

ORGANIC MARKET NEWS



OUTLOOK FOR SEPTEMBER 17 - SEPTEMBER 24, 2015

ORGANIC CUCUMBER OUTLOOK

Organic Cucumbers are in tighter supply this week out of Georgia. California shippers are reporting limited supplies of **Organic Cucumbers**. Quality is of lesser value here as well.

Some **Organic Juice Cucumbers** have shown up out of Mexico. Mexican #1 product is 2-3 weeks away.

Organic Hothouse Cucumbers out of The Netherlands and Canada are in good supply.



OG BERRIES

California **Organic Blackberries** are gapping due to weather. It is unknown when they will start at this time.

Pacific Northwest **Organic Blueberries** are very limited with prices continuing to rise. We will transition to imports approximately by October with much higher prices.

California **Organic Raspberries** are extremely tight with prices continuing to rise. There is no end to the shortage in site.

Organic Strawberry prices are extremely tight with heat causing havoc on quality. Expect this to continue for weeks.



OG PEARS

Organic Anjou Pears have arrived in very limited quantities. Prices are high, but are expected to continue to improve over the next couple of weeks.

Organic Asian Pears continue in steady supply with promotional opportunities available.

Organic Bartlett Pears are extremely firm with high prices. **Organic Red Bartlett Pears** are gapping this week, but 1/2 boxes should return by October.

Organic Bosc Pears are limited this week but supplies look to improve next week.

Organic Seckel Pears are now in from the Pacific Northwest in firm but steady supply.

Organic Starkrimson (Red) Pears are now offering promotional opportunities with excellent dark red fruit!



OG TOMATOES

PA has limited supplies of **Organic Grape** and **Round Tomatoes** until the end of September. There will then likely be a gap for a couple of weeks as PA ends and FL begins. There are no **Organic Grape Tomatoes** planted in GA.

Limited supplies of 25 lb. **Organic Round Hothouse Tomatoes** are available at this time.

Organic Cluster Tomatoes are in very tight supply all around. Canada is out, California is out, and Mexico has limited supplies. Expect higher prices over the next couple of weeks.

Organic Roma Tomatoes are in tighter supply out of PA and MD. Mexico shows very little availability, and prices are on the way up. It doesn't look like Mexico will have good supply until October.

ORGANIC APPLES



OG APPLE VARIETY UPDATES

Organic Braeburn: New Zealand in steady supply. Washington is expected to begin packing fresh crop in October.

Organic Diva: New Zealand sellers looking to promote last supplies of this premium apple before all USA varieties are in season.

Organic Fuji: Fresh crop early Fuji's from Washington are ramping up in supply, but prices remain. Peak volume and better pricing are expected in October.

Organic Gala: Peak season is in full swing out of Washington. Most of the crop is 100sz and smaller. Expect promo pricing on 100sz and 12/3lb bags. There are some Canadian Organic Gala Apples with more aggressive pricing on 80/88s.

Organic Ginger Gold: Done for the season. Organic Gold Delicious Apples are expected at the end of September.

Organic Granny Smith: Import inventories are dwindling and quality is not stellar. Nice, fresh crop USA Organic Granny Smith are available in very light supply, mostly small sizes. Peak volumes will arrive in October.

Organic Honeycrisp: Tasting great. Even though they're in peak season, the price is only coming off slightly due to high demand.

Organic Jonagold: Fresh crop Jonagolds from Washington are expected the week of 9/21.

Organic McIntosh Apples: Fresh crop McIntosh from British Columbia are in peak season during September and into October. Volumes are light, sizing is smaller this season.

Organic Pink Lady/Cripps Pink: Huge import supplies remain available from Chile, Argentina with deals galore! This is a great item to promote in both counts and bags since quality and flavor is still nice. Fresh crop USA Pinks will be in peak season in mid-October.

Organic Jazz and Pacific Rose: New Zealand crop is done for the season. Fresh crop from Washington on these premium varieties will be back in late October.

Organic Red Delicious: Light color imports are now finished for the season. Fresh crop, darker red Washington Red Delicious will be in stock starting this week with reasonable pricing.



NEW OG APPLES THIS WEEK

Check it out! We'll have three new premium varieties of **Organic Apples** from the Pacific Northwest this week!

- **Organic Sansa** (12/3 lb. bags) Bright red streaks over yellow skin. Very juicy and sweet.
<http://vivatierra.com/apples/sansa.html>
- **Organic Tsugaru** (12/3 lb. bags). Japanese cross between **Gold Delicious** and **Orange Pippin**. Sweet, firm with little tartness.
<http://www.melissas.com/Organic-Tsugaru-Apples-p/293.htm>
- **Organic Rosalynn** (80 ct, 40lb tray box). Chance seedling that produces pink-red fruit that is crisp and sweetly-tart.

This week's heirloom varieties out of **Oregon** are **Organic Cortland** and **Orleans Reinette Apples**. POS materials are available - make sure to ask your salesperson or check out fsproduce.com/resources!



OG APPLES FOR JUICING

Organic Granny Smith Juice Grade Apples are firming up as the transition to domestic fruit begins. Supplies will be a little more sporadic for the next few weeks. **Organic Fuji Juice Apples** have transitioned into Washington fruit with slightly higher prices, but still at a good value for juicers compared to retail grade lines. We continue to offer a "hold-outs" organic juicing apple line with mixed varieties at a deep discount.



OG LETTUCE

Overall quality on **Organic Romaine, Red Leaf,** and **Green Leaf Lettuce** is good to very good. Rib rust is apparent on a lot of the **Organic Romaine Lettuce** out of CA.

Organic Green and **Red Butter Lettuces** are gap-ping for a week.



OG GRAPEFRUIT

California **Organic Star Ruby Grapefruit** has little to no availability. Whatever fruit we are getting has extremely high prices. This is expected to improve over the next few weeks.



OG ZUCCHINI

Organic Zucchini is still in good supply out of GA and CA. Quality is much stronger out of GA at this time. The flush that CA is experiencing should come to an end before the end of September, then prices will move up.



OG MELONS

California **Organic Cantaloupes** have firmed up significantly and are expected to finish for the season over the next couple of weeks.

Organic Honeydew supply is winding down. Expect some scarring and slight discoloration until the crop finishes out by October.



OG LEMONS & LIMES

95 and 115 ct **Organic Lemon** supply is slightly better this week, but prices are high on these prime sizes.

Mexican **Organic Lemons** came and went. We are experiencing a short gap until more fruit is expected to arrive in a couple of days.

Organic Lime prices continue to climb upward as supplies are tighter.



OG TROPICALS

Mexico is currently peaking on 32 and 36 size **Organic Hass Avocados**. 48s still remain in good supply, while 60 size fruit is much harder to come by. This has driven the cost of 60ct higher than the 48ct fruit for the past few weeks. Look for current deals on these 36 size fruit.

Organic Mangos will switch to domestic fruit out of California next week and supplies will be limited. This past Mexican **Organic Mango** season was outstanding!



OG GREENS

Organic Green Kale, Lacinato Kale, Red Kale, Collards, all Chards, Dandelions, and **Bunch Beets** are in good supply out of Lady Moon Farms in PA. They should be available going into October.



OG CRANBERRIES

Canadian **Organic Cranberries** are expected to begin the first week of October. So far the crop is looking excellent in both quality and size.



OG CELERY

The market on **Organic Celery** continues to be tight. Product continues to show some black heart here and there. The recent heat is not going to do anything to improve the situation anytime soon. Markets are priced high and ordering a day or two in advance is now the norm.



OG POTATOES & SWEET POTATOES

Colorado **Organic Russet Potatoes** are in good supply this week and pricing is starting to get more attractive as we get into good supplies coming out of the fields.

Organic Red Potatoes out of Manitoba, Canada are in tight supply this week but the quality that is around is fantastic! **Organic Yellow Potatoes** are in good supply.

Organic Stoke Purple Sweet Potatoes will be here Friday 9/18!



OG CAULIFLOWER & BROCCOLI

Organic Cauliflower is in tighter supply out of CA. Some quality issues are apparent and prices are going higher. **Organic Green** and **Purple Cauliflower** are limited in supply.

Organic Romanesco will be available out of NY going into October.

Organic Broccoli is in good supply out of CA and NV. Heat has taken a toll on the fields out West, with some quality defects apparent. NV growers continue to ship very good, well-colored **Organic Broccoli**.

Organic Broccoli Crowns are in adequate supply out of CA.



OG GRAPES

California **Organic Red** and **Green Grapes** have firmed up this week, with some of the best fruit of the seasons so far.

New crop California **Biodynamic Thompson Grapes** came and went. We are waiting on next arrival.

California **Organic Black Grape** supply has firmed up with markets on the rise.

California **Organic Black** and **Green Grape** clamshells have arrived and remain in firm supply.

California **Organic Thomcord Grapes** are done for the season, but limited supplies of **Organic Concord Grapes** are now available.



OG KIWI

New crop Pacific Northwest **Organic Kiwi Berries** have come to an unexpected finish for the season.

New Zealand **Organic Green Kiwifruit** is in good supply. **Organic SunGold Kiwifruit** continue in good supply and is expected to continue until the end of September. We should then see a seamless transition into Italian fruit.



OG SALADS

ALERT! Heat has played a significant role in **Organic Spinach** prorates again this week. Supplies should start to rebound here for next week.



OG PAPAYAS

Four Seasons is now offering the NEW Formosa variety **Organic Papayas** imported from Mexico. This variety will be similar to the Maradol variety. The Hawaiian **Papayas** will be out of stock next week. Please make sure to give your sales associate feedback on this new variety.

IN OTHER NEWS

- California **Organic Valencia Orange** supply continues to be very tight.

- Peruvian **Organic Minneola Tangelos** are a little light this week, but more fruit is expected in a few days.

- The last arrival of Washington **Organic Peaches** is here and will finish up for the season this week.

- California **Organic Pomegranates** are back in good supply.

- **Organic Figs** will be winding down, with very limited supplies of the Brown Turkey variety next week. The Black Mission variety is officially done for the season.

New!

AT FOUR SEASONS

ORGANIC

41822 SWEET POTATOES STOKES PURPLE YAM ORG 40 LB
 41398 TOMATO GRAPE GOLD ORG LADY MOON 12/1 PT
 41347 TOMATO YELLOW PEAR ORG LADY MOON 12/1 PT
 40490 BEETS BABY CHIOGGA BU ORG 24 CT - expected 9/19
 40438 BEETS BABY GOLD BU ORG 24 CT
 40325 ASPARAGUS ORG 11 LB
 44279 GRAPES CONCORD TOTE ORG 9/2 LB
 43539 APPLE ROSALYNN USA ORG 80 CT - expected 9/20
 43538 APPLE TSUGARU USA ORG 12/3 LB - expected 9/20
 42976 APPLE SANSА USA ORG 12/3 LB - expected 9/20
 43000 APPLE McINTOSH XF CAN ORG 12/3 LB - expected 9/28
 42971 APPLE JONAGOLD WXF USA ORG 80/88 CT - expected 9/22
 43453 APPLE GOLD SUPREME VF LOCAL OR 37 LB - expected 9/23
 42198 APPLE ROXBURY RUSSETTS ORE ORG 28 LB - expected 9/22
 42888 APPLE ORLEANS REINETTE ORE ORG 28 LB
 41991 MUSHROOM PIOPPINI ORG 3 LB
 41992 MUSHROOM ABALONE ORG 3 LB - expected week of 9-21
 41993 MUSHROOM NAMEKO ORG 3 LB - expected week of 9-21
 41053 SQUASH HONEYNUT ORG 40 LB. - expected 9/20



CONVENTIONAL

05053 APPLES SWEETANGO 88 CT 40 LB - expected 9/20
 05082 APPLES SWEETANGO 12/3 LB - expected 9/20
 05083 APPLES SWEETANGO TOTE 8/5 LB - expected 9/20
 06218 APPLE CIDER HONEYCRISP 12/64 OZ
 06219 APPLE CIDER SWEET TANGO 12/64 OZ - expected 9/20
 05510 APPLES JONAGOLD 72/88CT WXF 40 LB
 07065 PEARS CACTUS RED ANDY BOY 30 CT
 13019 LEMONS/LIMES GREEN BEE 12/1 LB
 13014 LEMONS GREEN BEE 12/1 LB
 13020 LIMES GREEN BEE 12/1 LB
 14070 TANGERINES FALL GLO FLA 100 CT - expected 9/20
 14047 TANGERINES FALL GLO BAGS 12/3 LB - expected 9/20
 14113 TANGERINES FALL GLO GIFT BOX 5 LB - expected 9/20
 10571 GRAPES MOON DROP 16 LB = WITCH FINGERS
 00500 BEANS WAX 25 LB
 00859 CARROTS DIPPERS W/ RANCH DIP 24-4/2.5OZ





GROWER LIST

SEPTEMBER 17 - SEPTEMBER 24, 2015

LOCAL ORGANIC



NEW YORK

PEDERSEN FARMS

Seneca Castle, NY

- 40550 - OG Cabbage Green NY 45 lb.
40724 - OG Parsley Italian Flat Prem NY 30 ct

REEVES FAMILY FARM

Baldwinsville, NY

- 41053 - OG Squash Honeynut NY 40 lb.

PENNSYLVANIA

CHRIST KING

Ephrata, PA

- 41535 - OG Onion Sweet Jumbo PA 40 lb
41536 - OG Onion Sweet Med PA 40 lb.
41314 - OG Tomato Roma PA 20 lb.

LADY MOON FARMS

Chambersburg, PA

- 40532 - OG Beets Red Bunch Prem PA 24 ct
40484 - OG Beets Gold Bunch PA 24 ct
40666 - OG Chard Green Prem PA 24 ct
40680 - OG Chard Rainbow Premium PA 24 ct
40667 - OG Chard Red Premium PA 24 ct
40639 - OG Eggplant Premium PA 24 lb
41007 - OG Greens Collards Premium PA 24 ct

- 40628 - OG Greens Dandelion Prem PA 24 ct
40893 - OG Greens Dandelion Red Prem PA 24 ct
40811 - OG Greens Kale PA 24 ct
40948 - OG Greens Kale Lacinato Prem PA 24 ct
40668 - OG Greens Kale Red Bore PA 24 ct
40796 - OG Peppers Green LG/XLG PA 25 lb.
41346 - OG Tomato 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
41341 - OG Tomato Cherry Orange PA 12/1 pt
41389 - OG Tomato Heirloom PA 10 lb.
41351 - OG Tomato Roma PA 20 lb.
41359 - OG Tomato 2-lyr Large PA 20 lb.
41354 - OG Tomato Yellow PA 10 lb.
41347 - OG Tomato Yellow Pear PA 12/1 pt

MOCKINGBIRD HILL FARM

Washington, PA

- 40485 - OG Beet PA 25 lb.
41594 - OG Potato Yukon PA 50 lb.

ORGANIC VALLEY

Lancaster County, PA

- 41036 - OG Squash Acorn Green PA 30 lb.
41057 - OG Squash Acorn Carnival PA 35 lb.
41031 - OG Squash Butternut PA 35 lb.
41035 - OG Squash Delicata PA 35 lb.

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

OYLER'S ORGANIC FARM

Biglerville, PA

Expected 9/23:

- 46090 - OG Oyer Apple Cider PA 9 1/2 gal
43453 - OG Apple Gold Supreme VF PA 37 lb.

REED FAMILY FARMS

Elizabethtown, PA

- 40376 - OG Beans Green PA 25 lb.

SAM STOLTZFUS

Logantown, PA

- 41036 - OG Squash Acorn Green PA 30 lb.
41057 - OG Squash Acorn Carnival PA 35 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
41055 - OG Squash Red Kuri PA 35 lb.
41050 - OG Squash Spaghetti PA 30 lb.

TOIGO ORGANIC FARMS

Carlisle, PA

- 41352 - OG Tomato PA 25 lb.



LOCAL PUMPKINS & FALL ORNAMENTALS



FOR A FULL LISTING, CHECK OUT:

www.fsproduce.com/tips-to-boost-fall-sales-with-pumpkin-and-ornamentals-merchandising/

LOCAL CONVENTIONAL

PENNSYLVANIA

BENEDICT FARMS

Chambersburg, PA

- 04981 - CV Pumpkin Face Bin 30 ct
- 04984 - CV Pumpkin Face Bin 40 ct

CEDAR MEADOWS FARM

Holtwood, PA

- 23147 - CV Tomato Heirloom PA 8/1 quart
- 23206 - CV Tomato Rainbow Cherry PA 12/1 pt

CHRIST L. ESH

Holtwood, PA

- 23305 - CV Tomato Grape PA 12/1 pt

COPENHAVER

Lebanon, PA

- 00482 - CV Beans Green PA 25 lb.

COUNTRY GARDENS (LABAN GARBER)

Waynesboro, PA

- 01820 - CV Peppers Green Bag M/L PA 18/2 lb.

CRAMERS FARM

Lancaster County, PA

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

EPHRAIM ZOOK

Lancaster County, PA

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

HESS BROTHERS FRUIT

Leola, PA

- 05168 - CV Apples Gala Tote PA 8/5 lb.
- 05030 - CV Apples Gala 2-1/2 PA 12/3 lb.
- 05471 - CV Apples Gala 100 ct PA 40 lb.
- 05475 - CV Apples Gala 88 ct PA 40 lb.
- 05472 - CV Apples Gala 80 ct PA 40 lb.
- 05175 - CV Apples Ginger Gold Tote PA 8/5 lb.
- 05017 - CV Apples Ginger Gold PA 12/3 lb.
- 05290 - CV Apples Ginger Gold 100 ct PA 40 lb.
- 05294 - CV Apples Ginger Gold 88 ct PA 40 lb.
- 05019 - CV Apples Honeycrisp 2-1/2 PA 12/3 lb.
- 05477 - CV Apples Honeycrisp 100 ct PA 40 lb.
- 05476 - CV Apples Honeycrisp 80/88 ct PA 40 lb.
- 05469 - CV Apples Honeycrisp 72 ct PA 40 lb.
- 05466 - CV Apples Honeycrisp 64 ct PA 40 lb.

- 05470 - CV Apples Honeycrisp 56 PA 40 lb.
- 05167 - CV Apples McIntosh Tote PA 8/5 lb.
- 05040 - CV Apples McIntosh Tote PA 2-1/2 12/3 lb.
- 05680 - CV Apples McIntosh 100 ct PA 40 lb.
- 05672 - CV Apples McIntosh 72/88 ct PA 40 lb.
- 05205 - CV Apples Red Delicious 72/88 ct PA 40 lb.
- 05210 - CV Apples Red Delicious 100 ct PA 40 lb.
- 05000 - CV Apples Red Delicious 2-1/2 PA 12/3 lb.
- 05005 - CV Apples Red Delicious 2-1/4 PA 12/3 lb.
- 05166 - CV Apples Red Delicious Tote PA 8/5 lb.
- 05199 - Apple East Graphic Bin Display 1EA - **FREE**

HESS FARMS

Waynesboro, PA

- 02845 - CV Cucumber Kirby 40 lb.
- 01842 - CV Peppers Green Display Pack PA 48 ct
- 04984 - CV Pumpkin Face Bin 40 ct

LESTER WEAVER

Lancaster County, PA

- 04959 - CV Pumpkin Face Bin PA 70 ct
- 04984 - CV Pumpkin Face Bin 40 ct

STAUFFER HULING FARMS

Enola, PA

- 00482 - CV Beans Green PA 25 lb

SUBARASKII KUDAMONO

Coopersburg, PA

- 06924 - CV Pears Asian Subarashii PA 16 ct

Hard Squash Bins from Lancaster County, PA

Contact your sales rep for specific grower bin counts.
Benedict Farms - Chambersburg, PA
Country Gardens (Laban Garber) - Waynesboro, PA
Hess Farms - Waynesboro, PA

NEW JERSEY

EASTERN FRESH GROWERS

Cedarville, NJ

- 02806 - CV Cucumber Super Select NJ 72 ct
- 02803 - CV Cucumber Super Select NJ 72 ct

FLAIM FARMS

Vineland, NJ

- 00205 - CV Arugula NJ 24 ct

- 00455 - CV Basil NJ 15 ct
- 00560 - CV Beets Gold Bunch NJ 12 ct
- 00551 - CV Beets Red Bunch NJ 12 ct
- 00591 - CV Bok Choy NJ 30 lb.
- 00592 - CV Bok Choy (Shanghai) NJ 30 lb.
- 00790 - CV Cabbage Chinese NJ 30 lb.
- 01362 - CV Chard Green Swiss NJ 12 ct
- 01355 - CV Chard Rainbow Swiss NJ 12 ct
- 01368 - CV Chard Red Swiss NJ 12 ct
- 01170 - CV Dandelion Bunch NJ 12 ct
- 01200 - CV Dill NJ 24 ct
- 01201 - CV Dill NJ 12 ct
- 01261 - CV Eggplant Premium NJ 24 lb.
- 01273 - CV Eggplant Sicilian NJ 20 lb.
- 01274 - CV Eggplant White NJ 15 lb.
- 01275 - CV Eggplant Graffiti NJ 12 lb.
- 01285 - CV Eggplant Italian NJ 10 lb.
- 02875 - CV Endive/Chickory NJ 18 ct
- 02901 - CV Escarole NJ 18 ct
- 01308 - CV Greens Collard 18 ct NJ 18 lb.
- 01315 - CV Greens Kale 18 ct NJ 18 lb.
- 01346 - CV Greens Mustard NJ 18 lb.
- 01350 - CV Greens Turnip NJ 18 lb.
- 01462 - CV Kohlrabi Green 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 03050 - CV Lettuce Green Leaf 20 lb. NJ 24 ct
- 03097 - CV Lettuce Romaine 35 lb. NJ 24 ct
- 01516 - CV Mint Box NJ 12 ct
- 01720 - CV Parsley Root NJ 12 ct
- 01960 - CV Peppers Anaheim NJ 10 lb.
- 01975 - CV Peppers Cubanelle NJ 18 lb.
- 01977 - CV Peppers Cubanelle NJ 9 lb.
- 01967 - CV Peppers Jalapeño NJ 35 lb.
- 01965 - CV Peppers Jalapeño NJ 10 lb.
- 01980 - CV Peppers Long Hot NJ 16 lb.
- 01802 - CV Peppers Sontan NJ 22 lb.
- 03127 - CV Radish Red Bunch NJ 24 ct
- 02238 - CV Squash Green Fancy NJ 20 lb.

JERSEY FRESH

Glassboro, NJ

- 04404 - CV Potatoes White NJ 10/5 lb.

JERSEY FRUIT

Glassboro, NJ

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



CONVENTIONAL MARKET NEWS

OUTLOOK FOR SEPTEMBER 17- SEPTEMBER 24, 2015

SEVERE PINEAPPLE SHORTAGE

ALERT! After growers finished assessing their positions after extended weather problems in Central America, the **Pineapple** situation is now looking much worse.

After falling far behind on planting, this short position on volume will continue through the end of the year.

So expect possible gaps in supply and higher prices for the remainder of the year.



CV BLUEBERRIES

Blueberries from Argentina has started to arrive. Volumes will be light for the next few weeks. Argentina growers are reporting a good amount of green berries in the fields, but cool weather has slowed the ripening process. They are waiting for the berries to turn blue so they can be picked. Look for markets to move up until more berries arrive in the market.

Peru volumes will remain steady as well, but those numbers are not significant enough to drastically change the market. We will keep a close eye on expected arrivals in the next few weeks. Importers are sometimes unaware of the volume of fruit headed to the U.S. which causes an abrupt market change.



CV LETTUCE

ALERT! Iceberg Lettuce is extremely limited this week with higher pricing. Weeks of being ahead of schedule coupled with warm weather has really caught up now and resulted in significant yield reduction. Canadian **Iceberg Lettuce** is higher in price as well due to lighter volumes, but also heavy demand due to lack of Western supply. Light supplies and high pricing are expected to remain through early October.

We will have **Romaine Lettuce** from Canadian and NJ. We will have **Green Leaf Lettuce** from NJ and **Red Leaf Lettuce** from Canadian still (NJ is not ready). This is all in addition to Western product. Pricing is steady on all expect Romaine Lettuce, which is up a bit. **Romaine Hearts** are limited from California and Canada. We will continue to have both options, with higher pricing this week. Quality is nice.

We will have NJ Flaim Farms **Endive** and **Escarole** this week.



CV SQUASH

Hard Squash will be in good supply with lower pricing this week. The three main types (**Butternut**, **Acorn**, and **Spaghetti**) are good to promote this week.

Zucchini is flushing and abundant from Canada, Virginia and Georgia. Local is finished. This is a good item to promote.

Yellow Squash is steady.



CV TOMATOES

Beef and Cluster Tomatoes from Canada are limited this week. Mexican **Cluster Tomatoes** have started, but we will stick with the nice Canadian product. There is no significant price advantage.

We will continue to have some **Local Vine Ripe Tomatoes**, but they are very limited.

Grape and Cherry Tomatoes are steady.



CV STRAWBERRIES

Slightly more **Strawberry** volume is expected this week out of Santa Maria. Salinas/Watsonville will continue with fruit, but all of the hot weather has taken its toll on the berries from that area. Prices are expected to remain steady through the week as growers assess fields and determine if there were any long term effects to the plants due to the heat.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are still very limited from California and supply will be spotty. We will continue to have nice Maine product, with higher pricing this week. **Broccoli** bins from PA are steady.

Western 12ct **Cauliflower** is steady to lower this week with very nice quality. Bin **Cauliflower** from PA will be flushing by October.



CV WATERMELONS

New **Watermelon** fields have started in North Carolina. Georgia and Florida fields will begin in the next two weeks. Prices will move up as volumes are lower. Demand will decrease as the cooler weather takes over, and fall ornamental displays take the place of **Watermelon** bin displays.



CV CUCUMBERS

PA **Cucumbers** are finishing and NJ will last another week or two. We will then transition to the Carolinas and/or Georgia. Quality is nice with steady to lower pricing.

Cello Wrapped Cucumbers are abundant again, and a great item to promote.

12/6 ct **Mini Seedless Cucumbers** are limited.



CV PEPPERS

Green Peppers are steady in price with nice quality.

15lb **Red Peppers** will be lower in price this week with nice quality from California. 11lb **Red, Yellow, and Orange Peppers** are steady.

Mini Mixed Sweet Peppers are steady.



CV CILANTRO

The **Cilantro** market is coming back down to Earth. Pricing will be lower this week with nice quality.



CV CARROTS

10/5lb, 48/1lb, and 24/2lb **Cello Carrots** are great to promote right now with aggressive pricing and nice quality from Canada and Michigan.



CV BERRIES

Volumes are expected to be down on **Raspberries** and **Blackberries** again this week. The heat has really taken its toll on the plants in California. Markets will remain high on both berries.



CV MANDARINS

Import Citrus (Mandarins/Murcotts) Chile improved with fresh arrivals and supplies on both the East and West coasts came back to more seasonal averages this week. Week 38 arrivals of over 238 K Chilean **Murcotts** (to the East) should plug some of the gaps created in late August and early September. However, **Murcott** departures in week 36 declined slightly, but especially to the East Coast. We are being told by most exporters that due to an uneven bloom last spring, that many orchards still have a lot of immature fruit (color). Through week 36 departures Chile had only shipped 40% of their estimated crop.



CV IMPORT ORANGES

The last full charter of South African **Navel Oranges** arrived in week 35 and with the picking/packing gap created in Chile from week 32 rains, week 36 arrival volumes were very light, causing a bump in market pricing as we headed into September. Our sources in Chile tell us to expect their pack outs on Chilean **Navel Oranges** to seasonally decline early. They are indicating that August rains have hampered both production and packing schedules. Week 36 **Navel Oranges** departures from Chile did not even total 100,000 cartons for both coast. Be that as it may, we look for the market to continue to strengthen on seedless oranges as we pass into middle September.

The first charter from ZA with Midnights is arriving in the third week of September which should temper the market a bit, but we still feel all signs point to decent market in late September through third week in October. It would be prudent to have all imports here by then. Indications from California are of a larger and larger-sized crop this season, with early packing beginning in mid-October. There will be no significant volume on navels until November 7.

CV FLORIDA CITRUS OUTLOOK



GRAPEFRUIT - Good crop, -10% volume decline from last season, with better sizing early; once all groves spot-picked, then will see similar sizing to last year for the 2nd half of season... Can expect being able to

do spot sales on 32/27 red grapefruit during Holiday period as in-store specials....We can also look for periodically spot sales on jumbo white grapefruit (23/27 size) – mainly 2nd half of season.

FALLGLO TANGERINES: Fallglo crop looks to be nice overall, maybe down 8-10%. Season starts tentatively the latter part of September, expecting competition starting a week or two earlier, even though the fruit really will not be ready at that point – Our point of view is that it is too much of a gamble on making arrivals with early skin breakdown issues that comes when forced to gas fruit too long in order to get color. 1st promotions can break Oct 11, with 12/3 lb bags or 80/100 size bulk.... Expect the market to be \$1.00/2.00 higher than last season.

JUICE ORANGES: Always enough oranges for fresh, as most are grown for the cannery. We will have some Early Golds early, (Late September – 3rd week of October) to aid in getting the category started. There will be a normal start for Hamlins beginning October 19th and going through mid February with promo opportunities for 80's, 100's, and 10/4 lb bags.

SUNBURST TANGERINES: Sizing a bit better than last season, but do expect volume to be down again, (due to diseases), which requires necessary increases in nutritional sprays to try to eliminate the bacteria being spread.. Fewer Sunbursts starting last week of October with 1st promotions 2-week ad leading into Thanksgiving... Focus on 12/3 lb bags or 100 & 120 size. Prices will be higher.

NAVEL ORANGES: Will be a disappointment again with 30%-35% volume decline from a normal year, due to high incidence of post fruit drop. This happened last year as well, however, we do see opportunity buys available on 8 lb navels during the Holidays.

CARA CARA NAVEL ORANGES: Similarly the crop continues to suffer with "Post Bloom Drop", so it might be difficult to have a program in place... Can expect the prices to be higher here as well.

IN OTHER NEWS:

CV ASPARAGUS

Better **Asparagus** supplies are expected out of Peru in the next two weeks. Look for prices to start to ease down.

CV MELONS

Cantaloupe and **Honeydew** prices and supplies will be steady this week.

CV CABBAGE

Cabbage remains limited from all growing regions with steady pricing.

CV GREEN BEANS

We will continue with PA grown **Green Beans** this week with lower pricing and nice quality.

CV GREEN ONIONS

Green Onions are extremely limited from the West and from Canada. Pricing is up significantly this week.

CV CELERY

Western **Celery** is steady in quality and price except for **Celery Hearts** which are very limited with higher pricing this week. Quality is nice.

Canadian 30ct sleeved **Celery** is a bit more limited this week with higher pricing and nice quality.

CV POTATOES

The new crop Idaho **Russet Potatoes** in larger sizes have continued to decrease this week in price. We don't believe we have found a floor to this market and could continue to see this come off slightly. There are abundant supplies of large product and the majority of the size profile of the Norkotah crop is big (40-70ct). We will see some Burbank's begin to be harvested towards the end of this week – this product will come at a minimum of \$1 premium over the Norkotah's.

ProduceGeek

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