

ORGANIC MARKET NEWS



OUTLOOK FOR SEPTEMBER 9 - SEPTEMBER 16, 2016

ORGANIC SWEET POTATO SEASON

The 2016 **Organic Sweet Potato** crop is off to a great start in California! This summer's harvests have cured (skins have dried and set) and the quality from AV Thomas in their "Natural Beauty" brand has been exceptional.

Here's what's in stock for fall selling:

- OG Garnet
- OG Jewel
- OG Hannah Sweet
- OG Japanese Sweet
- OG Baby Mixed Microwave Pack

The first arrival of **Organic Stokes Purple Sweet Potatoes** is arriving 9/12. This variety requires longer cooking time, but has a gorgeous purple flesh that is high in anthocyanin - a powerful antioxidant.

Organic Sweet Potatoes will be available out of North Carolina in October.



OG STRAWBERRIES

Organic Strawberry supplies have improved nicely. Promotional opportunities on both 1lb and 2lb containers are available for much of Septembers.

Quality is decent on both Driscoll's brand and other shipper labels on this fall crop fruit. Compared to last September, **Organic Strawberries** are in much better shape. Still, retailers should aim to turn their fruit quickly.



OG BERRIES

ALERT! **Organic Blackberry** supplies out of CA are in limited supply and will remain so until the Baja, Mexico growing region starts in late September.

ALERT! Old crop USA **Organic Blueberry** supplies are very low and quality is weak to poor. We expect a gap before Chile gets started in late September - early October.

ALERT! **Organic Raspberry** supplies are going to be 30-40% short of demand for mid-September due to some cold damage in the growing areas.

Growers are still hopeful that a late September harvest flush could allow for early fall promotion, but we'll know more on that next week.



OG TOMATOES

Organic Round Tomatoes will be in limited supply for the next few weeks out of PA, but the incoming quality has been excellent.

Organic Grape Tomatoes are in adequate supply on the East Coast, primarily PA grown. **Organic Gold Grape Tomatoes** will be in limited supply out of PA.

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

Organic Roma Tomatoes are in adequate to limited supply out of PA, CA, and Mexico.

Organic Heirloom Tomatoes are more limited in supply this week out of PA and NY.

Organic Cluster Tomatoes are in limited supply from Canada and PA, while Mexico reports good supplies.



OG MANGOS

Organic Keitt Mangos remain in stock this week. Fruit is sizing very large and flavor is very good.

We will have some jumbo 6 ct **Organic Mangos** available for mid-September. Prices will go up as the season comes to an end.



OG BROCCOLI & CAULIFLOWER

Although most shippers have moved up their pricing, **Organic Broccoli** continues to be in strong supply out of CA. Canada reports lighter volume this week. **Organic Broccoli Crowns** are in abundant supply as well.

Organic Cauliflower is more limited this week out of Canada and CA. CA reports some quality issues with discoloration and bruising. Prices are up.

Organic Orange Cauliflower is in limited supply out of CA.



OG PEPPERS

Organic Red and Yellow Peppers out of Holland continue in excellent supply. **Organic Orange Peppers** are the most limited.

Some PA **Organic Red Peppers** will be available this week as well.

Organic Green Peppers are in limited supply out of PA and NY, but CA is reporting stronger volumes this week.

Organic Specialty Peppers available out of NY include **Organic Cherry Bomb, Cubanelle, Hot Mix Clamshell, Poblano, and Purple Blocky Peppers.**



OG KIWI BERRIES

Organic Kiwi Berries out of the Northwest will have a little flush with some promotional opportunities and then be done very early for the season.

The same goes for the new crop of Pennsylvania. They will be in for mid-September and then done.



OG SUMMER SQUASH

Organic Yellow Squash is winding down out of PA and NY. GA has started, but quality and appearance was impacted by the Hurricane Hermine rains.

ALERT! On **Organic Zucchini**, supplies are very limited and prices are up. PA, NY, OH, and WI are all limited in supply, but CA reports adequate supplies.



OG STONE FRUIT

Washington and California **Organic Peaches** and Nectarines are virtually done for the season. We may see a few boxes trickle in over the next couple of weeks, but will be very limited at best.

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 MELONS

CA **Organic Cantaloupes** continue in excellent supply this week with promotional opportunities available.

Organic Honeydew, Orange Honeydew, and Galia Melons are beginning to rebound in better supply this week, but it will be short lived until the end of the season in just a few weeks.



OG SPECIALTY VEG

Organic Specialty Veg in stock this week:

- **OG Romanesco**
- **OG Orange Cauliflower**
- **OG Purple Cauliflower**
- **OG Green Cauliflower**
- **OG Rainbow Table Carrots (25 lb)**
- **OG Purple Kohlrabi**
- **OG Parsnips**
- **OG Watermelon Radish**
- **OG Rutabagas**



OG GRAPES

California **Organic Green, Red, and Black Seedless Grapes** are in excellent supply. September remains an excellent time to promote!

Organic Red Globe Grapes continue in limited supply with high prices.

The first **Organic Concord Grapes** are expected to arrive this weekend in limited supply.



OG WATERMELONS

Full size **Organic Watermelons** will be very limited now through the end of the season.

Organic Mini Watermelons will be more readily available. Prices will be higher this week.



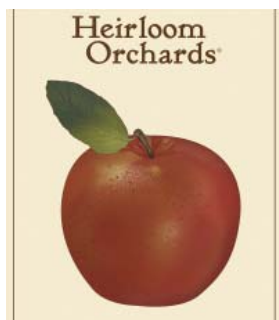
OG SWEET CORN

Canadian **Organic Bi-Color Sweet Corn** is in good supply this week and quality is excellent. Product should be in good supply next week as well.



OG DRAGON FRUIT

September is peak season for domestic **Organic Dragon Fruit**. This is the magenta variety with red-pink flesh that can be scooped out of the shell for snacking or adding to smoothies or salads. Flavor is mild, not particularly sugary.



OG HEIRLOOM APPLES

Here's what's in stock for early September on **Organically grown Heirloom Apples** out of Oregon.

- **OG Cortland**
- **OG Cox Pippin**
- **OG King David**
- **OG Orleans Reinette**
- **OG Pink Pearl**

The next two varieties expected by mid-Sept are:

- **OG Grimes Golden**
- **OG Ashmead's Kernel Apples**

For more information, check out their website:
www.HeirloomOrchards.com



OG APPLES

Organic Gala Apples are in excellent supply out of Washington and are expected to be in excellent supply all season. Promotional opportunities are now available.

Organic Honeycrisp Apples are in peak season. Pricing remains high, but is poised to drop to a more promotable level for mid to late September.

CA **Organic Granny Smith Apples** will transition to Washington fruit smoothly here in early September.

Organic Gold Supreme Apples will be winding up over the next week, transitioning smoothly into **Organic Gold Delicious Apples**.

Organic Fuji Apples are transitioning from imports to domestic fruit this week. Supplies are very limited and prices remain high. Fruit is sizing extremely large.



OG PEARS

Organic Seckel Pears are now in peak season from the West Coast. This specialty crop will be in limited availability for September. Seckel's are small-sized and sugary-sweet!

New crop Washington **Organic Anjou Pears** have arrived in limited supply with high prices, but is expected to improve through September.

California **Organic Asian Pears** will finish up this week and we will transition fully into Northwest supply.

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

CA **Organic Bosc Pears** are finished and we will have a smooth transition to Washington fruit.

Organic Starkrimson (Red), Red Bartlett, and Red Anjou Pears out of Washington are in good supply.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** are in very tight supply and prices are jumping up.

Excessive rain, and a tropical storm moving through Mexico, have affected supplies and harvest schedules greatly! This will likely impact all of September.



BIODYNAMIC GRAPES

Biodynamic Thompson Grapes from Marian Farms have arrived.

These grapes are ripened on the vine until yellow-amber and extra sweet. The fruit has a small size and is sold in tote bags that tell the Marian Farms story.

www.marianfarmsbiodynamic.com



LIST FOR WEEK OF SEPTEMBER 9 - SEPTEMBER 16, 2016

ORGANIC



NEW YORK

HEPWORTH FARMS - MILTON, NY

- 40644 - OG Eggplant NY 22 lb
- 46811 - OG Garlic White NY 20 lb
- 41183 - OG Lettuce Romaine NY 24 ct
- 40800 - OG Peppers Purple NY 22 lb
- 40191 - OG Tomato Black Prince NY 10/1 qt
- 41351 - OG Tomato Roma NY 20 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

PENNSYLVANIA

CHRIST KING - LANCASTER COUNTY, PA

- 41536 - OG Onion Candy Sweet Med PA 40 lb
- 41535 - OG Onion Candy Sweet Jumbo PA 50 lb
- 40779 - OG Peppers Red Large PA 22 lb
- 41031 - OG Squash Butternut PA 35 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
- 41220 - OG Squash Pie Pumpkin PA 35 lb

LADY MOON FARMS - CHAMBERSBURG, PA

- 40639 - OG Eggplant Premium PA 24 lb
- 41007 - OG Greens Collards PA 24 ct
- 40628 - OG Greens Dandelion Prem PA 24 ct

- 40893 - OG Greens Dandelion Red PA 24 ct
- 40811 - OG Greens Kale PA 24 ct
- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40724 - OG Parsley Curly Prem PA 30 ct
- 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
- 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)
- 41515 - OG Onion Red PA 16/3 lb
- 41531 - OG Onion Red Jumbo PA 40 lb
- 41525 - OG Onion Red Medium PA 40 lb

RUBEN PEACHEY FARM - TYRONE, PA

- 40485 - OG Beets Red PA 25 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
- 41050 - OG Squash Spaghetti PA 30 lb

SAM STOLTZFUS - LOGANTON, PA

- 41531 - OG Onion Red Jumbo PA 40 lb
- 41525 - OG Onion Red Medium PA 40 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
- 41220 - OG Squash Pie Pumpkin PA 35 lb
- 41050 - OG Squash Spaghetti PA 30 lb

VIRGINIA

RED SUN FARMS - DUBLIN, VA

- 41080 - OG Cucumber European VA 12 ct



FALL ORNAMENTALS



- 04940 - CV Pumpkin Jack Be Little PA 25-30 ct
- 04942 - CV Pumpkin Baby Boo White PA 32 ct
- 04965 - CV Pumpkin Face Carton PA
- 04935 - CV Straw Bales Regular Size PA 1 ct
- 04945 - CV Corn Stalks 10 ct PA 1 Bunch
- 04897 - CV Pumpkin Fairytale Bin PA 35 ct
- 04954 - CV Pumpkin Cheese Bin PA 60 ct
- 04984 - CV Pumpkin Face Bin PA 40 ct
- 04987 - CV Pumpkin Face Bin PA 60 ct



CONVENTIONAL

PENNSYLVANIA

BENEDICTS PRODUCE - CHAMBERSBURG, PA

02855 - CV Cucumber Carton PA 24 ct
01825 - CV Peppers Green XLG PA 22 lb
01935 - CV Peppers Red Choice PA 25 lb
01802 - CV Peppers Suntan PA 22lb
02390 - CV Squash Spaghetti PA 35 lb

CEDAR MEADOWS - LANCASTER COUNTY, PA

23206 - CV Tomato Cherry Rainbow PA 15/1pt

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

00631 - CV Broccoli Bin w/Stem PA 110 ct
23004 - CV Tomato VR 4X4 w/PLU PA 20 lb
21450 - CV Tomato VR 4x5 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
02812 - CV Cucumber Select PA 72 ct
01975 - CV Peppers Cubanelle PA 18 lb
01993 - CV Peppers Habanero Orange PA 8 lb
01967 - CV Peppers Jalapeño PA 35 lb
01995 - CV Peppers Poblano PA 20 lb
01985 - CV Peppers Serranos PA 8 lb
02320 - CV Squash Yellow Medium PA 20 lb
23004 - CV Tomato VR 4X4 w/PLU PA 20 lb
21450 - CV Tomato VR 4x5 w/PLU PA 20 lb
21880 - CV Tomato 3pk Tube Tray 10/3pk

23118 - CV Tomato 6x6 PA 25 lb
23220 - CV Tomato Roma XLG PA 25 lb
23070 - CV Tomato VR XLG/Jumbo PA 25 lb

HESS BROTHERS FRUIT:

05478 - CV Apples Gala Bulk Bin East 600lb
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
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
05680 - CV Apples McIntosh 100 ct PA 40 lb
05040 - CV Apples McIntosh 2-1/2 PA 12/3 lb
05167 - CV Apples McIntosh Tote 8 ct PA 38 lb
05007 - CV Apples Paula Red East 2-1/2 12/3 lb
05205 - CV Apples Red Delicious 72/88ct 40 lb
05210 - CV Apples Red Delicious 100 ct 40 lb
05125 - CV Apples Red Delicious No Sticker 40 lb
05000 - CV Apples Red Delicious 2-1/2 12/3 lb
05166 - CV Apples Red Delicious Tote 8 ct 38 lb

HOGELAND FARMS - NEWMANSTOWN, PA

02803 - CV Cucumber Super Select PA 72 ct

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

00758 - CV Cabbage Green Bin PA 60 ct

JOSH WEAVER - LANCASTER COUNTY, PA

00780 - CV Cabbage Red PA 50 lb.

RICE FRUIT - GARDNERS, PA

05030 - CV Apples Gala East 2-1/2 12/3lb
05476 - CV Apples Honeycrisp 80/88ct East 40lb
05019 - CV Apples Honeycrisp East 2 1/2" 12/3lb

STAUFFER HULING FARMS - LANCASTER, PA

04106 - CV Onions Sweet Jumbo PA 40 lb
04628 - CV Onions Sweet PA 14/3 lb

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

02812 - CV Cucumber Select NJ 72 ct
02799 - CV Cucumber Super 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 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
01034 - CV Cilantro NJ 30 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
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
01839 - CV Peppers Green XLG NJ 22 l
01825 - CV Peppers Green XLG NJ 22 lb
01993 - CV Peppers Habanero Orange NJ 8 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
02372 - CV Squash Butternut NJ 35 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
15685 - CV Peaches White 2-3/4" NJ 25 lb
15470 - CV Nectarines 2-3/4" NJ 25 lb

NEW YORK

HUDSON RIVER FRUIT COMPANY - MILTON, NY

05175 - CV Apples Ginger Gold Tote 8/5lb
05294 - CV Apples Ginger Gold 88s East 40 lb
05017 - CV Apples Ginger Gold East 12/3lb
05476 - CV Apples Honeycrisp 80/88ct East 40lb
05019 - CV Apples Honeycrisp East 2 1/2" 12/3lb
05680 - CV Apples McIntosh 100 ct NY 40 lb
05040 - CV Apples McIntosh 2-1/2 NY 12/3 lb
05167 - CV Apples McIntosh Tote 40 ct NY 38 lb
05007 - CV Apples Paula Red 2-1/2 NY 12/3 lb



EARTHBOUND FARM CHANGES

NAME CHANGES BY EARTHBOUND:

41276 Kale Greens Deep Greens 6/5oz - **NOW "Baby Kale Deep Greens"**

41191 Power Greens Deep Greens 6/5oz - **NOW "Power Trio"**

41221 Zen Blend Deep Greens 6/5oz - **NOW "Asian Greens"**



DISCONTINUED BY EARTHBOUND:

| | |
|------------|------------------------------|
| 6/5oz. | Asian Noodle Power Meal Bowl |
| 6/10oz. | Baby Romaine |
| 6/10oz. | Italian |
| 6/9.5oz | Sun Washed Mediterranean kit |
| 6/11oz | Kale Caesar Kit |
| 6/9oz | Garden Party |
| 6/9oz | American Slaw |
| 6/10oz. | Add me |
| 6/9oz | Blend me |
| 6/10oz. | Cook me |
| 6/11lb Bag | Kale. |
| 6/11lb Bag | Power greens |



*Limited Edition
Seasonal Products!*

CODE 06652 - CRANBERRY ORANGE JUICE 6/16 OZ

CODE 06650 - CRANBERRY ORANGE JUICE 6/32 OZ

CODE 06649 - PUMPKIN, APPLE, & PEAR JUICE 6/16 OZ

CODE 06650 - PUMPKIN, APPLE, & PEAR JUICE 6/32 OZ



WOMEN OWNED &
FAMILY OPERATED

CLEAN LABEL
JUICES

NO PRESERVATIVES.
NO ARTIFICIAL INGREDIENTS.
NO GMOS.

2016 ZESPRI KIWIFRUIT CONTEST WINNERS!

1ST PLACE: TAKOMA PARK CO-OP



2ND PLACE: MONADNOCK CO-OP



3RD PLACE: HONEST WEIGHT CO-OP



HONORABLE MENTIONS:



COMMON MARKET CO-OP



DUTCHWAY MYERSTOWN



EAST END CO-OP



GREEN LIFE MARKET



RIVER VALLEY MARKET CO-OP



*ROOTS MARKET CLARKSVILLE



ROOTS MARKET OLNEY



YES! ORGANIC MARKET GEORGIA AVE

*WINNER OF THE SAMPLING PROMO: ROOTS CLARKSVILLE



GUIDE TO HARD SQUASH



ACORN/GOLDEN ACORN

- Small & round like an acorn
- Sweet, slightly nutty vegetable flavored flesh

PLU: 4750 / 4751



GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh

PLU: 4767



BLUE/GOLDEN HUBBARD

- Very hard skin
- Great for pie filling
- Excellent shelf life

PLU: 4768



KABOCHA

- Very sweet flesh
- Referred to as "Japanese Pumpkin"
- Yellow - orange flesh

PLU: 4769



BUTTERCUP

- Green skin
- Sweet & creamy orange flesh
- Similar to a kabocha squash

PLU: 4758



RED KURI

- Japanese variety squash
- Orange exterior with yellow flesh
- Nutty and sweet

PLU: 4774



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking

PLU: 4759



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name

PLU: 4776



CARNIVAL

- Pale orange flesh
- Relative of acorn and sweet dumpling

PLU: 3142



SWEET DUMPLING

- Mildly sweet
- Tender orange flesh

PLU: 4764



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell

PLU: 4763



TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement

PLU: 4780



CONVENTIONAL MARKET NEWS

OUTLOOK FOR SEPTEMBER 9 - SEPTEMBER 16, 2016

FALL HARD SQUASH SEASON

The fall crop of **Hard Squashes**, including varieties, are in full swing from multiple growing regions including farms here in PA. We have the following varieties:

- Golden Nugget
- Blue Hubbard
- Golden Hubbard
- Buttercup
- Sweet Dumpling
- Turban
- Carnival
- Delicata
- Golden Acorn
- Kabocha



FALL ORNAMENTALS



A great way to build a festive fall atmosphere for your store is to promote **Fall Ornamentals**. Pumpkins, Gourds, Corn Stalks, and Straw Bales can be sold in front of your store, in the vestibule, or your produce department.

This year's pumpkin crop is ripening in the field earlier than usual. Supplies are already rather abundant for mid-September. That said, there may be some lighter supplies for mid-October selling.

Here's some of what we have in stock:

- Face Pumpkins (Carving Pumpkins)
- Jack Be Little Pumpkins (Baby Pumpkins)
- Baby Boo Pumpkins (Baby White Pumpkins)
- Varietal Pumpkins (EX: Fairytale, Cheese, etc.)
- Corn Stalks
- Indian Corn
- Straw Bales

We'll be adding more varieties throughout the season!





CV BRUSSELS SPROUTS

Brussels Sprouts are in good supply with very nice quality – promote!



CV SWEET ONIONS

The **PA Simply Sweet Onions** continue to look very nice and pricing is steady. Now is a great time to promote local **PA Simply Sweet Onions**!



CV GREEN BEANS

ALERT! **PA Green Beans** are limited with higher pricing this week.



CV TOMATOES

Local and non-local **Vine Ripe Tomatoes** are limited with higher pricing this week. The big flush is over.

Canadian production on **Cluster** and **Beef Tomatoes** are limited with higher pricing this week.

Roma and **Grape Tomatoes** are tight with higher pricing. **Cherry** and **Campari Tomatoes** are up in price but still very reasonable.



CV GRAPEFRUIT

For all practical purposes, California **Grapefruit** is done. There are sporadic supplies, but very limited and nothing you can depend on having.

We will continue to grab any fruit that pops up, but there is no way to avoid a long gap between the finish of California and the start of either Florida or Texas.



CV HASS AVOCADOS

ALERT! **Hass Avocados** are in lighter supply and look to remain that way through September. Prices are up particularly on the Mexican fruit which is prized for its oil content and marketing support.

The Peruvian crop is winding down. Some Chilean **Hass Avocados** remain in the pipeline and are priced lower than the Mexican and Peruvian fruit.



CV BERRIES

Steady **Strawberry** supplies will continue this week and prices will remain unchanged. Demand is still lower, causing some extra fruit in the pipeline. This will dry up in the next week or two after the northern growing regions finish for the season.

Look for **Raspberry** and **Blackberry** supplies to remain limited this week and prices to remain steady. We will see better volumes on both berries by mid-September. Pricing will adjust accordingly.



CV LETTUCE

Iceberg Lettuce is steady from California and Canada. Quality is good and this is another good week to promote.

California **Romaine**, **Green Leaf**, and **Red Leaf Lettuces** are steady, while Canadian product is winding down.

New Jersey Romaine, **Green Leaf**, and **Red Leaf Lettuces** will start within 1-2 weeks!

There is very nice quality of **Romaine Hearts** this week with very aggressive and promotable pricing.



CV PEPPERS

Green Peppers are more limited with higher pricing. There are great deals on **Suntan Peppers** so please ask your sales rep for details!

15lb Red Peppers will be lower in price this week.

11lb Red, Yellow, and Orange Peppers are steady.

Mini Mixed Sweet Peppers are steady with upward pricing.



CV BROCCOLI

Lancaster County, PA grown **110 ct Bin Broccoli**, with **jacket**, are available regularly now!

Broccoli Crown supply is more limited from California and Maine, with nice quality though. Pricing is trending higher a bit this week.



CV CAULIFLOWER

Cauliflower is in great supply with aggressive pricing this week from CA.

Purple, Green, and Orange Cauliflower is also in promotable supply. **Romanesco** is also coming in to season for fall selling.



CV BLUEBERRIES

Peruvian **Blueberry** supplies are still arriving sporadically. Argentina has started sending fruit in a very limited way. Prices will be up this week as demand is exceeding supply. This situation will continue for the next few weeks until arrivals become more consistent.



CV STONE FRUIT

We are coming to the end for **Eastern Peaches** and **Nectarines**. **Nectarines** finished this week with **White Peaches** close behind. We may have **Yellow Peaches** going into next week, all depending on demand.

California still has a way to go, coming into some of the late varieties of **Peaches** which are some of the best of the season. **Nectarines** are still available but only for another week or two.

With **Plums**, we are down to the **Angelino Black Plum** and the crop is small in volume and large in size. The **Plum** market is very strong and will remain strong the remainder of the season. This is a **Plum** growers can hold in storage to string out the season and get top dollars for their fruit.



CV PRETTY LADY GRAPES

Due to such ideal weather, **Grapes** are in great condition and everything tastes exceptional! Meanwhile it's prime time for the Central California **Grape** deal with some of the finest quality of the year. The best part, it will be like this for the next few months.

On **Green Seedless**, the **Emerald** variety looks great and are big. The **Autumn King Grape** is shipping now as well and all of the fruit is running big and sweet, and is very consistent from field to field. There is plenty of fruit coming so promote this crop with confidence.

On the **Pretty Lady**, we will have **Emerald Grapes** well into October switching to the **Autumn King** to take us into November and Luisco for December if you are looking that far ahead.

On **Red Seedless Grapes**, there are no changes from last week - it is **Scarlet Royal** through October and quite possibly into November. Full red color, big size and plenty of sugar makes for some tasty **Grapes**. We also have plenty of **Vintage** for the end of the deal.

OTHER STORIES

- Medium and large size California **Green and Red Grapes** remain promotable for September!

- There is ample supply of **Anise**. Pricing will be lower this week - a great item to promote with very aggressive pricing!

- **Cilantro** and **Dill** remain very limited.

- **Zucchini** and **Yellow Squash** are steady.

- **Green Onion** supply is still on the limited side, but pricing will be lower this week.

- **Packaged Radishes** remain very tight due to rain in Michigan hampering growth. Pricing will be up yet again this week.

- **Celery** remains steady and very promotable from California and Canada on all sizes and packs.

- Keep promoting **Cantaloupes** and **Honeydew** this week. Prices and supplies will remain steady.

Display of
the Week!

