drop considerably as the weeks progress.



CV MELONS

We continue to carry a wide variety of **Specialty Melons**, including **Heirloom, Orangedew, Canary, Galia, Hami, Santa Claus, and Tuscan Cantaloupes!**

Local **Athena-style Cantaloupes** have been in better supply on 110ct and 120ct bins.

Cantaloupes and **Honeydew** from California size profile is trending smaller for this time in August. Quality and flavor are outstanding.

Peak season summer local **Seedless Watermelon** is seeing excellent quality and strong demand. PA harvests are beginning to slow down and some growers will finish in mid-August. Delaware, Maryland, and North Carolina supplies will keep us going through Labor Day.

With higher costs of fertilizers and growing supplies, pricing will be up over prior late summers on **Seedless Watermelons**.

OTHER STORIES

- **Lemons** remain in good supply, but the harvest is winding down. Smaller fruit is currently peaking. We remain in California but have fancy import options available at a value with strong quality.

- **Limes** are starting to increase in price while quality in Mexico is decreasing due to drought conditions. The market will shift for all regions once Mexico lands.

- The **Grapefruit** crop remains strong. This crop looks to go through August, with possible gaps in sight for September. Quality is the best as it has been on all options out of CA.

- **NOTE:** **Parsnips** are gapping from our supplier until late August. We should be back in full swing in September. Until then, we have short fills on 20lb but will likely be out of 12/11lb.

- **Asparagus** is expected to remain steady as we head into the end of 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, making **Asparagus** through September very scarce.