

# ORGANIC MARKET NEWS

OUTLOOK FOR AUGUST 20 - AUGUST 27, 2015

## NEW CROP ORGANIC APPLE UPDATE



New crop Washington **Organic Gala Apples** are now in full swing. The harvest is yielding mostly small sized fruit and so far only 20% of what is picked is 80/88 and larger. Expect good promotability on smaller **Organic Gala Apples** and 12/3lb. bags. Smart retailers may want to consider merchandising 100 size this season to have the best availability and price point.

Washington **Organic Ginger Gold Apples** are in stock now, but will finish up by Labor Day. There may be a short gap until **Organic Golden Delicious Apples** begin.

New crop Washington **Organic Honeycrisp Apples** have arrived. Supplies are quite limited from these early harvests in Pasco, WA, but better volumes are expected in September when multiple shippers will be packing from Wenatchee and Yakima, WA area orchards.

**Organic Pink Pearl Heirloom Apples** from Oregon arrive in late August. This tan skin apple variety has a tart flavor profile and a beautiful pink colored flesh.



### OG BERRIES

**ALERT!** **Organic Strawberry** supplies are becoming extremely limited as quality in yield deteriorates at the end of the summer crop season. Expect major price hikes and heavy prorates.

California **Organic Blackberries** have light availability and so-so quality. We expect gaps until Baja begins in late fall.

Pacific Northwest **Organic Blueberries** are very limited with prices on the rise.

California **Organic Raspberries** have become very hard to find. Yields in California at Driscoll's ranches are very low for the rest of August.



### OG WATERMELONS

**Organic Mini Seedless Watermelons** are in good supply out of California. Multiple shippers are reporting good flavor.

Pennsylvania growers are getting started with a limited supply of **Organic Sugar Baby-size Seedless Watermelons**. That deal should last a couple of weeks. Maryland **Organic Watermelons** failed to ripen in the fields.



### OG TOMATOES

Beautiful **Organic Round Tomatoes** are abundant in supply on the East Coast.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** are also in great supply out of Lady Moon Farms in PA. **Organic Gold Grape** and **Orange Cherry Tomatoes** are in very limited supply.

**Organic Roma Tomatoes** are in adequate supply out of PA.

**Organic Heirloom Tomatoes** are also available out of NY and CA.

**Organic Cluster Tomatoes** have tightened up a bit this week. Canada, California, and Mexico are available in lesser quantities than previous weeks. Virginia is done until October on **Organic Cluster Tomatoes**.



## OG BROCCOLI

**Organic Broccoli** had a modest drop in price this week as CA growers realize more harvest in the fields. Slower movement towards the end of summer has also impacted the market.

**Organic Broccoli Crowns** are still really tight out of California.

Canada shippers have limited supplies of **Organic Broccoli** and **Broccoli Crowns**.



## OG CABBAGE

**Organic Green Cabbage** is in good supply out of PA and NY. Quality has been very good. **Organic Red Cabbage** is coming in from WI and CA.

**Organic Napa Cabbage** supplies are limited from CA, but adequate out of WI.

**Organic Savoy Cabbage** is in good supply out of California.



## OG CUCUMBERS

**Organic Cucumbers** are in very good supplies from WI, PA, and GA. Lady Moon Farms in PA will finish out their harvests soon.

**Organic Euro Cucumbers** are in limited supplies this week with pricing inching up.



## OG MELONS

California **Organic Cantaloupe** and **Honeydew** supply is firm and steady.

**Organic Mixed Melons** (Tuscan, Charentais, Galia, and Piel De Sapo) are gapping for a few days but another small shot is expected by the end of August.



## OG PEARS

Washington **Organic Bartlett** and California **Bosc Pears** have arrived with firm supplies and high prices. This will ease as more shippers begin packing.

Washington and Oregon **Organic Starkrimson (Red) Pears** are available. Volumes will become more promotable later in September.

California **Organic Asian Pears** are due back in soon.



## OG SWEET CORN

**Organic Sweet Corn** is still in good supply out of New York and Canada. Quality has been very good, with full ears and excellent flavor. Availability should last through Labor Day.



## OG SWEET POTATOES

All **Organic Sweet Potato** varieties are now NEW CROP out of AV Thomas (Natural Beauty brand) and quality is outstanding!

We should see the first arrival of **Organic Stokes Purple Sweet Potatoes** by mid-September.



## OG ZUCCHINI

**Organic Zucchini** is in good supply out of Lady Moon Farms in Georgia, while their PA farm is almost done with their crop. Product nationwide has been short generally through the summer months.

California shippers are reporting tight supplies, but more fields are coming on this week that may affect the market.



## OG CILANTRO

**ALERT!** **Organic Cilantro** is still at an industry-wide shortage, with historically high prices. Expect limited availability to continue through the end of August.



## OG CITRUS

**Organic Lemon** supply is almost nonexistent with prices skyrocketing and seasonal quality. Some Mexican fruit is expected to pop up over the next couple of weeks in limited supply.

**Organic Lime** markets continue to climb upward with tighter supplies.

California **Organic Valencia Orange** supply is tighter by the minute with markets on the rise. Appearance is fair at best.

Peruvian **Organic Satsuma Mandarins** are back in stock this week, but will wrap up quickly.



## OG GRAPES

**Organic Green Seedless Grapes** are in excellent supply with large sizing, good flavor, and promotional opportunities.

California **Organic Red Grapes** are in tighter supply this week. Quality remains good, especially on the Scarlett Royal and Magenta varieties.

California **Organic Black** and **Organic Thomcord Grapes** are in firm but steady supply this week.



## OG ONIONS

Locally grown **Organic PA Candy Sweet Onions** will begin to wind down.

Peruvian **Organic Sweet Onions** will be our next growing region which will be at a higher price point than the local product.

Locally grown **Organic Red Onions** are starting to wind down and the quality is beautiful. **Organic Red Onions** out of California are in good supply with a steady price. Quality is solid but not as nice as the local onions.

**Organic Yellow Onions** are in good supply with excellent quality, and the market price remains steady this week.



## OG BOK CHOY

**Organic Bok Choy** and **Baby Bok Choy** are still very tight out of California. Some fields were affected by aphid infestation.

Canadian shippers are reporting very limited supplies as well. This is not expected to change for a couple of weeks as new fields come to maturity.



## OG STONE FRUIT

**Organic Yellow Peaches** are predominately from WA here in late August, with modest supplies from CA. There are some excellent sale opportunities available on 40 sz (jumbo) and larger tray pack fruit.

CA **Organic White Peaches** and **White Nectarines** are extremely limited.

CA and WA **Organic Yellow Nectarines** are in tight supply with high pricing, though flavor and quality is fantastic, especially from WA.



## OG TROPICALS

**Organic Mangos** are very tight in supply this week with sizing only available early this week on jumbo 7 and 8ct fruit. Prices have increased again to reflect the short supply.

**Organic Hass Avocados** are in steady supply with better availability in 48ct than 60ct fruit. Suddenly some promotional opportunities have popped up!

**Organic Pineapples** are limited in availability this week with most of the availability being in the 9ct small fruit.

# IN OTHER NEWS

- New crop Local **Organic Kiwi Berries** are expected to begin within the next few weeks.

- California **Organic Grapefruit** continues in steady supply.

- CA **Organic Red** and **Black Plums** are very limited with small gaps between varieties. CA

- **Organic Pluots** are very limited this week as the season winds down to a finish over the next few weeks.

- New Zealand grown **Organic Green** and **SunGold Kiwifruit** from Zespri remains in peak season supply. Flavor has been excellent.

- **Organic Celery** has been a difficult

commodity lately, but our most recent arrivals have showed a quality improvement.

- Cal-Organic growers are fighting hot weather challenges that have hurt **Organic Leaf** and **Greens** production. Other growers in the Santa Maria, CA area are starting with fresh crop **Organic Romaine Lettuce** next week which is expected to be nice.

# Back to School!

## Products for the Produce Department:



### Snack Pack Carrots from Grimmway/Cal-Organic:

00859 CV CARROTS DIPPERS W/ RANCH 24-4/2.5OZ  
00881 CV CARROTS GRABBITTS 24-4/3 OZ  
40757 OG CARROT DIP PK CAL-O ORG 12/3-3 OZ  
40760 OG CARROT SNK PK CAL-O ORG 20/6-2 OZ

### Apple Slices from Crunch Pak:

08683 CV APPLE SLICES SWEET W/CARAM 4/5-2 OZ  
08680 CV APPLE SLICES TART W/CARAME 4/5-2 OZ  
08681 CV APPLE SLICES TART 4/6-2 OZ  
08682 CV APPLE SLICES SWEET 4/6-2 OZ  
08684 CV APPLE SLICES SWEET FAMILY BAG 6/14 OZ  
44772 OG APPLE SLICES SWEET FAMILY BAG 6/12 OZ

### Raisins from Earthbound Farms:

45009 OG RAISINS MINI PAK ORG 24/6/1.5OZ

### Organic Valley Single Serve Milk

45769 OG O.V. WHITE 1% SINGLE SERVE UHT 24/6.75 OZ  
45770 OG O.V. CHOCO 1% SINGLE SERVE UHT 24/6.75 OZ

### Organic Valley String Cheese

45716 OG O.V. STRING SINGLES MOZZARELA 4-24/1 OZ  
45715 OG O.V. STRING MILD CHEDDAR OR 12/6 OZ  
45717 OG O.V. STRING MOZZARELLA ORG 12/6 OZ  
45718 OG O.V. STRING COLBY-JACK ORG 12/6 OZ  
45474 OG O.V. MED CHEDDAR SNACK STICKS 12/6.75 OZ  
45475 OG O.V. PEPPER JACK SNACK STICKS 12/6.75 OZ



Did you know we offer an extensive line of organic and natural meat and dairy products including pre-packed sliced cheeses and deli meats from brands like Organic Valley, Organic Prairie, Andrew & Everett, McLean and many more? Ask your sales rep for information!

<http://www.fsproduce.com/our-products/organic-natural-meat-dairy/>



### Apples!

3lb Poly Bag and 5lb Tote Bag Eastern Apples are typically packed with 2-1/2" size fruit – perfect for lunches and after school snacks.

### Grapes and Bananas!

OG and CV Grapes and Bananas are always a hit with kids in their lunchbox.

### Nature's Child (N.C.) Fruit Squeezers:

#### Big Case

6840 CV N.C. Dora Apples Squeezers 60/3.17oz, 8-12161-01049, \$.88 srp or 5/\$4.00  
6841 CV N.C. Sponge Bob Berry Squeezers 60/3.17oz, 8-12161-01051, \$.88 srp or 5/\$4.00  
6842 CV N.C. Sponge Bob Banana Squeezers 60/3.17oz, 8-12161-01100, \$.88 srp or 5/\$4.00  
6843 CV N.C. Sponge Bob Mega Mango Squeezers 60/3.17 OZ 8-12161-01101, \$.88 srp or 5/\$4.00  
6850 CV N.C. DISPLAY RACK METAL WIRE BASKET – holds three 60ct cases, available by request

#### Small Case

6844 CV N.C. Dora Apples Squeezers 10/3.17oz, 8-12161-01049, \$.09 srp  
6845 CV N.C. Sponge Bob Berry Squeezers, 10/3.17oz, 8-12161-01051, \$.09 srp  
6846 CV N.C. Sponge Bob Cinnamon Apple Squeezers 10/3.17oz, 8-12161-01080, \$.09 srp  
6847 CV N.C. Sponge Bob Banana Squeezers 10/3.17oz, 8-12161-01100, \$.09 srp  
6848 CV N.C. Sponge Bob Mega Mango Squeezers 10/3.17oz, 8-12161-01101, \$.09 srp  
6849 CV N.C. TMNTurtles Green Apple Squeezers 10/3.17oz, 8-12161-00521, \$.09 srp  
6851 CV N.C. TMNTurtles Radical Peach Squeezers 10/3.17oz, 8-12161-00526, \$.09 srp



### Nature's Child (N.C.) Real Milk Pudding Pouches:

6855 CV N.C. Vanilla Pudd'n 6/4-3oz, 8-12161-01073-2, \$.49 srp  
6856 CV N.C. Chocolate Pudd'n 6/4-3oz, 8-12161-01074-9, \$.49 srp  
6857 CV N.C. Banana Pudd'n 6/4-3oz, 8-12161-01118-0, \$.49 srp  
6858 CV N.C. Strawberry Pudd'n 6/4-3oz, 8-12161-00572-7, \$.49 srp



### Buddy Fruits (B.F.) Pure Blended Fruit:

6800 CV B.F. STRAWBERRY/APPLE BLEN 18/3.2 OZ, \$1.29 srp or 4/\$5.00  
6801 CV B.F. BANANA/APPLE BLENDED 18/3.2 OZ, \$1.29 srp or 4/\$5.00  
6802 CV B.F. MULTIFRUIT/APPLE BLEN 18/3.2 OZ, \$1.29 srp or 4/\$5.00  
6803 CV B.F. APPLE/CINNAMON BLENDE 18/3.2 OZ, \$1.29 srp or 4/\$5.00  
6804 CV B.F. MANGO PASSION BANANA 18/3.2 OZ, \$1.29 srp or 4/\$5.00

### Buddy Fruits (B.F.) Organic Blended Fruits & Vegetables:

6831 OG B.F. APPLE/SWEET POTATO/B- 14/3.2 OZ, \$1.59 srp or 2/\$3.00  
6832 OG B.F. APPLE/CARROT/ORANGE 14/3.2 OZ, \$1.59 srp or 2/\$3.00  
6833 OG B.F. APPLE/SPINACH/PEAR 14/3.2 OZ, \$1.59 srp or 2/\$3.00



*New!*

# AT FOUR SEASONS

43515 OG APPLE PINK PEARL HEIRLOOM 60/84 CT ORG 28 LB – **arriving 8/25**



46803 OG S.L. POTATO FRENCH FINGERLING CLAM 8/20 OZ

46804 OG S.L. POTATO RUSSIAN BANANA FINGERLING CLAM 8/20 OZ

## FAMILY TREE FARMS:

16243 CV PLUOT TROPICAL SUNRISE (YELLOW)

**16 LB – arriving 8/22**

16317 CV PLUOT EMERALD BEAUTE (GREEN)

**16 LB – arriving 8/22**

(plus promo opportunities on several high flavor red varieties)



## THE GRAPERY PROPRIETARY GRAPE VARIETIES:

10570 CV GRAPES COTTON CANDY

**16 LB – fresh arrival 8/22**

10579 CV GRAPES FLAVOR PROMISE RED

19 LB

10586 CV GRAPES FLAVOR PROMISE BLACK

19 LB

11505 CV MELONS CANARY

**25 LB – arriving 8/23**

11515 CV MELONS CASABA USA

**25 LB – arriving 8/23**

11530 CV MELONS CRENSHAWS USA

**25 LB – arriving 8/23**

11565 CV MELONS SANTA CLAUS

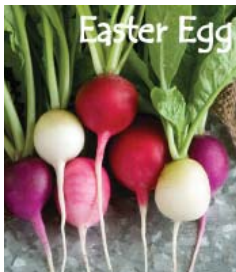
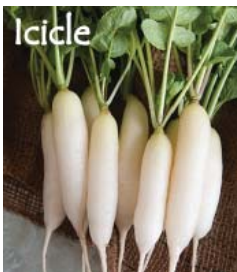
**25 LB – arriving 8/23**

11582 CV MELONS GALIA

**25 LB – arriving 8/23**

11551 CV MELONS ORANGE FLESH USA

**25 LB – arriving 8/23**



44201 OG MANDARINS SATSUMA PERU

**20 LB – arriving 8/22**

40413 OG GARLIC HEIRLOOM CALIF

10 LB

40866 OG RADISH PING PONG NY

24 CT

40885 OG RADISH EASTER EGG NY

24 CT

40886 OG RADISH FR BREAKFAST NY

24 CT

43458 OG RADISH WHITE NY

24 CT

40507 OG RAPINI NY

24 CT

41739 OG POTATO MIXED FINGERLING NET BAG Cal-O 16/1.5 LB

07040 CV PEARS SECKEL CA 20 LB

07045 CV PEARS SECKEL LOCAL NY 22 LB



## LOCAL PRODUCE



# GROWER LIST

## AUGUST 20 - AUGUST 27, 2015

## ORGANIC



### PENNSYLVANIA

#### LADY MOON FARMS

##### Chambersburg, PA

41088 - OG Cucumbers Premium PA 20 lb.  
40639 - OG Eggplant Premium PA 24 lb  
40796 - OG Peppers Green LG/XLG PA 25 lb.  
41020 - OG Squash Zucchini Prem PA 20 lb.  
41346 - OG Tomato Cherry Clam PA 12/1 pt  
44467 - OG Tomato Cherry Orange PA 12/1 pt  
41385 - OG Tomato Cherry Rainbow PA 12/1 pt  
41336 - OG Tomato Grape PA 12/1 pt  
40139 - OG Tomato Grape PA 18/1 lb.  
41389 - OG Tomato Heirloom PA 10 lb.  
41351 - OG Tomato Roma PA 20 lb.  
41359 - OG Tomato 2-lyr Large PA 20 lb.  
41354 - OG Tomato Yellow PA 10 lb.

#### ISAAC STOLTZFUS

##### Millville, PA

41531 - OG Onion Red Jumbo PA 40 lb.  
41525 - OG Onion Red Medium PA 40 lb.

#### CLARION RIVER FARMS

##### Sligo, PA

41036 - OG Squash Acorn Green PA 30 lb.  
41031 - OG Squash Butternut PA 35 lb.

#### CHRIST KING

##### Ephrata, PA

41535 - OG Onion Sweet Jumbo PA 40 lb  
41536 - OG Onion Sweet Med PA 40 lb.  
40796 - OG Peppers Green LG/XLG PA 25 lb.  
41314 - OG Tomato Roma PA 20 lb.

#### REED FAMILY FARMS

##### Elizabethtown, PA

40376 - OG Beans Green PA 25 lb.

#### SAM STOLTZFUS

##### Logantown, PA

41050 - OG Squash Spaghetti PA 30 lb.  
41036 - OG Squash Acorn Green PA 30 lb.

#### TOIGO ORGANIC FARMS

##### Carlisle, PA

41360 - OG Tomatoes Hothouse PA 10 lb.

### NEW YORK

#### PEDERSEN FARMS

##### Seneca Castle, NY

40550 - OG Cabbage Green NY 45 lb.  
40462 - OG Corn Bi-Color NY 48 ct

### NEW JERSEY

#### EASTERN FRESH

##### Cedarville, NJ

41277 - OG Eggplant NJ 22 lb.  
41036 - OG Squash Acorn Green NJ 30 lb.

## CONVENTIONAL

### PENNSYLVANIA

#### BENEDICT FARMS

##### Chambersburg, PA

01062 - CV Corn White PA 60 ct  
02803 - CV Cucumber Super Select PA 72 ct.  
02256 - CV Squash Green Fancy PA 20 lb.  
02258 - CV Squash Green Medium PA 20 lb.  
02328 - CV Squash Yellow Medium PA 20 lb.

#### CEDAR MEADOWS FARM

##### Holtwood, PA

23156 - CV Tomato Heirloom PA 15 lb.  
23147 - CV Tomato Heirloom PA 8/1 quart  
23206 - CV Tomato Rainbow Cherry PA 12/1 pt

#### COPENHAVER

##### Lebanon, PA

00482 - CV Beans Green PA 25 lb.

#### COUNTRY GARDENS (LABAN GARBER)

##### Waynesboro, PA

01820 - CV Peppers Green Bag M/L PA 18/2 lb.  
02350 - CV Squash Acorn PA 35 lb.  
02372 - CV Squash Butternut PA 35 lb.  
02390 - CV Squash Spaghetti PA 35 lb.

#### CRAMERS FARM

##### Lancaster County, PA

23156 - CV Tomato Heirloom PA 15 lb.  
23163 - CV Tomato Heirloom Slicer PA 8/3 ct

#### EPHRAIM ZOOK

##### Lancaster County, PA

23004 - CV Tomato VR 4x4 PA 20 lb.  
23005 - CV Tomato VR 4x5 PA 20 lb.  
23070 - CV Tomato VR Jumbo PA 25 lb.

#### HESS BROTHERS FRUIT

##### Leola, PA

05472 - CV Apples Gala 80 ct PA 40 lb.  
05475 - CV Apples Gala 88 ct PA 40 lb.  
05471 - CV Apples Gala 100 ct PA 40 lb.  
05030 - CV Apples Gala 2-1/2 PA 12/3 lb.  
05168 - CV Apples Gala Tote PA 8/5 lb.  
05294 - CV Apples Ginger Gold 88 ct PA 40 lb.  
05290 - CV Apples Honeycrisp 2-1/2 PA 12/3 lb.  
05017 - CV Apples Ginger Gold PA 12/3 lb.  
05175 - CV Apples Ginger Gold Tote PA 8/5 lb.  
05469 - CV Apples Honeycrisp 72 ct PA 40 lb.  
05476 - CV Apples Honeycrisp 80/88 ct PA 40 lb.  
05477 - CV Apples Honeycrisp 100 ct PA 40 lb.  
05019 - CV Apples Honeycrisp 2-1/2 PA 12/3 lb.  
05224 - CV Apples Paula Red PA 88 ct  
05224 - CV Apples Paula Red 100 ct  
05007 - CV Apples Paula Red 2/1-2 PA 12/3 lb.  
05102 - CV Apples Paula Red Tote PA 8/5 lb.

#### HESS FARMS

##### Waynesboro, PA

02845 - CV Cucumber Kirby 40 lb.  
02803 - CV Cucumber Super Select PA 72 ct



01261 - CV Eggplant PA 24 lb.  
01842 - CV Peppers Green Display Pack PA 48 ct  
01964 - CV Peppers Jalapeño PA 10 lb.  
01970 - CV Peppers Jalapeño PA 35 lb.  
02256 - CV Squash Green Fancy PA 20 lb.  
02258 - CV Squash Green Medium PA 20 lb.

#### JOSH WEAVER

##### Denver, PA

00780 - CV Cabbage Red PA 50 lb.  
01065 - CV Corn White Bin PA 50 dz

## LESTER WEAVER

### Lancaster County, PA

00758 - CV Cabbage Green Bin PA 60 ct

01065 - CV Corn White Bin PA 50 dz

## SAM ZOOK

### Ephrata, PA

23305 - CV Tomato Grape PA 12/1 pt

## STAUFFER HULING FARMS

### Enola, PA

00482 - CV Beans Green PA 25 lb

01062 - CV Corn Bi-Color PA 48 ct.

02803 - CV Cucumber Super Select PA 72 ct

04106 - CV Onion Sweet Jumbo 40 lb.

## BUTTER VALLEY HARVEST

### Bally, PA

03000 - CV Lettuce Boston Hydro PA 12 ct

## Cantaloupe Bins from Lancaster County, PA -

Contact your sales rep for specific grower bin counts.

Harnish Farms - Pequea, PA

Joseph Weaver - Ephrata, PA

Lester Weaver, Ephrata, PA

## Watermelon Bins from Lancaster County, PA -

Contact your sales rep for specific grower bin counts.

Frank Sensenig - Ephrata, PA

Harnish Farms - Pequea, PA

Josh Weaver - Denver, PA

## DELAWARE

### VINCENT FARMS

#### Delmar, DE

01084 - CV Corn White Bin DE 50 dz

01086 - CV Corn Bi-Color Bin DE 50 dz

## NEW JERSEY

### EASTERN FRESH GROWERS

#### Cedarville, NJ

02806 - CV Cucumber Super Select NJ 72 ct

## FLAIM FARMS

### Vineland, NJ

00205 - CV Arugula NJ 24 ct

00455 - CV Basil NJ 15 ct

00560 - CV Beets Gold Bunch NJ 12 ct

00551 - CV Beets Red Bunch NJ 12 ct

00591 - CV Bok Choy NJ 30 lb.

00592 - CV Bok Choy (Shanghai) NJ 30 lb.

00790 - CV Cabbage Chinese NJ 30 lb.

01675 - CV Cabbage Napa NJ 30 lb.

01362 - CV Chard Green Swiss NJ 12 ct

01355 - CV Chard Rainbow Swiss NJ 12 ct

01368 - CV Chard Red Swiss NJ 12 ct

01020 - CV Chives Bunch NJ 12 ct

01040 - CV Cilantro NJ 30 ct

01170 - CV Dandelion Bunch NJ 12 ct

01200 - CV Dill NJ 24 ct

01201 - CV Dill NJ 12 ct

01261 - CV Eggplant Premium NJ 24 lb.

01273 - CV Eggplant Sicilian NJ 20 lb.

01274 - CV Eggplant White NJ 15 lb.

01275 - CV Eggplant Graffiti NJ 12 lb.

01285 - CV Eggplant Italian NJ 10 lb.

01308 - CV Greens Collard 18 ct NJ 18 lb.

01315 - CV Greens Kale 18 ct NJ 18 lb.

01346 - CV Greens Mustard NJ 18 lb.

01350 - CV Greens Turnip NJ 18 lb.

01462 - CV Kohlrabi Green 12 ct

01478 - CV Leeks Bunched NJ 12 ct

01516 - CV Mint Box NJ 12 ct

01706 - CV Parsley Curly NJ 30 ct

01712 - CV Parsley Italian NJ 30 ct

01720 - CV Parsley Root NJ 12 ct

01960 - CV Peppers Anaheim NJ 10 lb.

01975 - CV Peppers Cubanelle NJ 18 lb.

01977 - CV Peppers Cubanelle NJ 9 lb.

01834 - CV Pepper Green XLG NJ 22 lb.

01967 - CV Peppers Jalapeño NJ 35 lb.

01965 - CV Peppers Jalapeño NJ 10 lb.

01980 - CV Peppers Long Hot NJ 16 lb.

01980 - CV Peppers Long Hot NJ 8 lb.

01802 - CV Peppers Suntan NJ 22 lb.

03127 - CV Radish Red Bunch NJ 24 ct

03205 - CV Scallions NJ 48 ct

02238 - CV Squash Green Fancy NJ 20 lb.

23121 - CV Tomato VR JBO NJ 25 lb.

## JERSEY FRESH

### Glassboro, NJ

04404 - CV Potatoes White NJ 10/5 lb.

## JERSEY FRUIT

### Glassboro, NJ

15475 - CV Nectarines 2 1/2" NJ 25 lb.

15679 - CV Peaches 2 3/4" 25 lb.

15498 - CV Peaches Yellow Clam NJ 10/2 lb.

## NEW YORK

### TORREY FARMS

#### Elba, NY

00480 - CV Beans Green NY 25 lb.

## APPLE BIN FARM MARKET

### Ulster Park, NY

07045 - CV Pears Seckel NY 22 lb.

## VIRGINIA

### Crown Orchard

#### Batesville, VA

15733 - CV Peaches Donut 2-1/2" VA 16/20 oz.



**HESS FARM**

Waynesboro, PA

Founded in 1986 by the Hess family, the tradition is being carried on by the second generation

over 140 acres of fresh vegetables

Large diversity of products

Ask your sales representative or merchandiser for local grower POS signage for your store!

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR AUGUST 20 - AUGUST 27, 2015

## PRIME STRAWBERRY SEASON COMES TO AN END

**Strawberries** will be in tight supply again this week as harvests are off sharply. Watsonville and Salinas, CA experienced extremely hot weather this past week, which has certainly had a negative impact on the fruit. Berries from these areas will not make good arrival on the East Coast.

At this time, the best area to source from is Santa Maria until Oxnard, CA begins in about 3 weeks. Once Oxnard begins we should begin to see better supplies, and of course better pricing.

Quality has been very nice on all Driscoll's fruit in spite of the prorates and high pricing.



### CV STONE FRUIT

The supply of Eastern **Peaches** and **Nectarines** is good with a steady demand that is not overwhelming. Prices on the larger sizes are holding firm, but on the smaller 2 1/2" fruit there is a little play with discount on volume business.

From California, **Yellow** and **White Peaches** are plentiful. **Yellow Nectarines** are tight, but there is a flush of **White Nectarines** this week and growers are looking for business.

**Plums** are tight and prices are stronger. The crop was smaller overall this year and demand has been strong for what fruit is available. **Puots/Plumcots** are promotable with some excellent late season varieties.



### CV NUTS

We are taking pre-orders for the full line of bulk and package in-shell nuts from Diamond of California.

#### Commodity Update from Diamond of California:

- **Walnuts** - carry in + current crop is 13%; pricing is down about 10%
- **Almonds** - drought is impacting California production - pricing is up about 9%
- **Pecans** - Diamond uses only US production - carry in is down 18% and crop is down 1% - price is up approximately 7.5%
- **Filberts/Hazelnuts** - relatively flat



### CV TOMATOES

20 lb. two layers and 25 lb. volume fill **Vine Ripe Tomatoes** from PA and NJ are steady.

**Grape** and **Cherry Tomatoes** are limited, especially **Cherry Tomatoes**. Pricing will be steady and higher, respectively.

**Roma Tomatoes** are limited, we will continue with PA product this week as much as possible, but supplement with other regions as necessary.

**Cluster Tomatoes** are abundant with nice quality and lower pricing from Canada. **Beef Tomatoes** are limited with steady pricing.

**Campari Tomatoes** are back with promotable volumes. Please ask your sales rep for information on two new specialty pack items: **True Rebels** and **Cabernet Tomatoes**



## CV POTATOES

New crop **Green Giant Red** and **Yellow Bagged Potatoes** are in good supply with a sharp price and outstanding quality out of MN.

**NEW CROP IDAHO RUSSETS ARE HERE!!!** The market has increase slightly this week on both bulk and bagged new crop russets out of Idaho.



## CV CUCUMBERS

**Super Cucumbers** are limited from PA, NJ, and NY. Pricing is trending up, but quality is strong.

12 ct **Wrapped Cucumbers** from Canadian hot houses are in abundant supply with very promotable volumes and pricing.

12/6 ct **Mini Seedless Cucumbers** are also in good supply with promotable volumes and pricing.



## CV BROCCOLI & CAULIFLOWER

**Cauliflower** supplies are more limited and pricing is trending up from California. Quality is nice. Local PA 60 ct bin jumbo **Cauliflower** will be available the first week of September.

Eastern **Broccoli Crowns** from Maine have very nice quality with lower pricing. California **Broccoli Crowns** are steady with nice quality and steady pricing.



## CV BLUEBERRIES

**Blueberries** are almost finished for the season out of British Columbia and Michigan. Once these areas are done, we should have a smooth transition into fruit out of Chile, Argentina, and Peru.

We do expect our BC and domestic growers to continue to pack in pints until the last week of August, and then we'll make the transition into 6 oz. clamshells for the imports.



## CV LEAF LETTUCE

**Leaf Lettuce** is steady from California and Canada and quality is nice. **Romaine Lettuce** supplies from Canada is nice and should be a nice advantage price wise versus California.

12/3ct **Romaine Hearts** are limited from California. We will have Canadian 12/3ct **Romaine Hearts** this week with nice quality



## CV LEMONS

We are starting to see some lower prices on the smaller counts 140's and smaller **Lemons** from California. The influx of Mexican and Chilean fruit which is peaking on smaller sizes has driven the market down. The larger sizes are holding firm from California with the imports on those sizes still considerably cheaper.



## CV MANGOS

**ALERT!** Prepare for sticker shock on **Mangos**. Mexico is done and as we transition into fruit coming in from Brazil, prices have doubled from what they were a week ago. The majority of the fruit will also be 9 counts and larger, with little to no smaller fruit, which will be industry wide.



## CV PINEAPPLES

**ALERT!** Expect **Pineapple** supplies to be light for the next two to three weeks. Due to cooler weather and rain earlier, plantings were delayed and volumes won't return to normal until the middle of September. Prices are easily up four to five dollars with the spot market even higher.



## CV ICEBERG LETTUCE

**ALERT!** **Iceberg Lettuce** remains very limited. California pricing continues its upward trend. Quality has still been decent. We will also continue to have nice Canadian **Iceberg Lettuce**, with good weights and color and a nice price advantage versus the California product.



## CV COLOR PEPPERS

**Red Peppers** are very limited, especially 15 lb. #1 and 25lb. 11 lb. are limited as well but not as much as the other two items. California should start again within a week or two each should ease the market, but when that exactly starts is still in the air and has to make its way to the East Coast.

**Yellow Peppers** are steady. **Orange Peppers** are limited with higher prices. **Green Peppers** are steady.

**Mini Mixed Sweet Peppers** are limited, but pricing is steady. California product is very hard to come by, but we continue to get nice hothouse Canadian product.



## CV APPLES

The East is shipping new crop **Gala** and **Ginger Gold Apples**, with **Paula Reds** beginning by the end of the week. The exciting news is we could be into **Eastern Honeycrisp Apples** by the first of next week.



## CV PEAS

**Snow** and **Snap Peas** arriving on containers out of Guatemala are in good supply at this time, but there is a split market. Peru has also started for the season, and all of that product is being flown into Miami daily. The increased pricing on Peruvian product is simply due to air freight.



## CV GRAPES

California **Seedless Grapes** are a good item to promote!

Pricing on both **Red** and **White Seedless Grapes** has settled into a 3 tier pricing structure on medium large, large, and extra-large. The price from the lower tier to the top is a range of eight to ten dollars depending on size and variety. The **Scarlet Royal** is the predominant variety for the red seedless with other proprietary varieties available at the higher market.

For **White Grapes**, it's the **Sugarone** and **Princess** variety with **Emeralds** to start soon and the **Autumn King** still a few weeks off. Demand is good and the market shows very little fluctuation.



## CV RASPBERRIES & BLACKBERRIES

**ALERT!** **Raspberries** and **Blackberries** are also in short supply this week. Look for pricing to remain higher until supplies improve over the next couple weeks.



## CV CILANTRO

**ALERT!** **Cilantro** remains extremely limited. We will have 60 ct California product this week, along with 15ct and 30ct from NJ. Despite the high market, quality is nice.

## IN OTHER NEWS:

### CV ASPARAGUS

**ALERT!** Shippers of **Asparagus** imported from South America are prorating orders heavily since there is very little Mexican volume to supply the West Coast. Expect prices to be up dramatically until mid-September.

### CV ONIONS

The **Onion** market has continued to decrease this week on price. Good supplies are available on all packs and colors in multiple growing regions.

### CV CELERY

The **Celery** market is steady on all California lines. Also, 30ct Canadian sleeved **Celery** is steady with nice quality and a nice price advantage.

### CV SWEET CORN

**Sweet Corn** supplies have firmed up a little from farms in the mid-Atlantic and the Northeast. Quality remains nice.

### CV EGGPLANT

**Eggplant** pricing will be lower this week with nice supplies and quality from NJ and PA. **Varietal Eggplants** are also in peak season.

### CV GREEN BEANS

**Green Beans** remain limited from PA and NY for this time of year.

### CV SQUASH

The **Green Zucchini** and **Yellow Squash** markets are steady to lower. We will have product from different regions depending on availability from PA, NJ, VA and/or NY.

**ProduceGeek**

For more info on what's  
in season, check out  
[producegeek.com](http://producegeek.com)!