

ORGANIC MARKET NEWS



JULY 3 - JULY 10, 2020

ORGANIC MELON OUTLOOK



July is looking to be a nice time to have prominent displays of **Organic Melons!**

Organic Cantaloupes are coming from both Southern California and new crop fields are ramping up in the Central San Joaquin Valley. 12 count will be the primary size but there will also be large 9 counts available too. Expect firm flesh and good flavor with sugars at 12-15% brix.

Organic Honeydew from California are now in peak season. **Organic Galia Melons** are also available as a specialty option in sporadic supply this month.

Organic Seedless Watermelons will start to become more available with new fields beginning out west. California harvests are just beginning. Quality looks good on the product.

Organic Mini Watermelons will be available with promotable volume and quality out of California.



OG APPLES & PEARS

The storage crop of 2019 **Organic Washington Apples** is winding down fast.

There are plenty of import supplies available on **Organic Apples** from Argentina, Chile and New Zealand waiting in the wings.

California new crop **Organic Apples** will start at the end of July. Supplies are just about 3-4 weeks away. New crop Washington is expected to Harvest early varieties in mid-August.

Import **Organic Pears** are winding down for the season and this commodity will likely gap before new crop California **Organic Bartlett Pears** start in late July.



OG PEPPERS

Organic Colored Bell Peppers are still elevated in price; however, pricing is much improved since the start of the Holland and Canadian season.

ALERT! **Organic Mini Sweet Peppers** from Mexico are limited or gapping currently. Supplies should improve as they finish transitioning and have better supplies in mid-July.

Organic Green Peppers are starting to see more growth on the East Coast. Still look for a mix of East and West coast product in early July before we switch to all East Coast grown product.



OG STONE FRUIT

NOTE: **Organic Dark Sweet Cherries** have been challenging for growers. Very little fruit is being packed due to the heat and rain damage. Harvests are expected to continue and supplies are likely to improve heading towards mid-July.

Organic Rainier Cherries were in much better shape with volume but it doesn't look like they are going to be super abundant. What product we are getting has good quality and flavor.

Organic Apricots are transitioning from California to Washington over the the start of July. Good supplies are expected to continue.

Organic Yellow Peaches and **Nectarines** continue to be somewhat limited out of California with strong pricing. There are some nice supplies out of South Carolina.

More promotable right now are the **Organic White Peaches** and **Nectarines**, as well as **Organic Red** and **Black Plums**. Don't forget to check out the exciting new **Organic Verry Cherry Plum!**



OG SQUASH

Organic Green Squash from Georgia is winding down and we are moving in to local/regional supply. Look for steady availability and level pricing in early July.

Expect **Organic Yellow Squash** to continue to stay elevated in price but have steady availability in July.



OG BROCCOLI

Local Lancaster County PA **Organic Stalk Broccoli** is in season for early July. This is a single stem packed with some of the leaves for that farm market look.

Organic Broccoli looks to be improving in price and quality as we move into July. After a difficult June, July looks to be much better in both price and volume. Quebec product is set to start in mid-July.



OG LETTUCE

Organic Leaf Lettuce from Lady Moon Farms in PA is coming to a close as we enter July. Although the season was brief, quality was excellent!

When the PA Local Organic Lettuces finish, we'll transition to New York, Vermont, Quebec & California for the rest of July.



OG CUCUMBERS

Organic Cucumbers are plentiful as we enter July. Georgia is winding down but we'll transition to local product as we move up the East Coast. Mexican product is still abundant at cheaper prices.



OG ONIONS

Organic Yellow and **Sweet Onions** are in good supply and quality from California.

NOTE: **Organic Red Onions** have tightened up through the start of July. This item will be limited the middle of the month at which point we will start Locally Grown Organic Red Onions.



OG BABY BOK CHOY

Organic Baby Bok Choy from California will be back in stock in early July. After a month and half gap supplies will be improving throughout the month.



OG POTATOES

NOTE: **Organic Gold Potatoes** have become more limited through the start of July and much harder to find. Many shippers are withholding Organic Gold Potatoes to leverage moving **Organic Red Potatoes** which are more plentiful.



OG GREENS

Organic Greens from Lady Moon Farms in Chambersburg, PA are growing in volumes as we head into July.

Organic Green Kale is especially coming in with strong numbers and is an excellent item to promote for early July.



OG CELERY

Organic Celery from California is in excellent supply to start off the month, but it will likely go up in price somewhat as yields are expected to be lighter in July.



OG CITRUS

ALERT! Organic Grapefruit and Organic Lemons continue to be very limited in volume for this month. Better supplies are expected closer to August.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon continue to be promotable through the start of July out of Georgia.

ALERT! Expect Organic Beefsteak Tomato and Organic Tomatoes on the Vine pricing to rise. Labor continues to be an issue, due to the pandemic crews cannot harvest the fruit leaving short supplies.



OG LOCAL CABBAGE

Organic Red and Green Cabbage is now all PA grown product. Look to promote this local item in your stores.



OG CAULIFLOWER

Organic Cauliflower will have improved pricing as we head towards mid-July.

Nevada grown product begins the final week of June and Quebec product is set to begin in mid-July.

Ask your rep about PA Local Organic Jacket-Cut Orange, Purple & White Cauliflower.



OG BERRIES

Local Organic Blueberries out of New Jersey will be in stock July 7th as well as fresh crop product out of the Pacific North West. Mid-July through early August should be a good time to promote Organic Blueberries.

NOTE: The high heat during June in California has put stress on Organic Raspberry, Strawberry and Blackberry plants. This is causing grower/shippers to put in tighter QC specs. This is forcing pricing up.



OG GRAPES

Organic Red, Green and Black Seedless Grapes are transitioning from Mexico to fresh crop California across the beginning of July. The California fruit will be priced a little bit higher than where Mexico is finishing.

A few Organic Cotton Candy Grapes remain in the pipeline but will sell out before mid-July.

There are also some Organic Sweet Sapphire Grapes (Elongate black seedless) available for early July to add to your displays.

JULY IS NATIONAL INDEPENDENT RETAILER MONTH!

We celebrate the positive social and economic impact that independent retailers make on the communities they serve.





FOUR SEASONS PRODUCE LOCAL LIST: July 3 - July 10, 2020

CONVENTIONAL

MULTIPLE GROWERS - Hammonton, NJ

10105 - CV Blueberries NJ 12/1 pt

FLAIM FARMS - Vineland, NJ

205 - CV Arugula 24 ct
550 - CV Beets Red Bunched 12 ct
745 - CV Cabbage Green NJ 50 lb
1362 - CV Chard Green NJ 12ct
1368 - CV Chard Red 12 ct
1355 - CV Chard Rainbow 12 ct
1170 - CV Dandelion Bunch NJ 12 ct
1308 - CV Greens Collard NJ 18 lb
1315 - CV Greens Kale NJ 18 lb
1200 - CV Herb Dill 24 ct
1510 - CV Herb Mint NJ 12ct Box
1462 - CV Kohlrabi Green 12 ct
1475 - CV Leeks Bunched 12ct
3042 - CV Lettuce Boston 24 ct
3050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
3065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
3097 - CV Lettuce Romaine 35 lb 24 ct
3127 - CV Radishes Red Bunched NJ 24 ct
2205 - CV Spinach Bunched 24 ct

FIFER ORCHARDS - Dover, DE

23031 - CV Tomatoes Vine Ripe XL 25 lb

HESS FARMS - Waynesboro, PA

2258 - CV Squash Green MED PA 20 lb

JOSH WEAVER - Lancaster, PA

751 - CV Cabbage Green PA 50 lb
999 - CV Cauliflower PA 60 ct bin

NARDELLI LAKE VIEW FARMS - Cedarville, NJ

745 - CV Cabbage Green NJ 50 lb
780 - CV Cabbage Red 50 lb
2876 - CV Endive (Chicory) NJ 24 ct
2900 - CV Escarole NJ 24 ct
1315 - CV Greens Kale NJ 18 lb
1345 - CV Greens Mustard 12 ct
1350 - CV Greens Turnip 18 lb
1475 - CV Leeks Bunched 12ct
1200 - CV Herb Dill 24 ct
1510 - CV Herb Mint NJ 12ct Box
1475 - CV Leeks Bunched 12ct
3042 - CV Lettuce Boston 24 ct
3050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
3065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
3097 - CV Lettuce Romaine 35 lb 24 ct
2205 - CV Spinach Bunched 24 ct

EASTERN FRESH GROWERS - Cedarville, NJ

2255 - CV Squash Green MED NJ 20 lb



ORGANIC

CENTRAL PA PRODUCE COOP - Tyrone, PA

225335 - OG Cauli lower Purple 9 ct Naked
225334 - OG Cauli lower Orange 9 ct Naked
42314 - OG Peas English 15 lb
40755 - OG Peas Snap 10 lb
40485 - OG Beets Red 25 lb

CHRIST KING - Lancaster, PA

40577 - OG Broccoli Stalk PA 14 ct
40548 - OG Cabbage Green 45 lb

FLAIM FARMS - Vineland, NJ

40671 - OG Greens Collard 12 ct
40672 - OG Greens Kale 12 ct
219525 - OG Herb Mint NJ 12 ct

JOSEPH WEAVER - Lancaster, PA

40548 - OG Cabbage Green PREM 45 lb
40454 - OG Cabbage Red PREM 45 lb
40565 - OG Cauliflower 12 ct Naked
40636 - OG Cauliflower Orange 12 ct Naked
225335 - OG Cauliflower Purple 9 ct Naked
225334 - OG Cauliflower Orange 9 ct Naked

HEPWORTH FARMS - Milton, NY

40208 - OG Arugula PREM 24 ct
40601 - OG Carrots Bunched 12 ct
41112 - OG Escarole 24 ct
40640 - OG Herb Cilantro 30 ct
40210 - OG Herb Dill 24 ct
40886 - OG Radishes French Breakfast 24 ct
40864 - OG Radishes Red Bunched PREM 24 ct
40900 - OG Spinach Bunched NY 24 ct
40488 - OG Beets Red Bunched 12 ct
40676 - OG Greens Kale Lacinato 24 ct

LADY MOON FARMS - Chambersburg, PA

40680 - OG Chard Rainbow PREM 24 ct
40667 - OG Chard Red PREM 24 ct
40628 - OG Dandelion PREM 24 ct
40893 - OG Dandelion Red 24 ct
40211 - OG Fennel (Anise) 12 ct
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
41150 - OG Lettuce Butter Green 24 ct
41155 - OG Lettuce Butter Red 24 ct
41159 - OG Lettuce Green Leaf PREM 24 ct
41158 - OG Lettuce Red Leaf PREM 24 ct
41182 - OG Lettuce Romaine PREM 24 ct

40723 - OG Parsley Curly PREM 30 ct
40724 - OG Parsley Flat Leaf PREM 30 ct (Italian)

LANCASTER FARM FRESH COOP - Lancaster, PA

40379 - OG Beans Fava 10 lb
40548 - OG Cabbage Green PREM 45 lb
40454 - OG Cabbage Red PREM 45 lb
40666 - OG Chard Green PREM 24 ct
40676 - OG Greens Kale Lacinato 24 ct
41032 - OG Squash Patty Pan 22 lb
40297 - OG Squash Yellow 20 lb
41122 - OG Radicchio 12 ct
41101 - OG Squash Gold Bar 20 lb

LITTLE BUCK ORGANICS - Hammonton, NJ

43706 - OG Blueberries NJ 12/1 pt



LADY MOON FARMS



JOSH WEAVER



HEPWORTH FARMS

CONVENTIONAL MARKET NEWS

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NORTHWEST CHERRY OUTLOOK



NOTE: Dark Sweet Cherries from Oregon and Washington remain limited and most growers are oversold and canceling some of the orders they've already taken. Business not precontracted before the season with national chain stores is trading at higher prices than usual.

With weather problems off and on, there's been bigger shrink than expected, and yields so low in some orchards, growers are walking away from them.

OUTLOOK? It may be after July 10th before we see some normalcy to the Dark Sweet Cherry market and more volume for promotion. Fortunately most of the quality we've seen so far has been nice with good eating flavor.

Rainier Cherries continue in peak season and have been easier to source. Flavor and quality has been outstanding!



CV BERRIES

Blueberries are in much better supply during the start of July from New Jersey. Quality has been very nice so far this season, and supplies will only continue to increase. Look for great opportunities to promote pints and 18 oz clamshells through the start of the month.

Raspberries and **Blackberries** will continue to be in steady supply throughout the beginning of July, and quality should be improving.

Due to the heat over the end of June, it has had an impact on quality. Weather is looking to be much cooler through the beginning of July in the Salinas and Watsonville areas.

New this week:
Driscoll's Limited Edition **Rose' Raspberries**.



CV STRAWBERRIES

Strawberries will continue to be in tighter supply even after the 4th of July holiday. Look for pricing to climb slightly, but we are working to stay in good supply on both 1 lb. and 2 lb. clamshells.

NOTE: Part of what is driving up the cost on Strawberries and preventing ideal fill rate is that COVID-19 cases are on the rise in the California growing regions. Growers are having trouble getting enough workers and they're spreading out their crews more thinly to help with social distancing. Unfortunately there is not enough labor to pick all the berries that are ripe and ready.

The specialty strawberries – Driscoll's Limited Edition **Rose'** and **Sweetest Batch Strawberries** will continue in good supply and make a nice addition to your berry set.



CV MELONS

We are transitioning from Arizona and Southern California up to the Westside (Central California) on **Cantaloupes** and **Honeydew**. Quality out of the Westside is excellent so far and prices are starting to ease down.

NOTE: Bin Athena Style Cantaloupes will finish in Georgia at the beginning of July. Kentucky and Indiana are starting late so we may have a small gap until Delaware and Pennsylvania get started in the middle of July, maybe earlier.

Honeydew, Tuscan Cantaloupes, Canary, Casaba & Galia Melons continue in season from out West. Our first arrival of **Sugar Kiss Melons** are expected July 9th.



CV PA TENDER GREENS

NOTE: Bright Farms greenhouse in Selingsrove, PA had some difficulties with their first round of heavy summer heat at that new facility. **Baby Arugula** had to be replanted and there will be some fill rate issues during early July until the new plantings are mature.



CV SQUASH

Green and Yellow Squash from Pennsylvania and New Jersey are very promotable through the start of July. Harvests have been strong, and quality is exceptional.



LOCAL BEANS & CUCUMBERS

Local **Green Bean** markets are coming in. PA starting and New Jersey also going strong. Pricing is easing off with more supplies becoming available.

Local **Super Cucumbers** will be promotable through the beginning of July from PA and New Jersey. Quality looks good.



CV SWEET CORN

NOTE: Sweet Corn pricing may finally ease down some after Fourth of July with less demand, though we still expect growers to charge pricing higher than previous years due to the overall short supply.

There will likely be a gap in harvests as the Southern states finish up and local New Jersey, Delaware and Pennsylvania harvests are starting weeks later than normal.



CV WATERMELON

Supplies on **Watermelon** will continue to be genuinely lighter than usual for this time of year, however with demand sliding down after the holiday pricing will be stable to lower.



CV ASPARAGUS

Asparagus pricing is beginning to come down from the extreme highs of late June as more supply comes in from Mexico across early July.



CV GREEN CABBAGE

Green Cabbage from New Jersey and Pennsylvania are extremely promotable through the beginning of July.



CV GRAPES

We will begin to transition our **Grape** supply out of Mexico and into California across early to mid-July.

There will be some aggressive spot deals on md/lg **Red Flames** and lg/xl **Sweet Sapphire** from Mexico. **Cotton Candy** will continue through the first full week of July.



CV STONE FRUIT

Specialty Fruit in season now:

- **Black Velvet Apricots**
- **Red Apricots**
- **Crimson Red Rose Apriums**
- **"Peach Pie" Yellow Donut Peaches**
- **Verry Cherry Plums**
- **Red, Black, and Green Pluot Varieties**



CV CAULIFLOWER

Cauliflower is mainly out of California with a few opportunities out on the East Coast. There are a few local growers trialing a spring season. Similar to broccoli, larger supplies brought down the pricing, but we will then expect a few gaps and prices to go back up later in July.



CV TOMATOES

We are getting some gorgeous xl/jumbo **Vine Ripe Round Tomatoes** from a local grower in Delaware.

Hot House Beefsteak and **Cluster Tomatoes** pricing will be steady. The pandemic is limiting harvest crew's ability to pick fruit.

Grape Tomatoes will be steady through the start of July. Expect Virginia grown grape tomatoes to start and be available through the beginning to mid-July.



CV LETTUCE

Our primary supply for **Cello Iceberg Lettuce**, **Leaf Lettuce** and **Romaine Hearts** for July will be out Quebec. This product is days fresher and trading at a value with nice quality.

Quebec has been remaining competitive on pricing. New Jersey Spring crop is wrapping up.

Meanwhile, California is tight on **Lettuce** supply and has high pricing plus the product is showing some discoloration from the heat.



CV CITRUS

Navels are down to their last week in California through the start of July, then they should transition into Valencia's. Import Navels are beginning to show up in the marketplace with volume ramping up over the month of July.

Mandarins are in good volume coming in from Chile, Peru and Uruguay. Growers have lowered prices to help stimulate extra movement.

Lemon prices are steady on California fruit and should go up. Fruit is coming in from Chile and Mexico now which will help keep prices down.



CV PEPPERS

Green Pepper pricing will be steady. New harvests are starting in North Carolina and South Carolina. Local supplies will start later in July.

11lb **Red, Orange** and **Yellow Peppers** from Canada will continue to be steady in price. The side effects of the pandemic continue to hurt labor creating short supplies.



BROCCOLI CROWNS

The main supply of **Broccoli Crowns** seems to be out of California.

Product will be pushed along quicker due to the heat, which will in turn drop prices. Once the push is over pricing is expected to go right back up to where it was.

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