

MARKET NEWS ORGANIC OUTLOOK

ORGANIC STONE FRUIT JUNE OUTLOOK



Organic Yellow Peaches from California are in good supply this week with nice appearance.

Organic White Peaches are gapping but should be back in after Memorial Day.

The first **Organic Yellow and White Nectarines** are available. Supplies will be sporadic for the end of May and early June until the rain clears and volumes increase. Quality and flavor have been nice so far on the yellows.

Organic Red Plums, Black Plums, and Pluots should begin in early June, with an excellent crop expected.

Organic Donut Peaches are available but will experience a 1-week gap between varieties in late May.

Organic Apricots have been inconsistent in volume due to the heavy rain. Supplies will be sporadic for the end of May and early June, but then excellent supplies are expected to ramp up and take us into Washington crop.



OG CHERRIES

ALERT! California **Organic Cherries** are gapping due to the heavy rain. Supplies will be sporadic for the end of May and early June.

The Washington State **Organic Cherry** outlook remains more promising, and will likely start in mid to late-June.



OG WATERMELONS

Organic Watermelons will start to transition to California grown product. Mexico deal is starting to finish up, however quality is still very nice. We are also offering **Seeded Organic Watermelons** in cartons. This product looks beautiful with great sizing!

Organic Mini Watermelons will be very promotable again this week. All sizes are available to order, and quality has been excellent - continue to promote! We are also offering a **Yellow Flesh variety Mini Watermelon**. This will be a short season from California, but quality is exceptional.



OG CUCUMBERS

Georgia grown **Organic Cucumbers** from Lady Moon Farms are in excellent supply with superb quality. Expect to have promotable pricing and volume at the end of May and early June.

Organic Cucumbers from Mexico continue to see decreased volumes as pricing will continue to rise in the last week of May. Expect to see very limited supplies from Mexico in the beginning of June.

Organic Euro Seedless and Mini Seedless Cucumbers from Canada remain to be in consistent supply with competitive pricing.



OG SQUASH

Organic Green and Yellow Squash from Lady Moon Farms in Georgia is in plentiful supplies with aggressive pricing. Expect to see promotable volume at the end of May that will carry into June.

With superb quality, increased volume, and aggressive pricing this will be a great time to promote **Organic Green Squash** and build some "Summer Grilling" displays.



OG MANGOS

Organic Fair Trade Haitian Mangos are available again next week! Fruit quality has been amazing. Go big with this tremendous Fair Trade opportunity to support small local farmers in Haiti.

Organic Round Mangos (Tommy Atkins variety) from Mexico are in great supply, and it is now time to start thinking about promoting! Look for great deals for the last week of May!

Organic Ataulfo "Honey" Mango supplies are steady with prices down a bit from last week.



OG LETTUCE

Organic Romaine Hearts continue to have outstanding quality, steady volume, and promotable pricing. This is a great item to build displays and promote while many other organic vegetables are low on supplies. Pricing is expected to rise starting at the end of May.

Organic Romaine Lettuce will be in excellent supply from Georgia with promotable volumes at the end of May.



OG ASPARAGUS

Organic Asparagus prices are stable and steady this week. 11lb cases are still being harvested from California with exceptional quality. 28lb cases are being harvested from **Upstate New York** with fantastic quality. Get some of this local deal while supplies last through June.



OG GRAPES

The first Mexican **Organic Green Grapes** arrived and sold out in a few days. Most shippers are delayed on all other colors due to cooler weather and rains. A good season is expected for June, once things finally begin.



OG CAULIFLOWER

Organic Cauliflower from California has begun to see improved supplies and quality. Harvest volumes are ramping up so quickly that we expect to see much lower prices in late May and promotability for much of June.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocado** supplies remain extremely tight with high pricing. California and Mexico are both limited. We are carrying some Peruvian fruit to help with meeting demands. This fruit provides a big gap in market costs from the California and Mexican fruit available!

Four Seasons will be carrying Equal Exchange **Fair Trade Organic Hass Avocados** from Peru. All fruit that is a part of this program will start the ripening process in our own ripening rooms before being shipped to our customers. This will ensure the end user a better experience with the Peru fruit which usually takes much longer to ripen.



OG PEPPERS

Organic Mini Mix Sweet Peppers remain in consistent supply from Mexico. This is a great time to add them for a splash of color to any display and quality has been outstanding.

Organic Green Peppers from the west coast have started to ramp up in supplies. Expect pricing to become more aggressive as supplies improve and quality has remained excellent. The beginning of June should see some promotion opportunities.



OG GREENS

Organic Kale from Lady Moon Farms remains in steady supply coming from Georgia. Product quality is outstanding, and pricing is promotable.

Organic Dandelion from Lady Moon Farms in Georgia is plentiful in supplies with excellent quality and sharp pricing.

Organic Kales, Collards, and Leaf Lettuces from Lady Moon are going to begin to be harvested in Pennsylvania in mid-June.



OG GREEN BEANS

Organic Green Beans from Georgia and Florida are yielding good harvests. The beginning of June should see steady volumes and good quality with opportunities to promote.



OG CELERY

ALERT! **Organic Celery** continues to remain very tight and high priced. We will continue to see light volumes and high-priced product until June.



OG STRAWBERRIES

Organic Strawberry supplies have tightened up significantly due to 4" of rain in mid-May. Seasonal quality should be expected.



OG BROCCOLI

ALERT! Following a total harvest gap that created shortages, **Organic Broccoli Bunches** and **Broccoli Crowns** from California have seen a slight increase in volume heading into the final week of May.

Although some suppliers have seen volumes increase, others will not see increased volumes until the first week of June. Expect improved availability, with pricing remaining high.

Organic Sweet Baby Broccoli from California is seeing increased volumes as we come to the end of May. As June begins, expect to see improved pricing and steady availability.



OG BERRIES

Driscoll's **Organic Blackberries** out of Mexico and California are in excellent supply with large berry size and superior flavor. Promotional opportunities are available. Other brands out of Mexico are back in excellent supply with promotional opportunities available.

Driscoll's **Organic Raspberries** are now in steady supply.

Driscoll's **Organic Blueberries** are in much tighter supply this week, but some fruit should remain available with some of the best of season characteristics in both 6oz and pints. Other brands are in much tighter supply than expected due to cooler weather and rain. Some shippers in California are now saying their crop is off as much as 70%.



OG TOMATOES

PA greenhouse-grown **Organic Heirloom Tomatoes** will be very promotable this week from local grower, Toigo Farms. Quality has been excellent. The varieties and colors make for a beautiful display.

Organic Beefsteak and **Cluster Tomatoes** are very promotable. Quality continues to be very nice.

Organic Grape Tomatoes from Lady Moon Farms will be back in stock this week. Volume will be limited to start as harvests just begun from Georgia Fields but will ramp up by the end of the week. Lady Moon will also have their **Organic Cherry** and **Rainbow Cherry Tomato** varieties available as well this week.

OTHER STORIES

- **ALERT!** **Organic Brussels Sprouts** from Mexico have ended harvesting. Expect for limited supplies and sporadic availability in the end of May and early June as the California season is only beginning.

- **ALERT!** **Organic Eggplant** is in a supply gap, so expect to see limited supplies coming from various growing regions. The Mexican crop is winding down, while California is only beginning, which will lead to inconsistent volume and pricing. Lady Moon Farms **Organic Eggplant** is expected to begin again from Georgia in the beginning of June. Expect to see very limited supplies in the final week of May.

- The Zespri New Zealand **Organic Green** and **Sun-Gold Kiwifruit** crop is expected to get started the end of May or early April.

- New crop California **Organic Onions** continue to be in tight supply this week. Pricing is steady and demand is seasonably strong. **Organic Red Onions** in particular are going to be very limited for until early June. There has been a lot of rain in the CA growing regions, which is causing delays in harvesting and curing onions.

- **Organic Red Cabbage** volumes from East and West coast suppliers remain very limited. Growers

from various regions are struggling to produce sustainable volumes and will continue to struggle for the next few weeks. Expect erratic availability and pricing to remain elevated.

- The first import **Organic Braeburn Apples** from New Zealand and South America are expected to arrive this weekend. New crop New Zealand **Organic Dazzle** and **Diva Apples** are expected to begin the first week of June in very limited supply and high prices.

- **Organic Lemons** out of California and Mexico are extremely limited with skyrocketing markets.



AVAILABILITY FOR THE WEEK OF MAY 24 - MAY 31, 2019

Organic

NEW JERSEY

FLAIM FARMS - VINELAND, NJ

- 40488 OG Beets Red Bunched 12 ct
- 40640 OG Herb Cilantro 30 ct
- 40210 OG Herb Dill 24 ct
- 219525 OG Herb Mint NJ 12 ct Bunch
- 40900 OG Spinach Bunched 24 ct

NEW YORK

PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 OG Asparagus 28 lb

PENNSYLVANIA

TOIGO FARMS - CARLISLE, PA

- 41358 OG Tomatoes Heirloom PA 10 lb

NEW JERSEY

EASTERN FRESH - CEDARVILLE, NJ

- 357 CV Asparagus NJ 28 lb

FLAIM FARMS - VINELAND, NJ

- 219497 CV Arugula NJ 12 ct
- 550 CV Beets Red Bunched 12 ct
- 591 CV Bok Choy 30 lb
- 592 CV Bok Choy Baby Shanghai 30 lb
- 1362 CV Chard Green NJ 12 ct
- 1355 CV Chard Rainbow 12 ct
- 1368 CV Chard Red 12 ct
- 1170 CV Dandelion Bunch NJ 12 ct
- 2876 CV Endive (Chicory) 24 ct
- 2900 CV Escarole 24 ct

Conventional

- 1305 CV Greens Collard 12 ct 18 lb
- 1308 CV Greens Collard NJ 18 lb
- 1315 CV Greens Kale NJ 18 lb
- 217581 CV Greens Kale Lacinato 12 ct
- 1345 CV Greens Mustard 12 ct
- 1350 CV Greens Turnip 18 lb
- 455 CV Herb Basil 15 ct
- 1200 CV Herb Dill NJ 24 ct
- 1510 CV Herb Mint NJ 12 ct Box
- 1462 CV Kohlrabi Green 12 ct
- 1475 CV Leeks Bunched NJ 12 ct
- 3042 CV Lettuce Boston NJ 24 ct
- 3065 CV Lettuce Red Leaf NJ 20 lb 24 ct
- 3097 CV Lettuce Romaine NJ 35 lb 24 ct
- 1704 CV Parsley Curly 30 ct
- 1715 CV Parsley Flat Leaf (Italian) 30 ct
- 3130 CV Radishes Red Bunched NJ 24 ct
- 2200 CV Spinach Bunched NJ 24 ct

NEW YORK

GOTHAM GREENS - BROOKLYN, NY

- 217351 CV Herb Basil Hydroponic 12/1.25 oz
- 217350 CV Lettuce Butterhead Baby 12/4.5 oz

PENNSYLVANIA

SUN AQUA FARMS - DALTON, PA

- 443 CV Herb Basil Hydroponic 6 ct
- 442 CV Herb Basil Hydroponic 12 ct



MEMORIAL DAY

DELIVERY & OFFICE SCHEDULE

MON 05/20 - SAT 05/25 – Standard delivery and office schedule.

SUN 05/26 – Sales office open 8:00am to 1:00pm taking orders for Monday and Tuesday delivery.

MON 05/27 MEMORIAL DAY – Standard delivery schedule. Sales office open with limited staffing 8:30am to 12:30pm for changes to orders for Tuesday delivery.

TUES 05/28 AND WED 5/29 – Standard delivery and office schedule.

The week before Memorial Day will be one of the heaviest volume periods of the year. Let's collaborate for success. We are asking customers to bring product in early and order big promotion items by the full pallet (when possible) to take pressure off our order selection and delivery capacity.

***For clarification or special requests on this schedule, please contact your Sales Rep. or Merchandiser. Here's to a successful big picnic holiday!*

MARKET NEWS

CONVENTIONAL OUTLOOK

LATE MAY BERRY UPDATE

Strawberries will be in steady supply this week out of California. The rains in some growing areas will certainly cause a slight disruption in supply as growers had through down a lot of fruit. Harvests have resumed, and pricing will begin to climb slightly. Quality out of Watsonville and Salinas, CA has been very nice.

Blueberries are in much tighter supply this week as Georgia has really dropped back in volume. North Carolina has started, but volumes aren't at peak levels yet. Pricing on blues will definitely drop after the Memorial Day holiday. New Jersey is only a few weeks away (ETA: June 15).

Raspberries and **Blackberries** will remain in good supply once again this week from Mexico. Supplies are expected to remain steady for the next couple weeks, so these berries will be perfect to promote.



CV CALIFORNIA CHERRIES

ALERT! Gloom and doom! When all is said and done, it looks like there is a 50% loss or more of the California **Cherry** crop from start to finish, due to all of the heavy rains in May.

Bing Cherries that were scheduled to start by the end of May, were supposed to be about 4.5 million boxes out of an expected 10 million. The total crop will probably only be around 900,000 boxes now for the industry. A huge loss.

Going forward, expect higher prices on what they can salvage, gaps in supply, and issues with quality.

We can look forward to the new crop in Washington, possibly starting as early as June 10th, and more than likely, the 15th.



CV TOMATOES

Hothouse Beefsteak and **Cluster Tomatoes** will be very promotable for late May. Canadian and US hothouses are still flushing with excellent quality. **Campari Tomatoes** are also very promotable this week. Quality has been very nice.

Grape Tomato prices remain steady and promotable this week. Florida is still pushing product and waiting for Georgia fields to open up as the crop starts to move up the coast. Quality continues to be excellent.

Roma Tomato prices continue to be steady and promotable this week. Florida harvests are finishing up and transitioning into Georgia. Mexico is still pushing out good quality product as well.



CV CUCUMBERS

Euro Seedless Cucumbers continue to be very promotable again this week. Canadian Hothouse growers will be experiencing a harvest flush.

Super Select Cucumbers will be very promotable this week. Product from Mexico, Georgia, and even Florida, is all being harvested right now. Quality has been very good.



CV SQUASH

Green and Yellow Squash remains very promotable this week. Georgia and North Carolina fields are both harvesting, while New Jersey is also starting small and should start with good volume in early June, weather permitting. Quality has been very nice.



CV PEPPERS

Green Pepper prices will begin to ease here in late May as more product becomes available from Georgia. Quality remains strong on the new crop.

Red, Yellow, and Orange Bell Peppers will start to increase in price this week as Mexico begins to finish up, putting more demand on the Canadian crops. Quality remains strong, however.



CV LETTUCE

Iceberg Lettuce will be in excellent supply this week. Growing conditions have been ideal, and all growers are getting aggressive on pricing. Continue to promote all **Iceberg Lettuce** from Salina, CA.

Green Leaf, Red Leaf, and Romaine Lettuce are in really good supply out of Salinas, CA and Vineland, NJ. Growers are looking to promote, and good supplies are expected to continue for early June.



CV BROCCOLI

Broccoli is in much better supply out of California, and our grower here on the east coast has also begun. We'll have excellent supplies of each going forward. Quality has been very nice.



CV CAULIFLOWER

Cauliflower supplies have increased significantly this week and pricing has fallen dramatically. Early June will be ideal to promote Cauliflower with sizing being mostly 9's and 12's. Quality has been excellent.



CV WATERMELONS

Watermelons continue to be promotable this week. Expect some ease on pricing as the holiday demand will not be as abundant.

Farms are harvesting out of Northern Florida as the crop starts to come up the coast. Quality has been excellent.



CV SWEET CORN

Bi-Color Sweet Corn should be all Georgia grown this week as the Florida season is finished up for the season. **White Corn** and **Yellow Corn** will start in Georgia as well with limited availability to start.



CV ASPARAGUS

Asparagus from New Jersey and Michigan are very promotable this week. After a brief gap last week due to weather, crews are back in harvesting in good numbers. Quality has been excellent.



CV GREEN BEANS

Green Bean prices will be very promotable this week as Georgia is now in full production. Quality has been very nice.



CV RADISHES

Radishes remain very tight due to poor weather. The bad weather shut down fields and hurt crops leaving a gap in the supply chain. Volume is expected to increase late this week.



CV MANDARINS

California **Mandarins** wound down quickly for the season. Rain was a big factor, but the later fruit in general, was slipping in quality and growers, such as Halo's, would not pack this fruit in their premium label.

Imports have started on the East Coast with fruit from Peru, but this fruit tends to be more yellow in color, so we will wait for fruit from Uruguay and Chile which will be much better.



CV PEAS

Snow and **Snap Peas** remain promotable this week. Quality has been excellent on both from Guatemala.



CV HASS AVOCADOS

ALERT! The Mexican standoff with **Hass Avocado** growers continues. The field cost is high, and demand is weak. Most shippers are keeping low inventory to prevent panic selling. Growers seem to be ok with low volume sales. Peruvian fruit is expected to be available around June 22nd - later in the month with availability to ensure the correct dry matter and maturity. This will offer a great tasting avocado.

The **Hass Avocados** are expected to have low volume with the first few weeks of June. Mexican growers are expected to take advantage with the late start and keep prices firm. The end of the season for the Mexican crop is end of July. We can expect a stronger harvest at the end of June and July.



CV MANGOS

We are in the peak of the **Tommy Atkins Mango** season, and the **(Honey) Ataulfo Mango** season for the next several weeks. Supplies will exceed demand so look for some aggressive pricing.



CV ONIONS & POTATOES

Vidalia Sweet Onions are a great item to promote! Make sure to get your submissions in for the May display contest!

New crop **Red, Yellow, and White Onions** are now coming out of Mexico, Texas, and California. Quality out of all regions is reported to be nice, and pricing is started to come off due to the good supply available.

The **Russet Potato** market has seen little change this week.

Storage crop locally grown **White Potatoes** will wind down this week. We will see this bagged market be very strong here for the next month or so until we get started out of North Carolina in June.



CV HARD SQUASH

New crop **Hard Squashes** are being harvested domestically out of Florida this week and will get started harvesting in South Georgia as of next week. This will bring a little price relief to the marketplace.



CV STONE FRUIT

Available this week:

- CA **Yellow & White Peaches**
- CA **Yellow & White Nectarines**
- CA **Apricots**
- CA **"Red Raspberry" Apricots** 12/2 lb Totes
- GA/SC **Yellow Peaches** (2^{1/2}" & 2^{3/4}")

Plums and **Pluots** will ramp up in June.



CV GRAPES

New crop **Green Grapes** are just getting started out of Mexico (Perlettes & Early Sweets).

New crop **Red Grapes** are also set to arrive for late May (Flames).

Some supply of Chilean **Red Grapes** will supplement for late May (Sweet Celebration).