

# ORGANIC MARKET NEWS



JULY 31 - AUGUST 7, 2020

## NY, NJ, & PA ORGANIC SWEET CORN SEASON



Early August will be the best time of the year to promote in season **Organic Sweet Corn** grown locally in our region!

**Organic Bi-color Sweet Corn** from Pedersen Farms in New York is coming into excellent availability to start off August. With an attractive price point and great quality look to promote.

Although slightly limited, Lancaster County, PA grown **Organic Sweet Corn** began harvesting in late July and is expected to see better supplies as the season continues.

There is also some **Organic Sweet Corn** coming out of New Jersey.



### OG BERRIES

**Organic Blueberries** out of the Pacific Northwest have been impacted with significant heat. It is still relatively promotable for early August, but pricing will rise quicker than expected as yields aren't quite living up to the hype. 8/18oz large packs will remain promotable for the week of Aug 2.

Driscoll's **Organic Blackberries** out of California and Mexico are expected to be steady through mid-August. Other **Organic Blackberries**, including local New Jersey, continue with very nice quality, weather pending.

**NOTE:** **Organic Raspberries** have been less promotable lately, however supplies are expected to improve during August with prices coming down slightly.

**NOTE:** **Organic Strawberries** got much tighter with the heat in California and more stringent QC specs in the field. Expect prices to continue to rise weekly and some sporadic prorates.



### OG STONE FRUIT

Washington **Organic Yellow Nectarines** and **Peaches** are in excellent supply and expected to last well into September. Try some of the best fruit of the season, Stemilt's new Washington "Top Pick" premium pack.

**Organic White Nectarines** and **Peaches** continue in limited supply.

We're getting some very nice late season **Organic Dark Sweet Cherries** from Stemilt Artisan Organics. Pricing will continue to go up as the season comes to a close in early to mid-August.

California **Organic Black** and **Red Plums** are in excellent supply with promotional opportunities. **Organic Pluots** are back in stock with some mixed varieties, including Dapple Dandy.

**ALERT!** Washington **Organic Apricots** are done for the season.

California **Organic Verry Cherry Plums** will finish for the season in early August.



### OG TOMATOES

Local **Organic Vine Ripe** and **Roma Tomatoes** are available this week from Lancaster County, PA grower, King Family Farms. Quality looks outstanding.

Local **Organic Grape Tomatoes** from Lady Moon Farms in PA will be available, and volume is starting to pick up. Look for steady supplies with more promotions to come in the following weeks.

Other local **Organic Tomatoes** in season include **NJ & PA Cherry Medley**, **VT Heirloom Blend**, and **VT Red/Yellow Clusters**.

**NOTE:** 15lb **Organic Beefsteak** and **Cluster Tomatoes** continue to be limited this week. Growers are starting to replant greenhouses for the fall and winter harvests, leaving supplies tight. Quality has continued to look good.



### OG MELONS

**NOTE:** We are hitting an unexpected gap between plantings on **Organic Cantaloupe** and **Honeydew** from California.

**Organic Melons** will become available again in early August with better volume and nice quality.



### OG WATERMELONS

**NOTE:** **Organic Seedless Watermelons** from California are finishing up for the season.

The good news is there will be “Yumi” **Black Skinned Organic Seedless Watermelons** available from Washington. Quality and flavor are outstanding on this variety - very sweet and crunchy!

**Organic Mini Seedless Watermelons** remain tight this week. Supplies will be available, however will lean more to the larger sizing of 6cts rather than 8cts. Quality has been outstanding.



### OG CUCUMBERS

Local **Organic Cucumbers** started slowly due to all the excess heat and limited supplies, however August looks to have strong volumes and improved pricing. Look for promotional opportunities on local **Organic Cucumbers** during early August.

**NOTE:** **Organic Euro** and **Mini Seedless Cucumbers** from Canada continue to be expensive due to lack of labor and quality issues.



### OG GREENS

Expect to see **Organic Kale** and other **Greens** sourced from various regions including NY, Quebec, and California. Pricing is expected to remain the same and availability will be strong.

**NOTE:** **Organic Greens** from Lady Moon Farms in PA are finished for now due to the high heat, but new plantings are set to begin again in early September.



### OG MANGOS

**Organic Kent Mangos** continue in steady supply. Sizing profiles will begin to get bigger as the summer winds down with promo opportunities on 6ct - 9ct coming.

Big News! The first “**Non-Hot Water Treated**” **Organic Kent Mangos** will arrive for the first week of August. Pricing is a little higher but when this fruit is ripe, it is some of the best eating mangos we can get here in the United States!

**Organic Honey (Ataulfo) Mangos** are winding down for the season and will wrap up in early August.



### OG LETTUCE

**Organic Romaine Hearts** have seen supplies tighten for early August and pricing is on the rise. Demand is strong and harvests out of Quebec, California, and Nevada are getting scooped up quickly.

**Organic Leaf Lettuces** from those Nevada and California are dealing with some quality challenges, so we'll be sourcing most of our product from Quebec for freshness.



### OG FIGS

**Organic Brown Turkey Figs** will be done for early August and we will transition to 12/8oz **Organic Black Mission Figs!** These figs are looking really good and quality has is expected to be very nice for the August peak season.



### OG ONIONS

We have abundant supply of local PA grown **Organic Red Onions** available to fill shelves as Western product is in very tight supply this week with many shippers gapping through mid-August.



### OG HARD SQUASH

We are starting to see the beginning of new crop locally grown **Organic Hard Squash**. We currently are getting **Acorn**, **Delicata**, **Kabocha**, and small amount of **Spaghetti Squash** out of PA.



### OG EGGPLANT

**Organic Eggplant** is poised for good volumes and promotability during August.

Lady Moon Farms began harvesting **Organic Eggplant** this week and will have their premium PA product at reasonable pricing.



### OG BROCCOLI & CAULIFLOWER

**Organic Bunched Broccoli** and **Broccoli Crowns** continue to be in steady supply. However, Quebec is still light in supplies and California product is not yielding as much because of quality issues. With extra demand shippers are facing, combined with yields being down, expect to see pricing take a tick up in early August.

**Organic Sweet Baby Broccoli** and **Broccoli Rabe** are back in steady supplies and pricing is much improved.

**Organic Cauliflower** continues in fairly steady supply as we enter August. We're sourcing from California and we'll add in Quebec product as harvests begin to ramp up.

- **Organic Asparagus** prices are increasing some this week as availability begins to slow down. Quality continues to look good out of Mexico.
- New crop **Organic Sweet Potatoes** are getting started this week. We should see the 12/2ct trays back in stock in roughly in early August and baby mixed trays back in stock a couple weeks after that.
- **Organic Garlic** from Spain and California is steady for the beginning of August.
- **ALERT! Organic Young Thai Coconuts** are gapping through late-August due to supply chain issues coming from Asia. **Organic Coconuts** (code 43678) are available from Mexico in the interim.



### OG PEARS

The first California **Organic Bartlett** and **Bosc Pears** will be available starting the week of Aug 2 and then right into Washington in mid-August. Since there is no import or storage crop left in the pipeline, pricing will start out higher this year and strong demand is expected.



### OG GRAPES

California **Organic Grapes** continue in peak season. **Green Seedless** are the most abundant and promotable for early August with the Sugarone and Ivory varieties. Flame variety **Red Seedless** are less plentiful than the **Greens** right now.

**Organic Champagne Grapes** (mini red seedless with tender stems) will be in peak season through early to mid-August.

The first **Organic Thomcord Grapes** of the season arrive August 3. This seedless grape is a cross between Concord and Thompson varieties.

## OTHER STORIES

- **Organic Hass Avocado** prices were fairly steady this week. Flora Loca fruit from Mexico has begun to cross into the United States. Peru and California continue to have fruit. Immediately 60ct fruit is very tight. In early August, we could see that switch to 48ct fruit as supplies from California dwindle.
- **Organic Green Kiwifruit** will be available for the beginning of August. New Zealand is expecting low volume overall from Zespri. New Zealand **Organic SunGold Kiwifruit** will be limited for the beginning of August.
- **Organic Red** and **Yellow Potatoes** are in full swing now in Washington, with new crop **Organic Russet Potatoes** to start next week. Expect price-



### OG SQUASH

**Organic Green Squash** from Lady Moon Farms is in strong supply to start their PA season. There is plenty of Zucchini around so pricing will be affordable.

**Organic Patty Pan** and **Yellow Squash** are available from PA and NY farms.



### OG PEPPERS

**Organic Green Peppers** from Lady Moon Farms in PA began harvesting in late July. Look for steady supplies and good pricing to start the season.

**Organic Red, Yellow, and Orange Bell Peppers** are seeing steady availability and will become more promotable during August.

**ALERT! Organic Mini Mix Peppers** continue to see limited availability and supply gaps, as well as elevated pricing.

Local **Organic Chili Peppers** are now in peak season. Ask your rep about **Anaheim, Banana, Cubanelle, Jalapeno, and Poblano**.

ing to come off slightly as more new crop product comes to the marketplace. We will see the start of Idaho organics in mid-August, which should bring some pricing relief to the high prices that we have been seeing.

- **Organic Green Beans** from Pennsylvania are in promotable supply. Quality is excellent for early August.
- **ALERT!** California **Organic Valencia Oranges** continue to be extremely tight. Expect quickly rising prices and sporadic supplies due to heat, crop not sizing up, and a lot of greening.
- **ALERT! Organic Limes** are in very short supply due to heat related quality issues, poor color, and COVID labor challenges. Prices are up and there may be gaps.



# FOUR SEASONS PRODUCE LOCAL LIST: July 31 - August 7, 2020



**BENEDICT FARMS**



**HANSHAW FARMS**

## CONVENTIONAL

### **BENEDICT FARMS - Chambersburg, PA**

1062 CV Corn Bi-Color 48 ct

### **CEDAR MEADOWS - Lancaster, PA**

1291 CV Eggplant Chinese 10 lb  
23206 CV Tomatoes Cherry Rainbow PA 15/1 pt  
23156 CV Tomatoes Heirloom PA 15 lb

### **COPENHAVER FARMS - Lebanon, PA**

480 CV Beans Green 25 lb

### **EASTERN FRESH GROWERS - Cedarville, NJ**

1060 CV Corn White 48 ct  
2806 CV Cucumbers Super 72 ct  
2255 CV Squash Green MED NJ 20 lb  
2240 CV Squash Green MED 20 lb  
23036 CV Tomatoes Vine Ripe Jumbo 25 lb

### **EPHRAIM ZOOK - Lancaster, PA**

23036 CV Tomatoes Vine Ripe Jumbo 25 lb  
23070 CV Tomatoes Vine Ripe XL PA 25 lb

### **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 12 ct  
1368 CV Chard Red 12 ct  
1355 CV Chard Rainbow 12 ct  
1170 CV Dandelion Bunch NJ 12 ct  
1260 CV Eggplant PREM 24 lb  
1275 CV Eggplant Graffiti NJ 12 lb  
1262 CV Eggplant Italian 11 lb  
1273 CV Eggplant Sicilian NJ 20 lb  
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  
3127 CV Radishes Red Bunched NJ 24 ct  
2205 CV Spinach Bunched 24 ct  
2334 CV Squash Zucchini Gold Bar 20 lb

### **FIFER ORCHARDS - Dover, DE**

1062 CV Corn Bi-Color 48 ct  
15674 CV Peaches 2 1/2" 25 lb  
23031 CV Tomatoes Vine Ripe XL 25 lb

### **FINK FARMS - Germansville, PA**

2240 CV Squash Green MED 20 lb  
2326 CV Squash Yellow MED 20 lb

### **HANSHAW FARMS - Laurel, DE**

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

### **HESS FARMS - Waynesboro, PA**

2845 CV Cucumbers Kirby 40 lb  
2806 CV Cucumbers Super 72 ct  
2258 CV Squash Green MED PA 20 lb  
2240 CV Squash Green MED 20 lb  
2323 CV Squash Sunburst 5 lb

### **"JERSEY FRUIT" FROM SUNNY VALLEY - NJ**

15470 CV Nectarines 2 3/4" NJ 25 lb  
15679 CV Peaches 2 3/4" NJ 25 lb  
15685 CV Peaches White 2 3/4" 25 lb

### **JOSH WEAVER - Lancaster, PA**

750 CV Cabbage Green PA 50 lb  
780 CV Cabbage Red 50 lb  
1065 CV Corn White PA 50 dz Bin

### **LESTER WEAVER - Lancaster, PA**

1086 CV Corn Bi-Color DE 50 dz Bin

### **NARDELLI LAKE VIEW FARMS - Cedarville, NJ**

480 CV Beans Green 25 lb  
745 CV Cabbage Green NJ 50 lb  
780 CV Cabbage Red 50 lb  
1099 CV Corn Bi-Color 12/4 ct Tray  
225739 CV Corn Purple Violet 12/4 ct Tray  
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

### **JERSEY FRESH POTATOES - Woodbury, NJ**

4493 CV Potatoes Red NJ 10/5 lb Bag  
4404 CV Potatoes White NJ 10/5 lb

### **VINCENT FARMS - Laurel, DE**

1062 CV Corn Bi-Color 48 ct  
1086 CV Corn Bi-Color DE 50 dz Bin  
1084 CV Corn White DE 50 dz Bin  
1060 CV Corn White 48 ct

### **SAM ZOOK - Lancaster, PA**

23305 CV Tomatoes Grape PA 12/1 pt

### **STAUFFER HULING FARMS - Lancaster, PA**

2806 CV Cucumbers Super 72 ct  
4106 CV Onions Sweet JBO PA 40 lb  
4628 CV Onions Sweet PA 14/3 lb  
2240 CV Squash Green MED 20 lb  
2326 CV Squash Yellow MED 20 lb

### **VINCENT FARMS - Dover, DE**

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



# FOUR SEASONS PRODUCE LOCAL LIST: July 31 - August 7, 2020



## ORGANIC

### CENTRAL PA PRODUCE COOP - Tyrone, PA

- 40485 OG Beets Red 25 lb
- 40644 OG Eggplant 22 lb
- 40836 OG Eggplant Graffiti 20 lb

### CHRIST KING - Lancaster, PA

- 40485 OG Beets Red 25 lb
- 40532 OG Beets Red Bunched PREM 24 ct
- 41535 OG Onions Sweet JBO PA 40 lb
- 41536 OG Onions Sweet MD PA 40 lb
- 40789 OG Peppers Red 11 lb
- 42305 OG Tomatoes Roma 20 lb
- 41359 OG Tomatoes Round 2-Layer 20 lb

### CLARION RIVER - Sligo, PA

- 40675 OG Greens Kale 24 ct
- 40784 OG Peppers Anaheim 10 lb
- 220992 OG Peppers Banana 10 lb
- 40859 OG Peppers Cubanelle 10 lb
- 41032 OG Squash Patty Pan 22 lb

### EASTERN FRESH GROWERS - Cedarville, NJ

- 40462 OG Corn Bi-Color 48 ct
- 40644 OG Eggplant 22 lb
- 40796 OG Peppers Green PREM 25 lb
- 48150 OG Tomatoes Cherry NJ 12/1 pt

### FLAIM FARMS - Vineland, NJ

- 219525 OG Herb Mint NJ 12 ct

### JOSEPH WEAVER - Lancaster, PA

- 40454 OG Cabbage Red PREM 45 lb
- 40462 OG Corn Bi-Color 48 ct

### HEPWORTH FARMS - Milton, NY

- 41112 OG Escarole 24 ct
- 40640 OG Herb Cilantro 30 ct
- 40210 OG Herb Dill 24 ct
- 40857 OG Kohlrabi Purple Bunched 12 ct
- 41150 OG Lettuce Butter Green 24 ct
- 40886 OG Radishes French Breakfast 24 ct
- 40864 OG Radishes Red Bunched PREM 24 ct
- 41032 OG Squash Patty Pan 22 lb

### LADY MOON FARMS - Chambersburg, PA

- 41088 OG Cucumbers PREM 20 lb
- 40639 OG Eggplant PREM 24 lb
- 40796 OG Peppers Green PREM 25 lb
- 40838 OG Peppers Jalapeno 10 lb
- 41020 OG Squash Green PREM 20 lb
- 40297 OG Squash Yellow 20 lb
- 41346 OG Tomatoes Cherry 12/1 pt Clamshell
- 41385 OG Tomatoes Cherry Rainbow 12/1 pt
- 41336 OG Tomatoes Grape Premium 12/1 pt

### LANCASTER FARM FRESH COOP - Lancaster, PA

- 41091 OG Cucumbers 20 lb
- 40784 OG Peppers Anaheim 10 lb
- 220992 OG Peppers Banana 10 lb
- 40859 OG Peppers Cubanelle 10 lb
- 42324 OG Peppers Purple 10 lb
- 41015 OG Squash Green 20 lb
- 41101 OG Squash Gold Bar 20 lb

### PEDERSEN FARMS - Seneca Castle, NY

- 40548 OG Cabbage Green PREM 45 lb
- 40454 OG Cabbage Red PREM 45 lb
- 40462 OG Corn Bi-Color 48 ct
- 40675 OG Greens Kale 24 ct

### REED FAMILY FARM - Elizabethtown, PA

- 40376 OG Beans Green 25 lb

### SAM ZOOK - Lancaster, PA

- 41535 OG Onions Sweet JBO PA 40 lb
- 41536 OG Onions Sweet MD PA 40 lb

### SAMUEL K STOLTZFUS - Millville, PA

- 40485 OG Beets Red 25 lb
- 41535 OG Onions Sweet JBO PA 40 lb
- 41536 OG Onions Sweet MD PA 40 lb



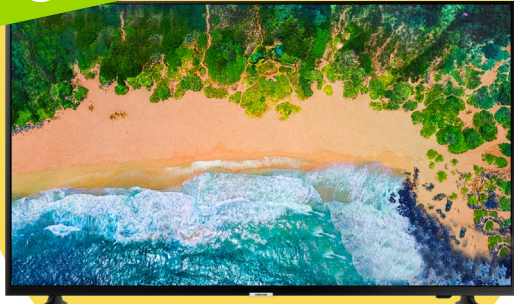
# ZESPRI ORGANIC SUNGOLD KIWI CONTEST

## AUGUST 3 - AUGUST 31, 2020

Four Seasons Produce has once again teamed up with Zespri to bring you a "golden" opportunity to bring some "green" to your registers! August is a prime month to promote and display kiwi, so lets have a little fun while we do just that! Fruit quality is again OUTSTANDING this year, so build some great displays and win some REALLY cool prizes!

\* Unlike the past couple of years where the crop size and promotional opportunities have been leaning heavier to the organic side, this year it is just the opposite. The promotional opportunities this year will be with the conventional fruit HOWEVER organic kiwi fruit will still be allowed in as entries provided the contest criteria below is met.

### GRAND PRIZE!



55" TV

- 2<sup>ND</sup> MOUNTAIN BIKE 
- 3<sup>RD</sup> CHROMEBOOK 
- 4<sup>TH</sup> GRILL & GRILLING TOOL KIT 
- 5<sup>TH</sup> STAINLESS STEEL COOKWARE SET 

2 HONORABLE MENTIONS WILL RECEIVE A \$75 GIFT CARD!



### EVERYONE IS A WINNER!

Each participating store will receive a Zespri swag bag!



### CONTEST CRITERIA:

- Build an awesome display of Zespri kiwifruit in your departments.
- All fruit MUST be purchased from Four Seasons Produce.
- Your Zespri kiwifruit display must remain up for at least one (1) week.
- You must carry both colors of Zespri kiwifruit to qualify as an entry.
- Displays must include Zespri logo signage. You can use the bins, sign cards or super colorful boxes the fruit comes in. POS packets will be available through your Four Seasons sales rep or merchandiser.
- Send all display pictures to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by September 3, 2020.

### IN-STORE MERCHANDISING SUPPORT

Talk to your merchandiser or sales rep for POS signage and materials to help attract customers to your display.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597  
[www.fsproduce.com](http://www.fsproduce.com)





# ZESPRI ORGANIC SUNGOLD KIWI CONTEST

**AUGUST 3 - AUGUST 31, 2020**

## ZESPRI KIWIFRUIT LINES FOR THE PROMO PERIOD:

- 17567 CV Green VF
- 225074 CV Green 12/1lb Clam
- 224710 CV Sungold VF
- 224712 CV Sungold 8/1lb Clam

## POS MATERIAL IS AVAILABLE!

- 211229 POS Demo Kit Zespri 1 ea
- 23391 POS Demo Station Zespri 2018 1 ea
- 221165 POS Sleeve Display Empty 1 ea
- 23388 POS Big Stand Up Zespri Sign 1 ea
- 225669 POS Display Bin 1 ea Zespri
- 221149 POS Display Box Formed Sungold 1 ea Zespri



211229



225669



221165



23388



23391



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# CONVENTIONAL MARKET NEWS

JULY 31 - AUGUST 7, 2020

## AUGUST PEPPER OUTLOOK



**Green Bell Peppers** are more promotable to start off August as local harvests are in full swing. Quality from New Jersey, Pennsylvania, and Delaware has been beautiful on the Jumbo/ XL product.

Varietal **Chili Peppers** are coming into season from local farms for August.

Good News! 15lb **Red Sweet Peppers** from coastal California are coming down in price. Harvests are ramping up and quality has looked great.

11lb **Color Bell Pepper** prices continue to fall as more supplies become available. Quality has been nice. **Orange Peppers** remain a little higher than the **Red and Yellow Peppers**.

**ALERT! Mini Sweet Peppers** are gapping until new production comes on in early to mid August. Expect high pricing and sporadic availability.



### CV TOMATOES

Local **Vine Ripe Tomatoes** from PA and DE are coming in with great numbers. Pricing is stable but will start to come down to push the excess volume. Quality is outstanding and sizing is very large. It's time to promote these delicious slicers!

Local **Heirloom Tomatoes** from PA will be promotable for August. Quality is outstanding.

**Grape Tomatoes** from VA and PA will be available with promotable volume this week. Quality has looked fantastic.

**NOTE: Cluster Tomatoes** remain expensive as multiple greenhouses are now replanting product for the fall and winter harvests. 15lb **Beefsteak Tomato** prices remain steady this week. Canada harvests continue to stay steady.



### CV CHERRIES

Most Washington **Cherry** growers are winding down to their last few days with some already finished packing and selling their inventory. Prices are going up and will continue to go up substantially as we move into the late season fruit.

This will leave **Cherries** in the hands of 2 or 3 growers. One will be Stemilt, with their "Kyle's Pick" available now (code 15052)!

Then sometime during early August Stemilt will start with their "Half Mile Closer to the Moon" **Dark Sweet Cherry** program from Kyle Mathison's high elevation orchard.



### CV BERRIES

The Pacific North West had some very severe heat impacting their yields on **Blueberries**. Prices are expected to move up some with New Jersey basically done for the season and demand for Michigan **Blueberries** strong in the Mid-West.

Fresh crop Peruvian **Blueberries** are starting early this year. We've got some nice product to offer including Jumbo Size "Mighty Blues" (code 10135).

**Blackberries** are in steady supply from out west, and some New Jersey product still available.

**ALERT! Raspberries** are very limited right now. Growers expect improved volume and better pricing more affordable pricing headed towards mid-August.

**NOTE: Strawberries** are becoming less abundant and less promotable as the summer moves on and growers are needing to be more selective on harvest quality.





### CV SWEET CORN

Local **Sweet Corn** remains promotable this week as growers are well into peak season! Quality looks excellent - promote away!

**NEW! "Purple Violet" Tray Pack Corn** is available this week from New Jersey grower, Nardelli Brother's Lake View Farms. This is a unique looking product with sweet flavor!



### CV CUCUMBERS

**Super Select Cucumber** prices are coming down a few dollars as more supplies become available. Quality has look very nice.

**Euro Seedless Cucumbers** remain steady this week. Prices have been higher than normal as greenhousees battle the heat. Supplies will be steady.



### CV GRAPES

The "Pretty Lady" **Grapes** look great with **Red Flames** and **Green Sugar Drops**. We will have Pretty Lady **Black Seedless Grapes** in the first week of August.

California **Thomcord Grapes** are now in season! We have the Jammers brand 20/1lb clamshells in code 10921.

**Cotton Candy** and **Gum Drop Grapes** from The Grapery in California are slated to start in early to mid-August.



### CV KIWIFRUIT

**Green Kiwi** and **SunGold Kiwifruit** from Zespri are promotable. Be sure to join our month-long display contest to make yourselves eligible for some great prizes! Utilize both loose and clamshell packs to drive sales.



### CV BROCCOLI & CAULIFLOWER

**Broccoli Crown** quality has been coming in nice for the most part from the northeast and Quebec. Since it has been so warm, we are keeping an eye on the quality.

**Cauliflower** prices continue to be high with many growers, however there are spot buys available here and there.



### CV MELONS

Local **Watermelons** out of Delaware and Pennsylvania are in peak season for August! Volume is increasing and prices are starting to come down. Quality is excellent.

California **Cantaloupes**, **Tuscan Cantaloupes**, and **Honeydew** remain in peak season.

Delaware and Pennsylvania **Athena-style Cantaloupes** will be available through mid to late August.



### CV ONIONS

**PA Simply Sweet Onions** continue to ramp up this week in supply. This is a great item to promote with steady pricing for August.



### CV ASPARAGUS

**Asparagus** prices are starting to increase as Peruvian supplies are becoming lighter. Mexico is continuing to cross product with light supplies and quality has looked excellent.



### CV GREEN BEANS

Local **Green Beans** remain promotable. Despite a brief gap due to the extreme heat, pricing remains promotable from all local states.



### CV LETTUCE

**Iceberg Lettuce** is in a gap due to weather in Quebec, so most supply will be out of California where volumes are light with most major shippers. Occasional spot buys may show up however.

**Romaine Hearts** from Quebec remain in steady supply at affordable prices.



### CV EASTERN STONE FRUIT

**NOTE:** Eastern **Peach** and **Nectarine** supplies are sporadic from New Jersey and Pennsylvania.

These hot, hot days have slowed the maturity of the fruit, holding off picking. Prices are stronger than usual, making it more difficult to promote Eastern **Stone Fruit** at a discount. Growers can't promise a price or quantity, however quality and flavor has been outstanding.



### CV AVOCADOS & PINEAPPLES

**Hass Avocado** prices from Mexico are up just a bit as volumes were down in the transition to Flora Loca fruit. 48ct fruit is expected to be tighter over the next few weeks.

If you are looking for a value play on a nice big avocado, we are carrying a 40ct Peru option at a nice low price as well.

**Pineapples** are in steady supply for next week in both 7 and 8ct Fruit.



### CV LOCAL VEG

**Green Squash, Yellow Squash, Cabbage, and Eggplant** prices remain very promotable from all local states. Quality has been excellent.



### CV WESTERN STONE FRUIT

Available for early August:

- **SummerRipe Nectarines & Peaches**
- **SummerRipe Black & Red Plums**
- **Nectapie Donut Nectarines**
- **Donut White Peaches**
- **White Peaches & Nectarines**
- **Verry Cherry Plums**
- **Pluots: Green/Gold, Mottled/Speckled, & Red**



### CV MANGOS

**Mangos** from Mexico are steady. Pricing is inching up just a bit as the summer winds down and volumes from Mexico decrease just a bit. Fruit availability will be weighted to bigger sizing in the coming weeks.

**Ataulfo Honey Mangos** will be coming to a close for the season. Expect fruit to be sporadic until it finally finishes up in early August.



### CV LIMES

**ALERT!** The **Lime** market is on fire. The extreme heat in Mexico is taking its toll on the fruit and shrink is high. This, along with the pandemic, labor is very short and growers can't get the fruit packed. Prices have nearly tripled from last week and quality is weak with light color.



### CV POTATOES

Local Jersey Fresh **White** and **Red Potatoes** in 10/5lb bags are in season.

**NOTE:** Idaho **Russet Potatoes** continue to increase in price across the board on all bags and bulk packs through August. Supply will be limited as we round out the old crop season.



### CV SPECIALTY

**Brown Turkey Figs** are now available! We will immediately transition into some Black Mission Figs from Mexico that are expected to be very nice quality.

**White Dragon Fruit, Rambutan, Yellow Pitahaya, Starfruit, Pepino Melons, Jackfruit, and Quenepas** are available for the first week of August.

**Pomegranates** from Chile will be available again for the beginning of August. Expect domestic fruit to start in the next few weeks!