

MARKET NEWS ORGANIC OUTLOOK

NEW CROP 2019 ORGANIC SWEET POTATOES



Now is a great time to start thinking about BIG fall **Organic Sweet Potato** displays! All varieties out of California are now 2019 new crop and in plentiful supply!

We offer a full complement of Natural Beauty brand premium items from AV Thomas including bulk 40lb with PLU stickers of **Organic Garnet, Jewel, Oriental, and Hanna Sweet** varieties, as well as some value added options like the 12/2ct **Microwavable Organic Jewel Sweet Potato** trays, 48ct **Wrapped Microwaveable Organic Jewels**, and the 18/1lb **Organic Baby Mix** trays (also microwaveable).

Be sure to use all of these items to fill out your fall display and add some incremental sales to the category!



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Broccoli Crowns** from California have tightened in supply in mid-September. In mid to late-September expect to see pricing rise, while quality will be less ideal. Expect to see these conditions through September before pricing and quality both begin to improve. Quebec product will be available in mid to late-September with better quality, availability, and pricing to help keep pricing reasonable.

Organic Cauliflower from California is experiencing tightening supplies. Heat in certain areas is stunting the growth for some suppliers, and the extra demand on the suppliers that do have product, is causing prices to rise. Early September had price increases. Expect to see prices continue to rise in mid-September. We will be shifting to more Quebec **Organic Cauliflower** since it's at a price advantage and has more promotable volumes.



OG APPLES

Organic Honeycrisp Apples are now in excellent supply in all sizes and bags. Prices will begin to come down.

Organic SweetTango Apples are in season and ready for promotion.

Washington **Organic Gala Apples** are expected to be plentiful. Smaller fruit will prevail with promotional opportunities on 2 & 3 lb bags.

The first two varieties of **Organic Heirloom Apples** from Heirloom Orchards in Oregon have arrived! **Organic Pink Pearl** (tan skin with tart rose-colored flesh) and **Organic Gravenstein Apples** are now available.

The first **Organic McIntosh Apples** will arrive in mid-September out of British Columbia.

Import **Organic Fuji** and **Granny Smith Apples** are in excellent supply and should transition to domestic fruit without a glitch in mid to late September.



OG SPECIALTY

Organic Dragon Fruit is available! This red, magenta fleshed variety is beautiful! Dragon fruit will be in stock throughout the fall season.

Organic Horned Kiwano Melons are available for mid-September. Expect steady supplies through the fall months.

Organic Jujube, Curry Leaves, Mamey, Starfruit, Sapodilla, Cactus Leaves (Nopales), Green Skin Avocados, and Passion Fruit will all be available for mid-September.

Organic Black Mission Figs are still in good supply, but the late-August flush of fruit is over. Pricing will increase a bit through the rest of September.

First of the season **Organic Pomegranates** are expected to arrive around September 20th.



OG GRAPES

California **Organic Black, Green, and Red Grapes** are now in excellent supply. Very nice quality should be expected. We're getting the best varieties and sizing in the Air Chief organic brand this September. Promote away!

California **Organic Black, Red, and Green Grapes** in paper tote bags out of California will be sporadically available.

California **Organic Thomcord Grapes** continue in good, steady supply.



OG PEARS

Washington **Organic Bartlett, Starkrimson (Red), and Bosc Pears** are in peak season supply.

New crop Washington **Organic Anjou Pears** have arrived in limited supply.

Organic Asian Pears are now in good supply out of California and will transition to Washington in late-September.



OG TOMATOES

Organic Heirloom, Grape, Cherry, Rainbow Cherry, Roma, and Vine Ripe Round Tomatoes from Lady Moon Farms are still available in promotable numbers for mid to late-September! Quality has been excellent from the PA crop. Continue to promote local while you can!

Organic Cluster Tomatoes should be very promotable this week out of Mexico. Quality has been excellent.



OG BOK CHOY

Organic Baby Bok Choy from California is starting to see better supplies. Expect improving quality, pricing, and availability as we head towards mid to late-September.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are in great supply as we head toward mid to late September. As September continues, expect to see excellent quality, plentiful supplies, and aggressive pricing. Mid-September is a great time to take advantage and promote **Organic Brussels Sprouts**.



OG LOCAL GREENS

New plantings of **Organic Collards, Kale, and Dandelion** from Lady Moon Farms in Chambersburg, PA have begun again in a limited way. Expect to see limited availability on these items in mid-September, however as September continues on, expect supplies to increase.



OG CELERY

Organic Celery from California continues to be in tight supply and high pricing. Some suppliers are without product due to quality issues, causing extra demand on suppliers with product. Expect to see continued higher pricing through the month of September and into October. Quality has continued to stay excellent from the suppliers that have steady volumes.



OG MANGOS

Organic Mangos from Mexico are winding down. Pricing and availability are rising quickly with 6-8ct sizing being readily available with little to no smaller sized fruit. There are even some 4ct available to load.

Organic fruit will see a gap in the marketplace in the coming weeks until Ecuador fruit arrives later this fall.



OG SQUASH

Organic Zucchini and Yellow Squash continue to be in excellent supplies coming from both Lady Moon Farms in PA and GA. Expect stellar quality and supplies throughout the month of September, with opportunities to promote. As September winds down, Pennsylvania supplies will decrease as Georgia begins to ramp up.



OG CUBED BUTTERNUT

Olivia's **Organic Cubed Butternut Squash** is back in season and ready for fall promotion! Be sure to get this best seller back on your shelves.



OG HARD SQUASH

Organic Hard Squash offerings are becoming more robust as we head into the fall season. Talk to your sales rep about some of the new varieties that are hitting here in mid-September, including the **Honeynut**, **Koginut** (pictured), **Stripetti**, and **Pie Pumpkins**!



OG GREEN BEANS

Organic Green Beans from Reed Family Farm in Elizabethtown, PA continue to see steady supplies in mid to late September, with promotional opportunities that will be available. With continued exceptional quality and steady supplies, this is an excellent time to promote a great local item.



OG BERRIES

Driscoll's **Organic Blackberries** and **Raspberries** out of California and Mexico are in firm supply. Volume should improve weekly. Other brands of **Organic Raspberries** from Mexico are limited and will be sporadically available.

Driscoll's **Organic Blueberries** have transitioned to 6oz and supplies are very tight. Prices have increased sharply and will continue to rise with heavy prorates expected. Conditions are not expected to improve for a couple of months until Mexico ramps up.

Organic Blueberries out of the Pacific Northwest have followed suit and have transitioned to 6oz with higher prices. Import fruit will begin over the next couple of weeks out of Argentina and then Chile.

ALERT! **Organic Strawberries** continue in extremely firm supply with prices on the rise. Expect prorates as heat has damaged some crops.



OG CUCUMBERS

Organic Cucumbers continue to be limited as we head into mid to late-September. Although supplies have improved, it continues to be difficult to find steady supplies. Many local growers' seasons have wrapped up, while Georgia supplies only began to harvest in early September. Mexican product is also available but in limited supplies. Expect to see product from various growing regions in mid-September, before supplies from Georgia begin to improve.

Organic Mini and **European Seedless Cucumbers** from Canada are seeing limited supplies and less than ideal quality in mid-September. Expect to see this trend continue into late-September and even early-October as some growers will be out of supplies during September. **Organic European Cucumbers** from Spain will be available during this time to help keep steady supplies but expect pricing to remain slightly elevated with limited supplies from Canada.



OG LETTUCE

Organic Romaine Hearts from California continue to be in steady supply headed into mid-September. Expect quality to remain excellent. Expect pricing in mid to late-September to become promotable, giving stores a good item as other organic vegetables are in limited supplies and higher priced.

Organic Green Leaf and **Red Leaf Lettuce** from Quebec are in limited supplies. Expect to see product from California to supplement the limited supplies of Quebec product. Volumes will be steady, however expect to see a price increase with the product from California.

OTHER STORIES

- **Organic Pineapple** supplies will be steady for mid-September. We will have both 6ct and 8ct options available.

- **Organic Mini Watermelons** will be available this week. We will be offering Canadian and New York product as California is finished for the season. Quality has looked excellent.

- **Organic Asparagus** prices are slowly coming down. Quality and availability look strong this week. New areas in Mexico will begin production, so look for more promotable prices in the coming weeks.

- **ALERT!** **Organic Lemons** out of California and Mexico are slowly improving, with prices expected to come down over the next few weeks. Smaller sizing will prevail.

- **ALERT!** Supplies of **Organic Limes** are dwindling, prices are on fire, and smaller fruit with seasonal quality should be expected.

- **ALERT!** California **Organic Grapefruit** is gapping, and we may have a prolonged gap for the next few weeks to a month before new crop begins.

- California **Organic Valencia Orange** supplies are firming slightly. Expect a gradual increase in price.

- **Organic Yellow & White Nectarines** and **Peaches** will be finished for the season here in mid-September. California **Organic Pluots**, **Black Plums**, and **Red Plums** are in-and-out between varieties, as well as flip flopping between 2 layer and volume-filled, based on what is getting packed.

- New crop Nevada-grown **Organic Yellow Onions** are available, and they look gorgeous! Locally grown **Organic Red** and **Yellow Onions** are still going strong.

GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom of your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.



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

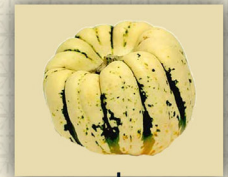
PLU: 3142



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



For an **Organic PLU, add a "9" in front of the original PLU number



Four Seasons
Produce Inc.

fsproduce.com



AVAILABILITY FOR THE WEEK OF SEPTEMBER 13 - SEPTEMBER 20, 2019

ORGANIC

NEW YORK

HEPWORTH FARMS - MILTON, NY

- 40518 OG Cabbage Savoy 35 lb
- 41088 OG Cucumbers PREM 20 lb
- 40886 OG Radishes French Breakfast 24 ct
- 40900 OG Spinach Bunched 24 ct

PEDERSEN FARMS - SENECA CASTLE, NY

- 213349 OG Beans Edamame In Shell 10/1 lb
- 40548 OG Cabbage Green PREM 45 lb
- 40454 OG Cabbage Red PREM 45 lb
- 40811 OG Greens Kale PREM 24 ct
- 40724 OG Parsley Flat Leaf PREM 30 ct (Italian)

PRISTINE ACRES - LAURENS, NY

- 43805 OG Watermelons Mini 35 lb 6 ct
- 41434 OG Watermelons Mini 30 lb 8 ct

PENNSYLVANIA

CENTRAL PA PRODUCE COOP - TYRONE, PA

- 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
- 41220 OG Squash Pie Pumpkin 35 lb
- 41050 OG Squash Spaghetti 30 lb

CLARION RIVER ORGANICS - SLIGO, PA

- 41031 OG Squash Butternut 35 lb
- 41044 OG Squash Kabocha 35 lb

CHRIST KING - LANCASTER, PA

- 40796 OG Peppers Green PREM 25 lb
- 40789 OG Peppers Red 11 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

- 40680 OG Chard Rainbow PREM 24 ct
- 40628 OG Dandelion PREM 24 ct
- 40639 OG Eggplant PREM 24 lb
- 41007 OG Greens Collard East 24 ct
- 40811 OG Greens Kale PREM 24 ct
- 40472 OG Greens Kale Lacinato PREM 24 ct
- 43566 OG Greens Kale Red PREM 24 ct
- 40796 OG Peppers Green PREM 25 lb
- 40838 OG Peppers Jalapeño 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



CONVENTIONAL



DELAWARE

FIFER ORCHARDS - DOVER, DE

- 1320 CV Greens Kale 18 ct 18 lb

VINCENT FARMS - LAUREL, DE

- 1060 CV Corn White 48 ct
- 4951 CV Pumpkins Baby Pam (Pie) 150 ct Bin
- 4984 CV Pumpkins Face 40 ct Bin
- 4822 CV Pumpkins Jack-Be-Little 40 ct
- 11997 CV Watermelons 45 ct 15# Avg Bin
- 11991 CV Watermelons 60 ct 11# Avg Bin

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 2812 CV Cucumbers Select 72 ct
- 2806 CV Cucumbers Super 72 ct

FLAIM FARMS - VINELAND, NJ

- 205 CV Arugula 24 ct
- 530 CV Beets Red 25 lb
- 550 CV Beets Red Bunched 12 ct
- 592 CV Bok Choy Baby Shanghai 30 lb

- 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
- 1320 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
- 1967 CV Peppers Jalapeno 35 lb
- 1980 CV Peppers Long Hot 16 lb
- 1995 CV Peppers Poblano 20 lb



AVAILABILITY FOR THE WEEK OF SEPTEMBER 13 - SEPTEMBER 20, 2019

CONVENTIONAL CONTINUED...

1985 CV Peppers Serrano 8 lb
1827 CV Peppers Shishito 10 lb
2240 CV Squash Green MED 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

15679 CV Peaches 2 3/4" NJ 25 lb

NEW YORK

TORREY FARMS - ELBA, NY

750 CV Cabbage Green 50 lb
780 CV Cabbage Red 50 lb
795 CV Cabbage Savoy 30 lb
2812 CV Cucumbers Select 72 ct
2806 CV Cucumbers Super 72 ct
2326 CV Squash Yellow MED 20 lb

PENNSYLVANIA

BEAR MOUNTAIN ORCHARDS - ASPERS, PA

213914 CV Apples Honeycrisp US1 40 lb 56/64 ct
213643 CV Apples Honeycrisp US1 72/88 ct 40 lb
221915 CV Apples Honeycrisp US1 40 lb 48 ct

BENEDICT FARMS - CHAMBERSBURG, PA

2803 CV Cucumbers Super PA 72 ct
1825 CV Peppers Green XL PA 22 lb
4823 CV Pumpkins Baby Boo White 50 ct

COPENHAVER - LEBANON, PA

482 CV Beans Green PA 25 lb

HARNISH FARMS - PEQUEA, PA

4973 CV Pumpkins Flat White 35 ct Bin
7374 CV Pumpkins Peanut 40 ct 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
5672 CV Apples McIntosh 40 lb 72/88 ct
5680 CV Apples McIntosh East 40lb 72/88 ct
5167 CV Apples McIntosh 40 lb 8 ct Tote Bag
5040 CV Apples McIntosh East 12/3 lb Bag
5000 CV Apples Red Del 2.5" 12/3 lb Bag

5205 CV Apples Red Del 40lb 72/88ct
5210 CV Apples Red Del 40 lb 100 ct
5166 CV Apples Red Del 38lb 8ct Tote Bag

HESS FARMS - WAYNESBORO, PA

2845 CV Cucumbers Kirby 40 lb
2812 CV Cucumbers Select 72 ct
2806 CV Cucumbers Super 72 ct
2803 CV Cucumbers Super PA 72 ct
1975 CV Peppers Cubanelle 18 lb
1825 CV Peppers Green XL PA 22 lb
4990 CV Pumpkin Prize Winner 1 ct 100-150 lb
4950 CV Pumpkins Baby Pam (Pie) 8-12 ct
2326 CV Squash Yellow MED 20 lb
23036 CV Tomatoes Vine Ripe JBO 25 lb

HOOVERS PRODUCE - PORT TREVERTON, PA

7398 CV Gourds Goose 70ct Bin
4968 CV Pumpkins Autumn Mix 35 ct Bin
4951 CV Pumpkins Baby Pam (Pie) 150 ct Bin
7321 CV Pumpkins Blue Jarrahdale 50 ct Bin
4961 CV Pumpkins Cinderella 35 ct Bin
4981 CV Pumpkins Face 30 ct Bin
4984 CV Pumpkins Face 40 ct Bin
4897 CV Pumpkins Fairytale 35 ct Bin
4822 CV Pumpkins Jack-Be-Little 40 ct
4992 CV Pumpkins Knucklehead 30 ct Bin
4986 CV Pumpkins White 60 ct Bin

JOSH WEAVER - LANCASTER, PA

750 CV Cabbage Green 50 lb

LESTER WEAVER - LANCASTER, PA

4984 CV Pumpkins Face 40 ct Bin
4982 CV Pumpkins Face 50 ct Bin

STAUFFER HULING FARMS - LANCASTER, PA

482 CV Beans Green PA 25 lb
4106 CV Onions Sweet JBO PA 40 lb
4628 CV Onions Sweet PA 14/3 lb
4984 CV Pumpkins Face 40 ct Bin
4987 CV Pumpkins Face 60 ct Bin

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



MARKET NEWS

CONVENTIONAL OUTLOOK

PROMOTABLE BRUSSELS SPROUTS FOR LATE SEPTEMBER



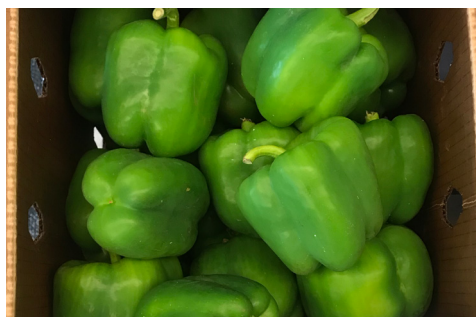
Brussels Sprouts are in excellent supply from California, and the quality is great!

Look for nice promotional opportunities for the rest of September and into early October as the Salinas, CA area continues to see increasing supplies.

We'll be in good supply on both 25lb bulk and 24/1lb mesh bags.

The value-added retail packs from Ocean Mist will be in stronger production for late September.

We're talking with growers about the availability and pricing for **Stalk Brussels Sprouts** for the holiday season - stay tuned!



CV PEPPERS

Green Peppers remain very promotable this week from NJ and PA. Harvests continue to flush leaving much more product than demand. Quality has been excellent – continue to promote!

11lb Hothouse Red, Yellow, and Orange Pepper prices remain promotable this week. Product has looked nice from Canada and Holland as well as USA. Look for more aggressive deals on the Red Peppers.

15lb Red and Yellow Peppers from California remain promotable this week. The **Yellow Pepper** prices are cheaper as harvests are yielding better numbers and demand is lower right now. Quality has look good on both color, so continue to promote!



CV BERRIES

Raspberries are in really good supply from California. Flavor is excellent and the berry size is very large. Look for great opportunities to promote **Raspberries** this week.

Blueberry supplies continue to increase from Peru. Look for plenty of 6 oz and full pints of **Blueberries**, and even 9.8 oz. **Jumbo Blueberries** all week. Quality and sizing on all berries from Peru have been excellent.

Blackberries will be in much better supply this week, and quality has been really nice. We'll actually see a nice short-lived bump in supply with some promotional opportunities available.

ALERT! Strawberries are in very tight supply for the rest of September from California. Expect higher prices and less availability. We will begin the transition down to Santa Maria over the next couple weeks as we finish in the Salinas and Watsonville areas. Strawberry quality is improving, but we'll still see bruising on almost all arrivals.



CV APPLES

Supplies are good on new crop Washington **Gala** and **Honeycrisp Apples**. Prices are dropping. There is a 2-tier market on **Local Honeycrisp Apples**, with premium and extra-fancy grade commanding a higher price than US 1 and fancy grade from smaller orchards without large cold storage.

Most growers in Washington are starting to pack new crop **Granny Smith** and **Red Delicious Apples** this week with **Fuji's** pushed back until next week.

Gold Delicious Apples are being harvested but won't be available until mid-September to see if any packing bruise or bitter pit comes out.

Local PA **Gala**, **Ginger Gold**, **McIntosh**, and **Red Delicious Apples** are in good supply in bulk, 3lb bags, and handled tote bags. The **McIntosh** are starting very small to start the season, so not many 88 and larger in tray packs are not ready yet.

Rave Apples from Stemilt will continue to be available through September.



CV WATERMELONS

Mini Seedless Watermelons are available again this week from California. Quality looks great. We will be offering **Yellow Mini Seedless Watermelons** as well on a late season spot deal. Get these while supplies last, quality is outstanding.

Seedless Watermelon prices remain steady this week. Warmer weather in mid-September should keep your sales steady before the fall season settles in for good. Quality has looked great on the last few loads with excellent brix and color.



CV POTATOES

Idaho Russet Potatoes are in better supply this week as more shippers bring new crop to market. Large sizes continue to be slightly limited.

Idaho new crop **Red** and **Gold Potatoes** are just about to get started which could bring some softening to the marketplace in terms of price. Expect this **Red** and **Gold Potato** market to remain steady for the next couple weeks.

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



CV MANGOS

Supplies of **Mangos** from Mexico are dwindling with only really large sizing available. Brazil is beginning this week, but fruit is also sizing much larger than normal making the popular 10 and 12ct sizes very limited. Brazil's new crop fruit is demanding a higher price.



CV CAULIFLOWER

Cauliflower will be in better supply this week from California, but it could be short lived. Weather is expected to warm up in the Salinas area, and this could cause supplies to tighten again for mid-September.

Eastern supplies from Quebec and Maine will begin to lighten as well. Quality has been very nice on all California flower.



CV BROCCOLI

We had our first arrival on locally grown PA **Bin Stem Broccoli** in 110ct bins, and the quality is excellent. Supplies will increase again for next week.

Broccoli continues to be extremely tight from California, and supplies are expected to be short for until late September. Look for pricing to be much higher than usual on Western **Broccoli**, but we will have really solid supplies from our grower in Maine, and the quality is excellent.



CV LEMONS

California **Lemons** are limited as growers make the switch from Oxnard and Central California areas to Southern desert and Yuma Arizona fruit. There are very little 115's and larger fruit. It will be a few weeks until the new districts ramp up.

Import **Lemons** have cleaned up on large fruit as well, with mostly 140's and smaller fruit available.



CV CABBAGE

Green Cabbage is very promotable right now. Harvests from PA and NJ fall crop are beginning. Quality looks really good on the early arrivals. Canada and New York growers are also promoting product.



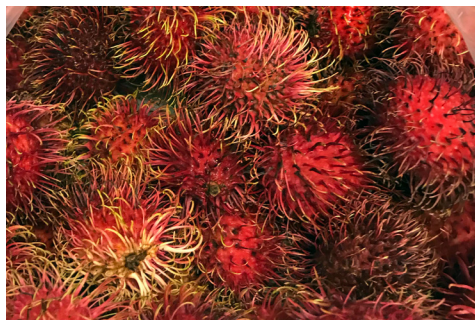
CV MANDARINS

Import **Mandarin** supplies are good and meet demand. Quality has been very nice. We now can offer imported "Halos", which should be available until we start with a new season in California.



CV SQUASH

Green and **Yellow Squash** remain promotable this week. Quality has been really nice with fairly steady pricing. PA and NJ picks are slowing some, but North Carolina and Georgia just started on new crop.



CV SPECIALTY

Specialty items this week include: **Guava**, **Passion Fruit**, **Quenepas**, **Rambutan**, and **Star Fruit**.

California early **Pomegranates** are now in season.



CV TROPICALS

Pineapple supplies are great. Ask your FSP sale representative for great volume deals on 7/8ct fruit!

Plantains have become extremely limited, and pricing has gone up. Stay tuned for more info.



CV GREEN BEANS

PA-grown **Green Beans** continue to be promotable this week. Quality has looked excellent!



CV LETTUCE

Iceberg Lettuce will begin to tighten up this week out of California but supplies from Quebec are set to remain steady. Quality has been excellent out of both areas.



CV AVOCADOS

Hass Avocados from Mexico are in steady supply. Transition will begin soon from the Flora Loca crop in Mexico to the Aventajada crops. Supply should not be affected to much in the transition.



CV PEARS

Anjou, **Bartlett**, and **Bosc Pears** are coming in from Washington. There is plenty of California fruit too, and the spot market pricing is very aggressive as these growers are looking to move inventory.



CV ONIONS

Locally grown **PA Simply Sweet Onions** is coming to an end for the season. We will transition over to Nevada grown **Sweetie Sweet Onions** in a very smooth transition starting this week – pricing is VERY attractive and will be in slightly under the local **PA Onions**.

Pricing in the **Onion** market appears to be stabilizing here in the first part of September however there are still plenty of Onions available.

Growers from Oregon and Washington have a good supply of **Onions** available. New crop **Onions** are available from growers in Nevada, New York, Idaho, and Colorado.



CV TOMATOES

Campari Cocktail Tomato prices remain very promotable this week. Quality has been excellent.

Cluster Tomato prices rose significantly this week. High demand and low availability caused the spike in pricing. It's expected to stay higher through the week. Mexican **Cluster Tomato** prices are steady, and quality looks great. Promote!

Grape Tomato markets will be steady this week. Although local farmers are slowing or finished for the season, Canadian growers are there to fill the void. Florida will begin new production by late-September, and we will begin to make the switch.

Roma Tomato prices are rising some this week. Picks down in Tennessee have been good but demand from the start has caused the increase. Quality has been very nice.

Jumbo Round Tomatoes from Alabama are available and promotable! Quality has been excellent. Local grower harvests are winding down for the year.



CV CUCUMBERS

Super Select Cucumber prices are coming back down this week after a slight rise. Product remains promotable. We are still offering local product from PA and NJ, but we'll begin to switch South to new fields in North Carolina and Georgia.

Seedless Cucumber prices remain high as picks remain low out of Canada. Pricing will be steady and not expected to rise as product from Spain is beginning to arrive in the USA. Quality has looked good on arrivals.