

# MARKET NEWS ORGANIC OUTLOOK



## NEW CROP ORGANIC PEAR SEASON



New crop California **Organic Asian Pears** are now in season and available in good supply!

New crop California **Organic Bartlett Pears** will transition from the 40lb cases packed in California to Washington 44lb boxes by early September. This will be a promotable item for late August and September.

The first California **Organic Bosc Pears** will arrive here in late August.

The first Washington **Organic Starkrimson (Red) Pears** have arrived and are now in excellent supply. This strikingly beautiful pear variety will be in peak season through early October.



### OG APPLES

Exciting news! New crop **Organic Honeycrisp Apples** will be available in limited quantities the week of 8/26, and **Organic SweetTango Apples** will be available after Labor Day.

New crop Washington **Organic Gala Apples** are now being harvested and on their way to the East Coast. There will be a smooth transition from the imports to new crop domestic headed into September.

Import **Organic Fuji, Braeburn, and Pink Lady Apples** are in excellent supply and should transition to new crop domestic fruit without a glitch in mid to late September, and late-October for new crop **Pink Lady**.

Import **Organic Granny Smith Apples** are in very light supply but with excellent quality. Pricing is high. There may be a small gap before domestic fruit begins in mid to late-October.

Import **Organic Red Delicious Apples** are limited. New crop Washington should begin in early October.

There are a few New Zealand organic specialty apples available for late August, including **Organic Diva** and **Pacific Rose**.



### OG BERRIES

**ALERT!** Driscoll's **Organic Blueberries** have tightened up significantly expect markets to rise quickly and transition into 6 oz clamshells over the next few weeks. Other brands out of the Pacific Northwest have followed suit and will transition to more expensive import fruit over the next couple of weeks out of Argentina and Chile.

**ALERT!** **Organic Strawberry** supplies are extremely firm with prices on the rise. Expect prices headed towards September.

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

Driscoll's **Organic Raspberry** out of California and Mexico continue to be limited with steady prices. Other brands have started out of Mexico. Supplies and quality are expected to be good in the next couple of weeks.



### OG LOCAL EGGPLANT & PEPPERS

**Organic Eggplant & Organic Green Peppers** from Lady Moon Farms in Pennsylvania & Hepworth Farms in New York both continue to see excellent supplies as August comes to a close. Expect to see promo pricing and steady availability on these local items as August concludes and September begins.

With quality remaining exceptional, as well as promotable volumes and pricing, this is the perfect season to incorporate these items into a local display to generate additional sale volume as the Labor Day holiday will draw extra foot traffic at store level.





## OG CELERY

**Organic Celery** grown in California continues to see excellent quality in August.

As September begins, expect to see supplies begin to tighten and pricing to rise due to demand outweighing supplies. Some shippers are out, while others have limited sizing or supplies. Availability and pricing issues are not due to quality, just lower production and higher demand.



## OG MANGOS

**Organic Mango** harvests from Mexico are slowing down. Supplies will decrease as August comes to an end. Pricing will see an increase as well. Sizing will begin to flush towards bigger fruit and 12ct fruit will likely not be available after next week.

8ct and 9ct **Non-Hot Water Treated (NHWT)** will be available the last week of August! These mangos are from Mexico's "Fruit Fly Free Zone" and they are not required to be given a hot water bath, which enables them to stay on the tree longer for maximum flavor and juiciness! These will be available in Kent and Keitt varieties for the next few weeks.



## OG TOMATOES

**Organic Heirloom Tomatoes** are in peak season from Lady Moon Farms in Chambersburg, PA. Quality has been excellent.

Local PA **Organic Vine Ripe Round Tomatoes** and Roma Tomatoes are also in peak season.

Quality on snacking tomatoes like **Organic Grape, Cherry, and Rainbow Cherry Tomatoes** have been excellent from Lady Moon Farms. Prices are very promotable as well.



## OG COLOR PEPPERS

**Organic Color Bell Peppers** from Holland & Canada remain in steady supplies, expect pricing to remain steady and availability strong.

Limited amounts of **Organic Red Peppers** from Lancaster County, PA will remain available weekly, but hurry as these go fast!

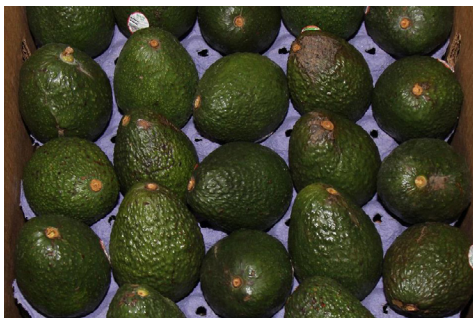
**Organic Purple Bell Peppers** from New York will also be available in mid to late-August. Look to add this specialty item to your set today!



## OG SWEET CORN

**Organic Bi-Color Sweet Corn** from New York & Pennsylvania is in peak supply as we head towards Labor Day. Expect outstanding quality from both regions, as promotional opportunities will be available for the last holiday of summer. Take advantage of the excellent quality and aggressive price points by building displays to drive extra sales during the holiday week.

Availability for the short Quebec grown **Organic Sweet Corn** season has begun and will last until the first or second week of September.



## OG HASS AVOCADOS

**Organic Hass Avocados** from Mexico are in steady supply. California fruit continues to be available for late August as well. Look for California fruit in 48ct sizing in our pre-conditioned line!

**Organic Fair-Trade Hass Avocados** will be limited from Equal Exchange as a localized hail storm halted production and damage early crops. We will rebound in early September.



## OG GREEN BEANS

Local **Organic Green Beans** from Reed Family Farms located in Elizabethtown, PA are back in steady supply. Expect to see continuing stable supplies and pricing, while quality will remain first-rate as August draws to a close.

These **Organic Green Beans** give stores an excellent opportunity to promote a locally grown product and support our local farmers.



## OG CUCUMBERS

**Organic Cucumbers** from local farms have been selling well and to keep up with demand will need to bring in some product from the West Coast as well.

**ALERT!** **Organic Mini Cucumbers** and **European Cucumbers** have seen supplies become extremely tight in mid-August. Expect to see pricing take a big jump in mid to late-August, however quality should remain steady.



## OG MELONS

Keep an eye out for late-August promotional opportunities on 6ct **Organic Honeydew**. We're expecting good quality and flavor.

**Organic Cantaloupes** from California remain steady with most of our volume being in the 9ct.

California 45ct bin **Organic Watermelons** will be in limited supply headed into Labor Day, along with 6ct and 11ct **Organic Mini Seedless Watermelons**.





## OG SATSUMA MANDARINS

**Organic Satsuma Mandarins** are in season from Peru. Product is available for late summer promotion in bulk 20lb cases and 12/2lb pouch bags.



## OG FIGS

Fresh **Organic Figs** are in peak season from California. The popular **Black Mission** variety is what will mostly be available at some of the best pricing of the year.



## OG GRAPES

Peak season California **Organic Black, Green, and Red Grapes** are now in excellent supply and quality!

California **Organic Thomcord Grapes** are available in good, steady supply.



## OG BROCCOLI & CAULIFLOWER

**Organic Cauliflower** from both growing regions of California and Quebec have an abundance of supplies! With product from both regions seeing brilliant quality and aggressive pricing, the Labor Day holiday is the perfect time to promote **Organic Cauliflower**.

Try incorporating cauliflower and other promotable organic items such as corn or peppers on a display with drive extra volume and sales during the holiday time.

**Organic Broccoli** and **Broccoli Crowns** from both growing regions of California and Quebec are seeing crops have robust yields currently. Much like cauliflower, expect to see pricing to become more promotable as August ends and September begins.



## OG LETTUCE

**Organic Romaine Hearts** from California are beginning to produce promotable volumes as August comes to an end. After seeing prices spike for a month due to light supplies and sub-par quality, California is producing a promotable quantity of **Organic Romaine Hearts**.

Expect to see superb quality and aggressive pricing headed into the Labor Day holiday. As people prepare to make salads for cookouts, expand your **Romaine Heart** section or build a secondary display to take advantage of lower prices and generate additional sales volume over the holiday.

**Organic Leaf Lettuces** from Quebec, Canada remain in steady supplies with excellent quality. Expect pricing and availability remain good through the month of August!



## OG STONE FRUIT

California **Organic Pluots** are now in good, steady supply with multiple varieties available.

California **Organic Black and Red Plums** are in and out between varieties as well as flip flopping between 2 layer and volume-filled cases, based on what is getting packed.

**Organic Yellow Nectarines** and **Peaches** continue in steady supply out of Washington and are expected to continue for September.

**Organic White Nectarines** are done for the season. **Organic White Peaches** are in lighter supply while waiting for a new variety to begin.

**Organic Apricots** are done for the season.

## OTHER STORIES

- **Organic Kales** will remain steady in supply and pricing coming from California, Quebec, & New York through the month of August and into September.

- Locally grown **Organic Red and Candy Sweet Onions** continue to be in very promotable supply this week. Quality is outstanding! We will start to see the transition of **Organic Yellow and White Onions** to Nevada in late August, and pricing should remain level through this time.

- **Organic Bok Choy** and **Baby Bok Choy** continue to be extremely limited as August draws to a

close. Expect to see limited availability throughout the rest of the month of August and into the beginning of September. When available, expect quality to be less than ideal as only a limited number of farmers grow **Bok Choy/Baby Bok Choy** and have experienced heavy insect damage over the last few weeks.

- **Organic Beefsteak Tomatoes** will be limited this week. Canadian hothouses are beginning the replant, leaving less availability this week. With more demand on local this shouldn't affect many people. Expect small gaps and shortages.

- **Organic Campari Tomatoes** are in a harvest flush and available at deal prices for mid-August.

**ALERT!** **Organic Lemons** out of California and Mexico remain limited with very high pricing.

- **Organic Brussels Sprouts** grown in Mexico continue to see steady pricing and availability as August comes to an end. As September begins, expect to continue seeing steady availability and excellent quality, while pricing may take a slight increase.





# AVAILABILITY FOR THE WEEK OF AUGUST 23 - AUGUST 30, 2019

## ORGANIC

### NEW YORK

#### HEPWORTH FARMS - MILTON, NY

- 40208 OG Arugula PREM 24 ct
- 40639 OG Eggplant PREM 24 lb
- 41112 OG Escarole 24 ct
- 40811 OG Greens Kale PREM 24 ct
- 40210 OG Herb Dill 24 ct
- 40724 OG Parsley Flat Leaf PREM 30 ct (Italian)
- 40796 OG Peppers Green PREM 25 lb
- 42324 OG Peppers Purple NY 10 lb
- 40864 OG Radishes Red Bunched PREM 24 ct
- 40886 OG Radishes French Breakfast 24 ct
- 40900 OG Spinach Bunched 24 ct
- 40297 OG Squash Yellow 20 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
- 40811 OG Greens Kale PREM 24 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
- 41031 OG Squash Butternut 35 lb
- 41035 OG Squash Delicata 35 lb
- 41044 OG Squash Kabocha 35 lb
- 41050 OG Squash Spaghetti 30 lb

#### CLARION RIVER ORGANICS - SLIGO, PA

- 40462 OG Corn Bi-Color 48 ct
- 40811 OG Greens Kale PREM 24 ct
- 40784 OG Peppers Anaheim 10 lb
- 40859 OG Peppers Cubanelle 10 lb
- 41031 OG Squash Butternut 35 lb
- 41044 OG Squash Kabocha 35 lb
- 41103 OG Squash Patty Pan Mix PA 16 lb

#### CHRIST KING - LANCASTER, PA

- 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

- 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
- 41385 OG Tomatoes Cherry Rainbow 12/1 pt
- 41336 OG Tomatoes Grape Premium 12/1 pt
- 41358 OG Tomatoes Heirloom 10 lb
- 41351 OG Tomatoes Roma 20 lb
- 41359 OG Tomatoes Round 2-Layer 20 lb

#### REED FAMILY FARM - ELIZABETHTOWN, PA

- 40376 OG Beans Green 25 lb

#### SAMUEL STOLTZFUS - MILLVILLE, PA

- 40485 OG Beets Red 25 lb
- 41531 OG Onions Red JBO 40 lb
- 41525 OG Onions Red MD 50 lb







# AVAILABILITY FOR THE WEEK OF AUGUST 23 - AUGUST 30, 2019

## CONVENTIONAL CONTINUED...

### DELAWARE

#### FIFER ORCHARDS - DOVER, DE

1060 CV Corn White 48 ct

#### VINCENT FARMS - LAUREL, DE

1060 CV Corn White 48 ct

11991 CV Watermelons 60 ct 11# Avg Bin

### NEW JERSEY

#### FLAIM FARMS - VINELAND, NJ

205 CV Arugula 24 ct  
530 CV Beets Red 25 lb  
550 CV Beets Red Bunched 12 ct  
591 CV Bok Choy 30 lb  
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  
217581 CV Greens Kale Lacinato 12 ct  
455 CV Herb Basil 15 ct  
1200 CV Herb Dill NJ 24 ct  
1510 CV Herb Mint NJ 12 ct Box  
1475 CV Leeks Bunched 12 ct  
1704 CV Parsley Curly 30 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  
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  
1935 CV Peppers Red Choice 25 lb  
1985 CV Peppers Serrano 8 lb  
1827 CV Peppers Shishito 10 lb  
1800 CV Peppers Suntan 22 lb  
2255 CV Squash Green MED NJ 20 lb  
23276 CV Tomatoes Grape 12/1 pt

#### JERSEY FRESH POTATOES - WOODBURY, NJ

4404 CV Potatoes White NJ 10/5lb Bag

#### JERSEY FRUIT - HAMMONTON, NJ

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

#### GOTHAM GREENS - BROOKLYN, NY

217351 CV Herb Basil Hydroponic 12/1.25 oz  
217350 CV Lettuce Butterhead Baby 12/4.5 oz

#### TORREY FARMS - ELBA, NY

480 CV Beans Green 25 lb  
750 CV Cabbage Green 50 lb  
780 CV Cabbage Red 50 lb  
2812 CV Cucumbers Select 72 ct  
2806 CV Cucumbers Super 72 ct  
2240 CV Squash Green MED 20 lb  
2326 CV Squash Yellow MED 20 lb

### PENNSYLVANIA

#### BENEDICT FARMS - CHAMBERSBURG, PA

2803 CV Cucumbers Super PA 72 ct  
1260 CV Eggplant PREM 24 lb  
1825 CV Peppers Green XL PA 22 lb  
2258 CV Squash Green MED PA 20 lb  
2320 CV Squash Yellow MED PA 20 lb

#### CEDAR MEADOWS - LANCASTER, PA

23206 CV Tomatoes Cherry Rainbow 15/1 pt  
23156 CV Tomatoes PA Heirloom 15 lb

#### CHRIST L ESH - HOLTWOOD, PA

1075 CV Corn Bi-Color PA 50 dz Bin

#### COPENHAVER - LEBANON, PA

482 CV Beans Green PA 25 lb

#### HARNISH FARMS - PEQUEA, PA

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

#### HESS BROTHERS - PA/VA

5030 CV Apples Gala 2.5" East 12/3 lb Bag  
5475 CV Apples Gala East 40 lb 88 ct  
5471 CV Apples Gala East 40 lb 100 ct  
5168 CV Apples Gala East 38 lb 8 ct Tote Bag  
5294 CV Apples Ginger Gold East 40 lb 72/88 ct  
5175 CV Apples Ginger Gold 40 lb 8 ct Tote Bag  
5017 CV Apples Ginger Gold East 12/3 lb Bag  
5019 CV Apples Honeycrisp 2.5" 12/3lb Bag  
5476 CV Apples Honeycrisp 40 lb 80/88 ct  
5007 CV Apples Paula Red 2.5" 12/3 lb Bag  
5225 CV Apples Paula Red 40 lb 80/88 ct

#### HESS FARMS - WAYNESBORO, PA

2812 CV Cucumbers Select 72 ct  
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  
2258 CV Squash Green MED PA 20 lb  
2320 CV Squash Yellow MED PA 20 lb  
23070 CV Tomatoes Vine Ripe XL PA 25 lb  
23036 CV Tomatoes Vine Ripe JBO 25 lb

#### 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

758 CV Cabbage Green 60-65 ct Bin  
1075 CV Corn Bi-Color PA 50 dz Bin

#### 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

#### 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







## ORGANIC "GRAPE-TACULAR" DISPLAY CONTEST

**SEPTEMBER 2 - SEPTEMBER 30, 2019**

Four Seasons Produce has partnered with Sun Pacific, marketers of Air Chief label Premium Organic Grapes, to bring you a display contest with "grape" potential for added sales and excitement. These grapes are absolutely the best grape around and September is the perfect month to build big displays and promote! Grapes are a perfect back to school snack, and all three colors will be featured, so there is sure to be a flavor for everyone!

### CONTEST CRITERIA:

- Build an awesome display of Air Chief label organic grapes with fruit purchased from Four Seasons Produce

**CODE: 42682 - Air Chief Organic Black Grapes**

**CODE: 43885 - Air Chief Organic Green Grapes**

**CODE: 43878 - Air Chief Organic Red Grapes**

- Must carry all three colors to qualify for entry
- Display must show the Air Chief brand (boxes are OK)
- Displays must be up for a minimum of one week
- Send all contest entries to Steph Mayer (stephf@fsproduce.com) by Thursday October 3rd.



### PRIZES:

Prizes will be awarded for 1st, 2nd and 3rd place finishers for the following categories:

**LARGEST DISPLAY (PLANET OF THE GRAPES)**

**MOST CREATIVE DISPLAY (GRAPE X SCAPE)**

**1st - Xbox One X Package**

**2nd - Drone Package**

**3rd - Facebook Portal**

**Honorable Mention - \$100 Gift Card**



### TIPS FOR MERCHANDISING GRAPES:

- Merchandise grapes in high traffic areas for the best visibility
- Be sure to keep fresh. Cull out any bad berries.
- Ribbon all three colors together using greens to break the color.
- Sell grapes in both bulk and bag.
- Package up all three colors together for a nice tri-color pack



PHONE: 1.800.422.8384

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WWW.FSPRODUCE.COM







## ORGANIC STONE FRUIT DISPLAY CONTEST WINNERS!

JULY 1 - AUGUST 2, 2019

From July 1st to August 2nd of 2019 we ran our display contest with Homegrown Organic Farms. This was the perfect time to promote Organic Stone Fruit. Check out the winners below!

### GRAND PRIZE WINNER



RIVER VALLEY CO-OP - RIVER VALLEY, NH

### LARGEST DISPLAY



HONEST WEIGHT - ALBANY, NY



LEXINGTON CO-OP - BUFFALO, NY



MONADNOCK FOOD CO-OP - KEENE, NH

### MOST CREATIVE DISPLAY



KIMBERTON WHOLE FOODS - COLLEGEVILLE, PA



BRATTLEBORO FOOD CO-OP - BRATTLEBORO, VT



LEG UP FARMS - YORK, PA



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## MARKET NEWS

## CONVENTIONAL OUTLOOK

## LATE AUGUST BERRIES UPDATE



**Blackberries** are in excellent supply from California, and we have excellent promotable opportunities for this upcoming week. Sizing has been really large.

**Strawberries** are in good supply this week out of Watsonville and Salinas, CA. Quality on recent in-bounds is definitely beginning to improve and will be better going forward. We will have steady supplies of 4/2lb **Strawberries** as well.



**Blueberries** will continue to be in decent supply from British Columbia and Michigan, but fresher new crop Peruvian **Blueberries** are also beginning to come in. We'll be making the switch to those import **Blueberries** because the quality is superior. Look for pricing to be higher, but the fruit quality will be excellent.

**Raspberries** are in steady supply this week from California. Quality has been very nice.



## CV LOCAL TOMATOES

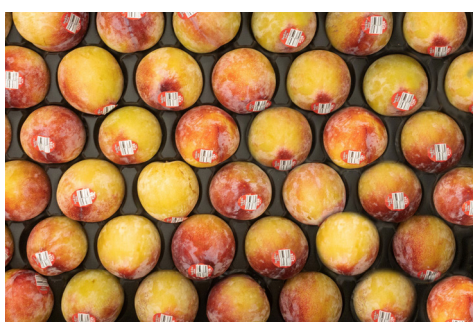
All PA-grown **Tomatoes** are now in peak season!

PA-grown **Grape Tomatoes** remain very promotable this week. Quality has been excellent.

Jumbo/XL **Round Vine Ripe Tomatoes** from Lancaster County, PA and the Chambersburg area of PA remain promotable as well this week. Quality has been excellent on this local tomato with that fresh "picked out of the garden" look and taste.

Lancaster County, PA **Heirloom Tomatoes** also remain promotable again this week.

**Roma Tomato** prices remain steady this week. Quality has been very nice out Tennessee. Overall quality and pricing are promotable.



## CV STONE FRUIT

California **Stone Fruit** still has a long way to go for the season. Most vendors will have **Peaches** well into September and are looking for business, but demand is weak going East. **Nectarines** are doing a little better with demand and prices are firmer as they will finish by mid-September.

**Plums** are doing very good as demand is strong and prices getting stronger. We should have **Plums** through September, again depending on demand.

There are still many excellent **Pluot** varieties to promote for late August and early September including: **Plapple**, **Flavor Pop**, **Dapple Dandy**, and **Flavor Grenade**.



## CV CUCUMBERS

**Mini Seedless Cucumbers** from Canada remain promotable this week, however **Seedless Euro Cucumber** prices remain high as yields are down during this transition time.

Look to offer the New "**Mucci Popper Cutecumbers**." This new baby cucumber variety is very tasty and are on promotional pricing. Try them now!

**Super Select Cucumbers** remain promotable again this week from PA and NY. Quality has been excellent.





## CV HOTHOUSE TOMATOES

**Hothouse Beefsteak Tomato** prices remain steady. The transition from Canadian product to Mexican product is beginning but there has not been much demand with the onslaught of peak season local rounds available.

**Cluster Tomato** prices will be rising this week as US and Canadian hothouses begin replanting. Transitioning to Mexican product is under way, but some Canadian growers will continue with harvests.



## CV PEPPERS

**11lb Red, Orange, and Yellow Pepper** prices remain steady this week. There's not much change as slow volumes from Mexico come in to replace diminishing Canadian yields.

**15lb Red Peppers and 25lb Red Peppers** from California will be available this week, however markets will be extremely high as crops still have not caught on. Look for more promotable prices to come in early to mid-September. Quality has been nice.

**15lb Yellow Peppers** are back in and available this week. Prices are stable and quality is very nice.

**Green Peppers** from NJ and PA remain very promotable this week. Quality and pricing remain excellent.



## CV LIMES

**ALERT!** This is what we are contending with as we move into the latter stages of the summer **Limes** crop... heat combined with more mature fruit on the trees being harvested gets us lighter Limes and quality issues (stylar end rot) which is creating high shrinkage in Mexico and here as we repack the **Limes**. Thus, less fruit coming in and less fruit available for shipping. Prices are climbing sharply.



## CV HASS AVOCADOS

The **Hass Avocado** market has stabilized. As California and Peruvian volume decreases weekly shipments from Mexico have maintained or slightly increased. If this positive trend continues the industry should experience a smooth transition from other areas of source. Shipments from Peru have ended.



## CV GRAPES

As we move into the end of August, we will start to see a two-tier **Grapes** market.

We will be getting into the better proprietary variety **Greens** like the **Autumn King** and **Sweet Globes**, and the better variety **Reds** like **Scarlet Royal**, **Magenta**, and soon the **Sweet Celebrations**, which will get a premium price with the more common varieties going for dollars less.



## CV ONIONS

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

The **Yellow, Red, and White Onion** market remains steady this week. California shippers are still looking to clean up old crop and new crop shippers out of Washington, Oregon, and Idaho are chomping at the bit for orders.



## CV EASTERN STONE FRUIT

We are nearing the end of the **Eastern Peaches** and **Nectarine** season. **Nectarines** will pack their last run the last week of August, with **Peaches** packing into the first two weeks of September. Demand will dictate how long fruit will be available.



## CV PINEAPPLES

**ALERT!** The market on the premium **Pineapple** labels remain very strong and looks like it will for an extended period.

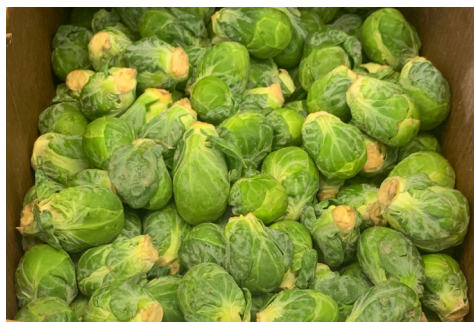
Supplies will remain light and sometimes sporadic as there is less fruit due to many growers getting out of this commodity due to the very low prices, we've seen over the past several years.



## CV SWEET CORN

**Sweet Corn** prices have come down after a record high to start August. PA is now in peak season and quality has been excellent! Prices will be very promotable this week ahead of the Labor Day holiday demand.





## CV BRUSSELS SPROUTS

**Brussels Sprouts** are in tighter supply out of California. Look for pricing to remain higher over the next couple weeks until supplies begin to increase in September.



## CV ICEBERG LETTUCE

**Iceberg Lettuce** is beginning to tighten up out of California, but our Quebec growers will have excellent supply all week, and pricing will be promotable.



## CV POTATOES

We have seen the first few arrivals of new crop **Count Russet Potatoes** this week and it's safe to say the quality is very nice. Pricing remains elevated this week but it's well worth it for the fine quality.

Green Giant bagged new crop **Potatoes** out of Idaho will get started later this week. Pricing will jump up by a few dollars, but again we should see much nicer quality Russets.

10/5lb **Jersey Fresh White Potatoes** are in promotable supply.



## CV WATERMELONS

**Watermelon** prices will be on the rise again and ended towards Labor Day as some Delaware farmers begin to finish up for the season. Sourcing will be spread across PA, DE, NC, and IN for the rest of August.



## CV CAULIFLOWER

**Cauliflower** from California is in an absolute flush! Growers are pricing very aggressively to move volume. Look for great deals this week on all 12ct flower.



## CV APPLES

Pennsylvania and Virginia growers have started shipping new crop **Gala**, **Ginger Gold**, and **Paula Red Apples**.

There are also fresh crop Eastern **Honeycrisp** and Washington **Honeycrisp Apples** coming into season. A few growers still have some storage crop XL **Honeycrisp** trading at higher prices.

Fresh crop **Rave Apples** (with Honeycrisp parentage) are the best specialty variety available right now.



## CV ASPARAGUS

**Asparagus** markets remain very unstable. New fields in Peru are opening but weather is still very cold, causing light yields. Mexico is all but finished with very little supply crossing over into the US.



## CV BROCCOLI

**Broccoli Crowns** are in excellent supply from Maine, and pricing is very promotable for this upcoming week. Quality is outstanding.



## OTHER NOTES

Shelf stable ready-to-use **Jackfruit** products from **Upton Naturals** are now in stock at Four Seasons.

Get ready for fall and the holiday season by pre-booking **apple dip**, **apple crisp**, **caramel apple & bird shippers** at special pricing, and **Glace fruit** too. Contact your merchandiser or sales rep for more info.

**Face Pumpkins** are starting to be harvested and will be available in a limited way the week before Labor Day. Full variety of **Fall Decoratives** and **Ornamentals** will be available to begin promoting the second week of September.

# LABOR DAY HOLIDAY SCHEDULE

MONDAY 8/26 - SATURDAY 8/31  
Standard delivery and office schedule.

SUNDAY 9/1  
Sales office open 8:30am to 1pm for order changes and add ons for your Tuesday 9/3 deliveries.

MONDAY 9/2 (LABOR DAY)  
Office closed. No deliveries.

TUESDAY 9/3 & WEDNESDAY 9/4  
Standard delivery and office schedule.