



ORGANIC MARKET NEWS

OUTLOOK FOR AUGUST 26 - SEPTEMBER 2, 2016

ORGANIC APPLE SEASON UPDATE

The first **Washington Organic Honeycrisp Apples** are expected this weekend. Expect high prices out of the gate, which will come down as fruit fills the pipeline in September.

Organic Gala Apples are in excellent supply from Washington. Anticipate excellent supplies this season – promotional opportunities will be available!

Organic Fuji Apples will transition this week from imports to fresh crop Washington fruit, which is expected to be in excellent supply all season.

Organic Gold Apples are transitioning from **Ginger Gold** to **Gold Supreme**. **Organic Gold Delicious Apples** will begin in early to mid-September. Good supplies are expected.

The first California **Organic Granny Smith Apples** are here in firm supply and we expect to transition to Washington over the next couple of weeks.

California bagged **Organic McIntosh Apples** continue in firm supply; the first Canadian in tray pack **Organic McIntosh Apples** will arrive the beginning of September.

The amazing **Organic Pink Pearl Apple**, with pink flesh and golden skin, will be available until early September and then will wrap up for the season.

IMPORT APPLES:

New Zealand **Organic Braeburn** and **Pink Lady Apples** continue in good supply but will be winding down for the season over the next few weeks. New crop will start on these varieties in October.



ORGANIC PEAR SEASON UPDATE



Washington **Organic Bartlett Pears** are now in good supply with steady markets.

Organic Starkrimson (Red) Pears out of Washington are in good supply and some **Organic Red Bartlett Pears** will begin towards the middle of next week. **Organic Green Anjou Pears** are also just coming into season.

The first California **Organic Bosc Pears** have arrived and will transition over the next week to Washington fruit, which will be in limited supply for the first couple of weeks.

California **Organic Asian Pears** are in good supply this week and will transition flawlessly going into September into Washington fruit. Prices will be similar.

New **Stemilt Lil' Snappers** lunch box size **Organic Pears** in high graphic bags have arrived in limited supply.



OG GRAPES

California **Organic Green, Red, and Black Seedless Grapes** are in peak summer season supply with promotional opportunities available.

We expect to see our favorite **Biodynamic Grapes** from Marian Farms by early September, we are just waiting for these Thompson variety grapes to sugar up on the vine.



OG SPINACH

Organic Spinach is in limited supplies out of Utah. Drier climates there help ward off mildew that is often CA products downfall.

Some supply of CA product is available as well this week. Quality is good to very good.



OG BROCCOLI

Organic Broccoli continues to be in plentiful supply out of CA, although most shippers have moved up on their pricing. Canada reports lighter volume this week.

Organic Broccoli Crowns are in abundant supply as well.



OG HASS AVOCADOS

Organic Hass Avocados are tighter for next week. California is officially seeing supplies dwindle after talking about the end for weeks.

The Mexican crop is heavy to smaller sizes at this point, making 60ct and smaller a better value.

Equal Exchange is now shipping their **Fair Trade Organic Hass Avocados** from Mexico once again.



OG EGGPLANT

Organic Eggplant is in good supply out of PA, NJ, NY, and CA. Prices are steady, quality has been very good out of all states as well.

Mixed variety Eggplant are available out of NY.



OG PLUMS & PLUOTS

California **Organic Black and Red Plums** are very limited as we finish off the last varieties of the season.

Organic Pluots will wind down over the next few weeks.



OG CUCUMBERS

VA growers report abundant supplies of **Organic Hothouse Grown Euro Cucumbers**.

Organic Cucumbers are decreasing in supply out of NY and PA. CA growers report abundant supplies of **Organic Cucumbers**. GA will start in early September.

Organic Specialty Cucumbers, such as **Persian** and **Pickle Cucumbers**, are in limited supply.

OG TOMATOES



Organic Round Tomatoes are in abundant supply for the next few weeks out of Lady Moon Farms in Pa. Incoming quality has been excellent!

Organic Roma Tomatoes are in abundant supply out of PA.

Organic Heirloom Tomatoes are in very good supply out of PA on a five-variety pack.

Organic Grape Tomatoes are in good supply here on the East Coast. Our product is primarily PA grown. **Organic Gold Grapes** are in limited supply out of PA.

Organic Cherry Tomatoes are in abundant supply out of both NY and PA. Quality is excellent. Also available in limited supplies are **Organic Orange Cherry Tomatoes**.

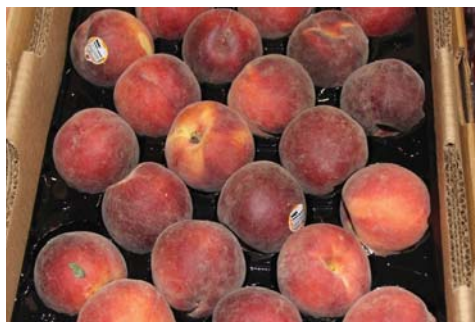
Organic "Black Prince" Heirloom Tomatoes are available out of Hepworth Farms in NY in 10/1qt clamshells.

Organic Rainbow Cherry Tomatoes are in steady supply out of PA. They added one new variety to the pack this year!

Canada and PA growers are reporting limited supplies of **Organic Cluster Tomatoes**. There may even be some disease on PA hothouse grown product.

Organic Campari Tomatoes are in good supply this week.





OG PEACHES & NECTARINES

LAST CALL! Washington **Organic Peaches** and **Nectarines** will wrap up for the season in early September, transitioning back to California for a small Labor Day holiday run and then be done for the season.

California **Organic White Peach** and **Nectarine** supply will continue for the next couple of weeks and then be done for the season.



OG BERRIES

Domestic **Organic Blueberry** prices are rising with limited supplies. Pints are done and 6 oz. is the primary pack. We expect a gap before Chile gets started in late September/early October.

Organic Blackberry and **Raspberry** supplies out of California are tightening up again until mid-September when good supplies are expected to rebound.

Organic Strawberry supplies have leveled off. There may be a small increase in harvest production during early September.



OG MANGOS

Organic Mangos are incredible right now. Be sure to check out the **NON-HOT WATER treated Organic Kent Mangos** that are currently available.

There are some excellent deals and BIG fruit right now. This is as good as it gets for flavor on **Organic Mangos!**



OG PEPPERS

Organic Specialty Peppers, including **Organic Cherry Bomb**, **Cubanelle**, **Hot Pepper Mixed Clamshell**, **Poblano**, and **Purple Blocky Peppers**, are all available out of NY.

Organic Green Peppers are in limited supply out of PA and NY. Some PA Organic Red Peppers will be available this week as well. CA reports higher volumes this week of Organic Green Peppers.

Organic Import Red, **Yellow**, and **Orange Peppers** out of Holland continue in steady supply, but **Orange** are the most limited.



OG GREENS

Most **Organic Greens** are coming out of CA and WI at this time. Organic Green Kale is still available out of NY. North Carolina has started on Organic Green and Lacinato Kale.

CA shippers report abundant supply on all **Organic Kales**, but are much more limited on **Organic Chards** and **Collards**.

Organic Bunch Beets are on the tighter side, while **Organic Dandelions** and **Parsleys** are in good supply.



OG SQUASH

Organic Yellow Squash is in limited supply out of PA and NY. GA has also started.

On **Organic Zucchini**, pricing is up and supplies out of PA, NY, OH, and WI are all limited. CA growers report adequate supply of **Organic Zucchini**. GA has also started on Organic Zucchini this week as well.

Organic Mixed Patty Pan Squash out of PA, and **Organic Sunburst** and **8 Ball Squash** out of NY, are in limited supply.

OTHER STORIES:

- **ALERT!** California **Organic Lemon** supply continues to be extremely limited and prices are very high. This is expected to improve in late September. An extremely small amount of Mexican **Organic Lemons** have arrived, but will be gone as fast as it came, still leaving us with little fruit until new crop California begins in late September.

- In good supply out of PA include **Organic Green Acorn**, **Butternut**, **Pie Pumpkins**, **Red Kuri**, **Spaghetti**, and **Kabocha Squash**. The market pricing has dropped some this week.

- **Organic Pineapple** supplies are a bit better for next week. Some shippers are still struggling with sporadic quality issues that are affecting supplies.

- **Organic Romaine Hearts** are in abundant supply out of CA. Prices are low and it's a good time to promote! Quality has been very good.

- The **Organic Sweet Corn** harvest has finished out of NY and PA. Quebec, Canada will have some supply of 60ct sacks for the weeks before and after Labor Day.

- NEW! **Organic Kiwi Berries** are coming into season. 12/4.4 oz packs will be available this week out of Oregon. Pennsylvania grown product will start in mid-September.



LIST FOR WEEK OF AUGUST 26 - SEPTEMBER 2, 2016

ORGANIC



NEW YORK

HEPWORTH FARMS - MILTON, NY

40148 - OG Cucumber Pickle NY 18 lb
40644 - OG Eggplant NY 22 lb
41299 - OG Eggplant Japanese NY 10 lb
40416 - OG Greens Kale NY 24 ct
40857 - OG Kohlrabi Bunch Purple NY 12 ct
41183 - OG Lettuce Romaine NY 24 ct
40987 - OG Peppers Cherry Bomb NY 10 lb
40859 - OG Peppers Cubanelle NY 10 lb
48163 - OG Peppers Hot Mix NY 10 ct
41255 - OG Peppers Poblano NY 10 lb
40800 - OG Peppers Purple NY 22 lb
40343 - OG Squash 8 Ball NY 18 lb
40191 - OG Tomato Black Prince NY 10/1 qt
41385 - OG Tomato Cherry Rainbow PA 12/1 pt
41314 - OG Tomato Roma Gold NY 22 lb
41414 - OG Tomato Roma Mini NY 10/1 qt

PEDERSEN FARMS - SENECA CASTLE, NY

40386 - OG Cabbage Green NY 45 lb
40416 - OG Greens Kale NY 24 ct
40723 - OG Parsley Curly Prem NY 30 ct

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA

41536 - OG Onion Candy Sweet Med PA 40 lb
41535 - OG Onion Candy Sweet Jumbo PA 50 lb
41351 - OG Tomato Roma PA 20 lb

CLARION RIVER - SLIGO, PA

40369 - OG Beans Yellow PA 10 lb

40784 - OG Peppers Anaheim PA 10 lb
40838 - OG Peppers Jalapeño PA 10 lb
41036 - OG Squash Acorn Green PA 30 lb
41031 - OG Squash Butternut PA 35 lb
41035 - OG Squash Delicata PA 35 lb
41044 - OG Squash Kabocha PA 35 lb
41103 - OG Squash Patty Pan Mix PA 16 lb
41220 - OG Squash Pie Pumpkin PA 35 lb

CRAWFORD FAMILY FARM - EAST EARL, PA

40462 - OG Corn Bi-Color PA 28 ct

LADY MOON FARMS - CHAMBERSBURG, PA

41088 - OG Cucumber Premium PA 20 lb
40639 - OG Eggplant Premium PA 24 lb
40796 - OG Peppers Green Premium PA 25 lb
41020 - OG Squash Zucchini Premium PA 20 lb
41359 - OG Tomato 2-Layer PA 20 lb
41346 - OG Tomatoes 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
41398 - OG Tomato Grape Gold PA 12/1 pt
41389 - OG Tomato Heirloom PA 10 lb
41351 - OG Tomato Roma PA 20 lb
41347 - OG Tomato Yellow Pear PA 12/1 pt

MOCKINGBIRD HILL - MILLVILLE, PA

40485 - OG Beets Red PA 25 lb (Bubbling Brook)
41531 - OG Onion Red Jumbo PA 40 lb
41525 - OG Onion Red Medium PA 40 lb

SAM STOLTZFUS - LOGANTON, PA

41531 - OG Onion Red Jumbo PA 40 lb
41525 - OG Onion Red Medium PA 40 lb
41050 - OG Squash Spaghetti PA 30 lb

SAM ZOOK - LANCASTER COUNTY, PA

41535 - OG Onion Sweet Jumbo PA 50 lb

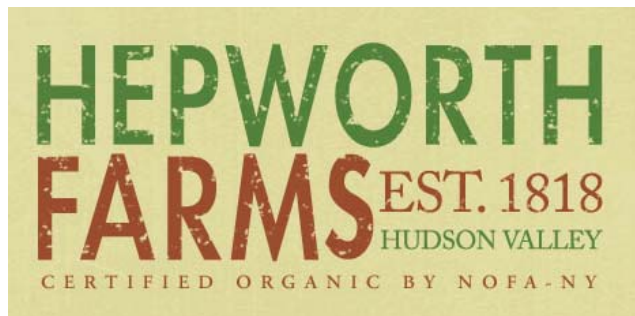
VIRGINIA

RED SUN FARMS - DUBLIN, VA

41080 - OG Cucumber European VA 12 ct



GROWER SPOTLIGHT:



506 SOUTH ROAD
MILTON, NY 12547

www.hepworthfarms.com





LIST FOR WEEK OF AUGUST 26 - SEPTEMBER 2, 2016

DELAWARE

VINCENT FARMS - DELMAR, DE

01084 - CV Corn White Bin DE 50 dz

Watermelons from Delaware

Contact your sales rep for specific grower bin counts!

Vincent Farms - Delamr, DE

NEW JERSEY

FLAM FARMS - VINELAND, NJ

00205 - CV Arugula NJ 24 ct
00455 - CV Basil NJ 15 ct
00551 - CV Beets Red Bunch NJ 12 ct
00591 - CV Bok Choy NJ 30 lb
00592 - CV Bok Choy Baby (Shanghai) NJ 30lb
00790 - CV Cabbage Chinese NJ 30 lb
01362 - CV Chard Swiss Green NJ 12 ct
01355 - CV Chard Swiss Rainbow NJ 12 ct
01368 - CV Chard Swiss Red NJ 12 ct
01170 - CV Dandelion Bunch NJ 12 ct
01200 - CV Dill NJ 24 ct
01275 - CV Eggplant Graffiti NJ 12 lb
01285 - CV Eggplant Italian NJ 10 lb
01260 - CV Eggplant Premium NJ 24 lb
01273 - CV Eggplant Sicilian NJ 20 lb
01308 - CV Greens Collard 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 NJ 12 ct
01478 - CV Leeks Bunched NJ 12 ct
01516 - CV Mint Box NJ 12 ct
01960 - CV Peppers Anaheim NJ780 10 lb
01975 - CV Peppers Cubanelle NJ 18 lb
01828 - CV Peppers Green Choice NJ 22 lb
01839 - CV Peppers Green XLG NJ 22 lb
01993 - CV Peppers Habanero Orange NJ 8 lb
01965 - CV Peppers Jalapeño NJ 10 lb
01967 - CV Peppers Jalapeño NJ 35 lb
01980 - CV Peppers Long Hot NJ 16 lb
01995 - CV Peppers Poblano NJ 20 lb
01985 - CV Peppers Serranos NJ 8 lb
01802 - CV Peppers Suntan NJ 22lb
01180 - CV Radish Daikon NJ 40 lb
02350 - CV Squash Acorn NJ 35 lb
02238 - CV Squash Green Fancy NJ 20 lb
23220 - CV Tomato Roma XLG NJ 25 lb

JERSEY FRESH - WOODBURY, NJ

04404 - CV Potatoes White NJ 10/5 lb
04493 - CV Potatoes Red NJ 10/5lb
04428 - CV Potatoes White NJ 100/10lb

JERSEY FRUIT - HAMMONTON, NJ

15684 - CV Peaches 3" NJ 25 lb
15679 - CV Peaches 2-3/4" NJ 25 lb

CONVENTIONAL

15678 - CV Peaches 2-1/2" NJ 25 lb
15685 - CV Peaches White 2-3/4" NJ 25 lb
15470 - CV Nectarines 2-3/4" NJ 25 lb

NEW YORK

TORRY FARMS - ELBA, NY

00760 - CV Cabbage Green NY 50 lb
00795 - CV Cabbage Savoy NY 30 lb
02806 - CV Cucumber Super NY 72

PENNSYLVANIA

CEDAR MEADOWS - LANCASTER COUNTY, PA

23147 - CV Tomato Heirloom PA 8/1 quart
23156 - CV Tomato Heirloom PA 15 lb
23210 - CV Tomato Cherry Open Pint PA 12/1 pt
23206 - CV Tomato Cherry Rainbow PA 15/1 pt

CHRIST KING - EPHRATA, PA

23220 - CV Tomato Roma XLG PA 25 lb

COPENHAVER - LEBANON, PA

00482 - CV Beans Green PA 25 lb

COUNTRY ACRES - WAYNESBORO, PA

01820 - CV Peppers Green Bag M/L PA 10/2 lb
01825 - CV Peppers Green XLG PA 22 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

EPHRAIM ZOOK - LANCASTER COUNTY, PA

23004 - CV Tomato VR 4X4 w/PLU PA 20 lb
23070 - CV Tomato VR XLG/Jumbo PA 25 lb
23118 - CV Tomato 6x6 PA 25 lb

HARLAN HESS - ZIONSVILLE, PA

02845 - CV Cucumber Kirby PA 40 lb
01975 - CV Peppers Cubanelle PA 18 lb
01825 - CV Peppers Green XLG PA 22 lb
01993 - CV Peppers Habanero Orange PA 8 lb
01967 - CV Peppers Jalapeño PA 35 lb
23004 - CV Tomato VR 4X4 w/PLU PA 20 lb
23031 - CV Tomato VR XLG 25 lb
21880 - CV Tomato 3pk Tube Tray 10/3pk
23118 - CV Tomato 6x6 PA 25 lb

HESS BROTHERS FRUIT:

05475 - CV Apples Gala 88ct East 40 lb
05471 - CV Apples Gala 100 ct East 40 lb
05480 - CV Apples Gala No PLU 100 ct 40 lb
05030 - CV Apples Gala East 2-1/2 12/3lb
05168 - CV Apples Gala Tote 8ct 40 lb
05294 - CV Apples Ginger Gold 88s East 40 lb



05290 - CV Apples Ginger Gold 100ct East 40 lb
05291 - CV Apples Ginger Gold 100ct No PLU 40lb
05017 - CV Apples Ginger Gold East 12/3lb
05175 - CV Apples Ginger Gold Tote 8/5lb
05466 - CV Apples Honeycrisp 64 ct 40 lb
05476 - CV Apples Honeycrisp 80/88ct East 40lb
05477 - CV Apples Honeycrisp 100ct East 40lb
05019 - CV Apples Honeycrisp East 2 1/2" 12/3lb
05672 - CV Apples McIntosh 72/88 ct 40 lb
05224 - CV Apples Paula Red 100 ct
05007 - CV Apples Paula Red East 2-1/2 12/3 lb
05102 - CV Apples Paula Red Tote 8/5lb

HOGELAND FARMS - NEWMANSTOWN, PA

00482 - CV Beans Green PA 25 lb

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

02320 - CV Squash Yellow Medium PA 20 lb

JOSEPH WEAVER - LANCASTER COUNTY, PA

01075 - CV Corn Bi-Color Bin PA 50 dz

JOSH WEAVER - LANCASTER COUNTY, PA

01065 - CV Corn White Bin PA 50 dz
01053 - CV Corn White PA 60 ct

KEITH BENEDICT - CHAMBERSBURG, PA

02855 - CV Cucumber Carton PA 24 ct
02803 - CV Cucumber Super Select PA 72 ct

RICE FRUIT - GARDNERS, PA

05466 - CV Apples Honeycrisp 64 ct 40 lb
15632 - CV Peaches 2-1/2" & Larger PA 25 lb

SAM ZOOK - LANCASTER COUNTY, PA

23305 - CV Tomato Grape PA 12/1 pt

STAUFFER HULING FARMS - LANCASTER, PA

01081 - CV Corn Bi-Color PA 60 ct (Mike Fink)
04106 - CV Onions Sweet Jumbo PA 40 lb
04628 - CV Onions Sweet PA 14/3 lb

Watermelon Bins from Lancaster County, PA

Harnish Farms - Pequea, PA
Joshua Weaver - Ephrata, PA

VIRGINIA

CROWN ORCHARDS - BATESVILLE, VA

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

NEW ITEMS OR BACK IN SEASON

ORGANIC

42887 - OG Apple Cortland Heirloom Orchards Oregon	28 lb
42874 - OG Apple Cox Pippin Heirloom Orchards Oregon	28 lb
43098 - OG Apple Honeycrisp WXFP	80/88 ct
43095 - OG Apple Honeycrisp WXFP	100 ct
42970 - OG Apple Jonagold XF USA	12/3 lb
42956 - OG Apple McIntosh Canada	80/88 ct
43036 - OG Apple McIntosh Canada	80/88 ct
42966 - OG Apple McIntosh USA	12/3 lb
44899 - OG Apple Sansa USA	80/88 ct
43506 - OG Apple Tsugaru Premium USA	80/88 ct
43243 - OG Pear Green Anjou 80/90 ct US #1	44 lb
43263 - OG Pear Bartlett Red US #1 40/45ct	22 lb
44077 - OG Minneola Tangelo Peru	33 lb
43893 - OG Grapes Red Globe Seeded USA	19 lb
43644 - OG Kiwi Berry USA	12/4.4 oz
41557 - OG Potato Mixed Fingerling	20lb
43815 - OG Starfruit	5 lb
44537 - OG Jackfruit	20 lb
43536 - OG Dragon Fruit	6 lb
43534 - OG Okra Florida Glaser	10 lb



LABOR DAY SCHEDULE

Thur. 09/01 through Sat. 09/03 – Standard delivery and office schedules.

Sun. 09/04 – Sales office open 8:30am to 1pm to place orders for Tuesday, 09/06 delivery.

Mon. Labor Day 09/05 – No deliveries. Limited sales staff available from 8:00am to 12:00pm for order add-ons and changes for Tuesday, 09/06 delivery.

Tues. 09/06 – Standard delivery and office schedule.

Wed. 09/07 – Extra deliveries made in most regions to support post-holiday refill.



CONVENTIONAL MARKET NEWS

OUTLOOK FOR AUGUST 26 - SEPTEMBER 2, 2016

FIELD PEPPER SEASON



Green Bell Peppers are in peak season supply in the mid-Atlantic and the Northeast. Pricing is down, making now an excellent time to promote the local crop, especially NJ and PA!

Chili Peppers are abundant during late summer from local farms. Now is a good time to add **Poblano**, **Cubanelle**, **Anaheim**, and other **Hot Peppers** to your set. Suggest roasting recipes and use in salsas.

Nice quality **11 lb. Red, Yellow, and Orange Peppers** are tight, with most of the product from Holland. Pricing is steady.

25lb. Red, Yellow, and Orange Peppers are limited.

Mini Mixed Sweet Peppers are in good supply with lower pricing this week. 12/1lb. pouch bags will be very promotable for "back-to-school" snacking.

CALIFORNIA GRAPE UPDATE

It looks like growers are finishing up much of their early **Grape** harvest varieties and moving into the prime mid-season **Grapes**. The weather continues to be favorable with near perfect temperatures and not a sign of moisture. Harvests are underway on the largest-sized **Green** and **Red Grapes** this year, coming from Maricopa, CA. With big size, high brix, excellent flavor, and sound condition, the consumer will love the newest offerings phasing out of the Summer Lady theme and transitioning to Pretty Lady.

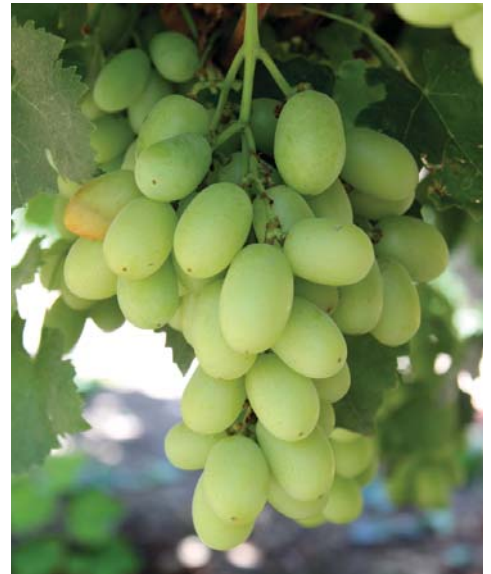
Off in the not too distant future is the much anticipated **Harvest Hobgoblin Halloween** themed pouch bags from Dulcich, scheduled for a mid-September debut. You can really promote this crop with confidence at retail.

GREEN SEEDLESS: We are shipping the **Green Emerald Green Seedless Grape**, which are big fruit and will run for the next couple of months. The next big one is the **Autumn King**, but is still on the vine waiting for the right maturity to harvest.

RED SEEDLESS: The start of the **Scarlet Royal Red Seedless Grape** season is well underway. The color, size and flavor are there to make this the perfect match for the **Green Emerald**. We will have the **BIG RED** for the next couple of months as well. We still have plenty of Vintage when supplies of Scarlets start to dwindle.

BLACK SEEDLESS: Harvest is moving along well for the **Arra 27**. The grape is big, black, and tastes great. Up next will be Autumn Royal. Growers expect have plenty of **Black Seedless Grapes** to complement the **Green** and **Red** offerings.

RED GLOBES: Though not a big volume item, most everyone can use a few **Red Globe Grapes** from time to time.





CV BRUSSELS SPROUTS

There is nice quality of California **Brussels Sprouts** this week. Pricing will be lower.



CV BLUEBERRIES

ALERT! Blueberry pricing is on the rise.

We have moved our sourcing on **Blueberries** to 6 oz. packs from Peru's fresh crop. Quality and size is nice.

Old crop fruit in pints and 6 oz. remain available from Michigan and the Pacific Northwest, but quality is poor and inconsistent at this point in the season.



CV EGGPLANT

NJ and PA **Eggplant** is abundant with aggressive pricing. Quality is very nice.



CV GREEN ONIONS

Green Onions are very tight with limited supply this week. Pricing will be higher on both iced and iceless.



CV GREEN BEANS

Green Beans are lighter in supply due to cooler night time temperatures. Pricing is up bit, but quality is very nice.



CV BROCCOLI & CAULIFLOWER

Cauliflower will be lower in pricing this week as more volume is coming. Quality is excellent.

Broccoli remains in great supply.



CV SQUASH

Zucchini production has slowed from multiple growing regions. Product is difficult to source locally, so pricing will be higher.

Yellow Squash is limited.

Butternut, Acorn, and Spaghetti Squash are now in season from local farms and in good supply. Other **Fall Hard Squash** varieties will come into season in early to mid-September.



CV BERRIES

STRAWBERRIES:

Strawberry supplies and prices will remain steady this week. Some shippers are expecting a little more fruit than others, but things should remain steady. We will see things tighten up in mid-September until Mexican product ramps up in October.

RASPBERRIES & BLACKBERRIES

Steady supplies and markets will continue this week on **Raspberries** and **Blackberries**. Mexico has started in a very limited way. Their volumes will increase in the coming weeks.



CV LETTUCE

ICEBERG LETTUCE:

There is good supply of **Iceberg Lettuce**.

California quality is nice, with a slight uptick in price. Canadian quality is nice as well, and pricing will remain very aggressive this week.

LEAF LETTUCE & ROMAINE HEARTS

Romaine, Green Leaf, and Red Leaf Lettuces remain in good supply from CA and Canada. Pricing will remain aggressive with good quality.

Romaine Hearts are in excellent supply with very nice quality. Pricing will remain aggressive, so promote!



CV HASS AVOCADOS

The Hass Avocado market is beginning to tighten up. California and Peru are finished for the season. Mexico is having to control their weekly volume in order to not gap in supply.

Here are a few reasons prices are beginning to rise:

- * California & Peru are finished for the season
- * Mexico will be the primary source for the next 6-months
- * The Mexican growing state of Jalisco is out of fruit. Jalisco supplies Asia and Europe with Avocados. Fruit for Asia and Europe will now be sourced from Michoacán. This will tap into US supply.



CV EASTERN APPLES

New crop **Gala Apples** from Virginia and Pennsylvania are now in peak season.

Ginger Gold Apples are promotable for late August and early September. This variety is good for baking, apple sauce, and for snacking.

Honeycrisp Apples from Virginia and Pennsylvania have started, but demand exceeds supplies as retailers are attempting to fill their shelves. **Eastern Honeycrisp Apples** should be promotable during September and early October.

Paula Red Apples are available. **McIntosh Apples** are set to begin at the end of August.



CV WATERMELONS

Promote **Watermelons** heading into Labor Day. Good supplies will continue out of PA and DE. Pricing is promotable and quality is good.

Yellow Seedless Watermelons are also available here for the end of summer.

Mini Seedless Watermelons from the west are promotable in a range of sizes.



CV TOMATOES

There is an overabundance of **Tomatoes** right now, both from local field production as well as greenhouse product.

Pricing is very aggressive on most **Tomato** lines... be sure to ask your sales rep for specifics on each **Tomato** line. Time to promote!



CV CUCUMBERS

ALERT! Cucumbers are tight due to slow production. Pricing is steady to higher.

Cello Wrapped Cucumbers are in good supply, but the big flush of product is over. There is an uptick in pricing this week.



CV MELONS

Keep promoting California **Cantaloupes** and **Honeydew** this week. Good supplies and pricing will continue. Eating quality has been outstanding!

Eastern Athena-style Cantaloupes are essentially done for the season. Quality is shaky on the remaining crop.

Displays of the Week!

