



# ORGANIC MARKET NEWS



JULY 19 - JULY 25, 2024

## ORGANIC MELONS UPDATE



**GOOD NEWS!** Organic Melons are in peak season from California's Central Valley.

Pricing is dropping on large (9 ct) **Organic Cantaloupes** and **Honeydew** as supply peaks with larger sizes. Expect good quality.

The supply of small fruit (12/5 ct) **Organic Cantaloupes** is more limited.

**Organic Specialty Melons** are in season, like **Organic Orange Honeydew** and **Organic Galia**, but with excessive heat it will be wise to turn inventory quickly.

**Organic Mini Seedless Watermelons** are plentiful. While **Organic full-size Watermelons** are more limited for mid-to-late July.



### OG MANGOS

**Organic Nam Doc Mai and Mallika Specialty Mangoes** will be available in mid-July in a small flush! Promote these unique varieties that are only available during this time of year!

Through July, the availability of Organic Mangos will shift from 10ct to peaking on 8ct due to its larger size. 12ct are virtually done. **Organic Ataulfo Honey Mangoes** are also quickly coming to an end.

Mango Mania is winding down, but it's not too late to join into this contest/promo! Crespo has put together some beautiful point-of-sale materials to help enhance displays! Bins will also be available to display fruit. Check out [CrespoOrganic.com/portfolio/merchandising](https://CrespoOrganic.com/portfolio/merchandising) for downloadable POS.

**Organic Dried Mangoes** are now available in stock from Crespo Organics! There are two varieties of **Organic Dried Mangoes**: the **Red Round Mangoes** and the **Ataulfo Honey Mango** variety. These **Organic Dried Mangoes** are available in 20/4 oz and 15/1 lb cases.



### OG BERRIES

**GOOD NEWS!** Driscoll's **Organic Blueberries**, originating from the Pacific Northwest, are highly marketable. Oregon/Washington fruit is coming in with strong volume, aggressive pricing, and excellent quality.

**GOOD NEWS!** **Organic Strawberries** will stabilize as harvests slow down following a minor flush with mid-July promo prices. Once the deal fruit runs out, you can expect a stabilization of supplies and a return to more elevated prices. The quality has been excellent, including some of the best-tasting fruit of the season.

**Organic Blackberries** should be available with steady supplies outside of California. After a slight gap, production has become steady. Pricing will increase slightly. The quality and flavor have been excellent.

Overall, the supply of **Organic Raspberries** from California remains stable. Pricing eased off a bit, and the quality has been nice. The fruit is also excellent to eat.



### OG STONE FRUIT

The Organic Homegrown Stone Fruit display contest should finish without issue, but **Organic Nectarines** out of California will become much tighter in the coming weeks. Fortunately, Washington should pick up where California leaves off, with a decent crop expected to start at any time.

**Organic Red and Black Plums** and **Pluots** are in excellent supply.

California has transitioned to Washington for **Organic Apricots**, with the season expected to go through August.

**Organic Cherries** did not fare well with the recent Washington high heat. Prices are increasing due to a scarcity of supplies, and we anticipate finishing the season before the end of July.

The season is over for **Organic Rainier Cherries**, and **Organic Skylar Rae Cherries** will conclude in late July.



## OG POTATOES

**NOTE:** Organic Russet Potatoes from California continue to roll along with steady supply and price on the bags and the A size. No counts available. It has not been a good season for California Organic Russet Potatoes this year.

Washington state is expected to start digging Organic Russet Potatoes at the end of July but isn't expected to generate any size until early August. So, there is a light at the end of the tunnel on some larger new crop Organic Russet Potatoes, but it will likely be another 3 weeks until those are in-house.



## OG GRAPES

The supply of new crop California Organic Seedless Grapes is gradually increasing as some major players begin to participate. Varieties will start off traditional until more proprietary varieties become available in August.

Mexico is finished for the season on Organic Grapes, except for Organic Cotton Candy Grapes which are promotable.

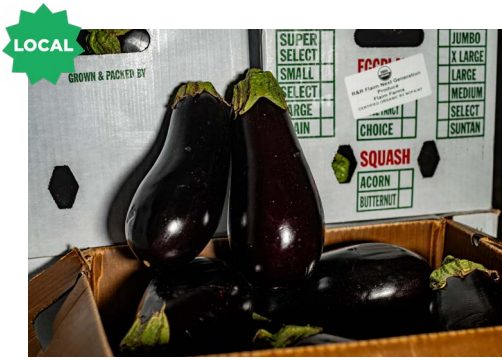


## OG LETTUCE

**GOOD NEWS!** Organic Romaine Hearts from California are producing high yields with outstanding quality, and promotional opportunities are available throughout the month.

Organic Iceberg from California have improved in volume throughout July, though prices remain slightly elevated.

**GOOD NEWS!** Organic Leaf Lettuce and Romaine from New York and Quebec are thriving, with affordable pricing and stable volumes expected into August.



## OG EGGPLANT

**LOCAL Organic Eggplant** prices will continue to be promotable at this time. Lady Moon Farms and Flaim Farm from New Jersey and Pennsylvania are bringing in product.

There will be other varieties available now, and they will be available by the end of the week from Flaim Farm in New Jersey.

Available NOW:

- 240264 OG Eggplant 5 lb Mini Graffiti NJ
- 412777 OG Eggplant Graffiti 22 lb NJ
- 240263 OG Eggplant Sicilian NJ 20 lb

By 7/20:

- 42325 OG Eggplant Japanese 5 lb NJ
- 41299 OG Italian Eggplant 10 lb NJ



## OG PEPPERS

**LOCAL Organic Chili Peppers** are starting to roll in from Pennsylvania and New Jersey and will be available by the end of July, but the heat is not allowing them to color as the plants seem like they are in survival mode. New varieties will start to trickle in for our offerings list.

By 7/31:

- 220721 OG Peppers Fresno Red 10 lb
- 42337 OG Peppers Habanero Red 10 lb
- 40786 OG Peppers Habanero 10 lb
- 220723 OG Peppers Fresno Green 10 lb
- 40859 OG Peppers Cubanelle 10 lb



## OG GREENS & KALES

Although **LOCAL Organic Bunching Greens** and **Kales** faced some challenges due to the heat in mid-July, they're recovering well and should be available consistently from New Jersey and Pennsylvania.



## OG AVOCADOS

**Organic Hass Avocado** pricing will be down slightly in mid-July. Quality has been excellent, with fruit having a very high oil content. 60-ct fruit is still tight, as most fruit is 48-ct and larger right now. But the price relief is beginning.



## OG GREEN BEANS

**LOCAL Pennsylvania Organic Green Beans** are now available and will continue to be for the middle of August.



## OG CELERY

**Organic Celery** from California maintains consistent supply volumes, though prices have slightly increased from earlier in the month. Promotional opportunities are available, but not as aggressive. Quality remains excellent.



### OG FIGS

Back in season! **Organic Brown Turkey Figs** will be the first variety for the main California crop, which will last the rest of the summer! Barring any weather events, we expect good supplies of **Organic Black Mission Figs** to follow.



### OG ARTICHOKE

**GOOD NEWS!** **Organic Artichokes** have excellent availability and promotional opportunities throughout July. Their outstanding quality should drive sales, so expand displays and highlight them in ads to maximize visibility.



### OG BROCCOLI

**Organic Broccoli** yields are improving weekly in July, with pricing starting to follow suit. While promotional opportunities aren't yet available this month, continued improvements may lead to them in August from California and Quebec.

LOCAL



### OG TOMATOES

By the end of July, **LOCAL Organic Lady Moon Gold Grape Tomatoes** and **Sun Gold Cherry Tomatoes** will be in peak season along with their **Organic, Grape, Cherry, and Heirloom Tomato** offerings!

We have started **LOCAL Organic 2-layer Round Tomatoes** from King Family Farm in Lancaster County, Pennsylvania, along with **LOCAL Organic Vine Ripe Tomatoes** in a 15lb flat.

**Organic Clusters** are still rolling in from Savoura. **NOTE:** We are nearing the end of their crop for replanting, so our Quebec greenhouse growers can come back by late September or early October with product to get us through the winter.

**NOTE:** For the summer season, we have finished on supplies of **Organic Savoura Snacking Tomatoes**. By late September or early October, they will replant and bring us product for the winter.



### OG APPLES & PEARS

Most **Organic Apple** prices are on the rise as old crops begin to wrap up. **Organic Cosmic Crisp** continues to be promotable. New crop **Honeycrisp, Gala, Sweetango, Granny Smith, and Fuji Apples** are about 4-6 weeks away. Early indications show a very good crop of fruit on the trees.

There are some promotional opportunities on imported **Organic Apples**; keep your eyes peeled.

Large **Organic Pink Lady Apples** out of Washington are nonexistent, but there are large imports or loose and smaller Washington fruit available to fill the gap.

Import **Organic Pears** are still in fairly adequate supply. We expect the first California and Washington fruit to start around mid-August, followed by California **Organic Bosc Pears** at the end of August.



### OG HARD SQUASH

**Organic Hard Squash** has gotten a bit tight out of California with the first growing region in Bakersfield finishing up. **Organic Acorn Squash** is now done in California. **Organic Butternut, Delicata, and Spaghetti Squash** are becoming increasingly tight.

Central Pennsylvania **LOCAL** produce will be getting started with **Organic Spaghetti Squash** for the end of July. Through the end of the month, they expect to bring on **LOCAL Organic Acorn** and some **Butternut Squash**. Over the month of August, Central PA Produce will be in full production on **Organic Hard Squash**, bringing more aggressive pricing to the category.

**NOTE:** California **Organic Lemon** quality and supply are struggling, so we will transition to Argentinian fruit to cover the gap and keep costs down.

**Organic Brussels Sprouts** from Mexico are back, albeit at a premium price. Shippers have expanded into different Mexican growing regions to bridge the gap during the summer and fall. Although the volumes won't reach winter levels, we anticipate stable supplies in the upcoming months.

## OTHER STORIES

**Organic Cauliflower** faces a split market in late July. Some shippers have stable supplies, while others are completely out, leading to elevated costs and supply inconsistencies. Expect these trends to continue until supply stabilizes in early August. Quality remains consistently high.

California **Organic Radishes** are here in a variety of shapes and sizes!

Back in stock! **Organic Yellow Pitahaya** will be available in limited supplies from Ecuador in mid-July. Be sure to add this popular item to your summer set while supplies last!

**FRESH**  
*and*  
**LOCAL**



# LADY MOON FARMS

Chambersburg, PA



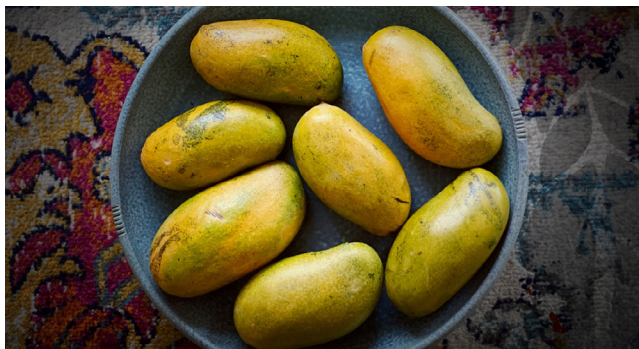


**Crespo**  
ORGANIC



**AVAILABLE NOW!**

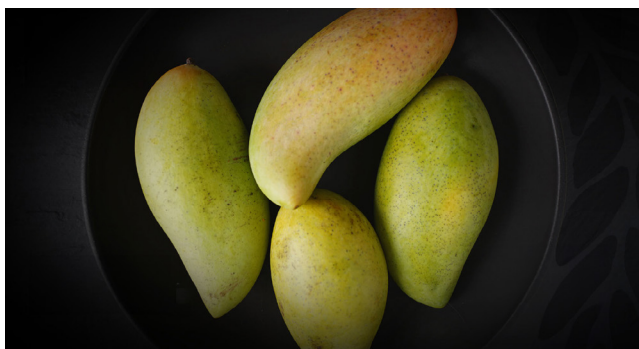
# CRESPO ORGANIC SPECIALTY MANGOS



## **MALLIKA MANGOS**

**CODE: 236251**  
OG Mango Mallika 8-10 ct

**FLAVOR:**  
Incredibly sweet intense melon,  
floral, and citrus aromas.

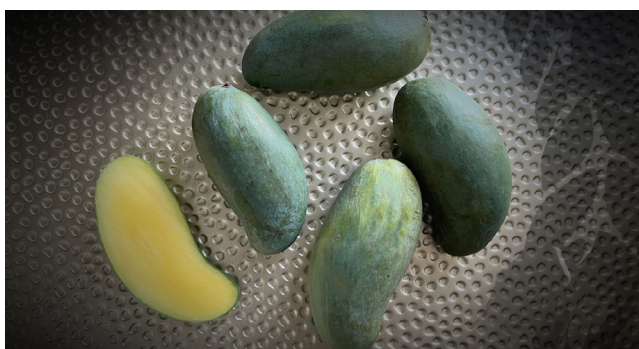


## **NAM DOC MAI MANGOS**

**CODE: 236554**  
OG Mango Nam Doc Mai 12-14 ct

**CODE: 236246**  
OG Mango Nam Doc Mai 16-18 ct

**FLAVOR:**  
Extreme Mango flavor tastes like  
coconut cream & honey. Very sweet.



## **KIEW SAVOY MANGOS**

**CODE: 220396**  
OG Mango Green Thai Kiew Savoy 18-20 ct

**FLAVOR:**  
Nutty & slightly floral like a green apple.  
Uniquely non-tropical.



[www.CrespoOrganic.com](http://www.CrespoOrganic.com)

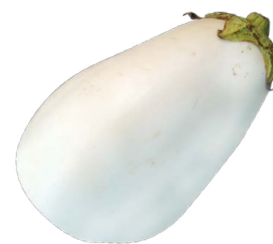


# EGGPLANT VARIETIES



## **GRAFFITI EGGPLANT**

Graffiti Eggplant is beautiful! It features a lavender skin streaked with white stripes. Use Graffiti Eggplant the same as regular eggplant.



## **WHITE EGGPLANT**

White Eggplant is round, smooth, and white, with a green calyx on top. The flesh is cream-colored, and when cooked, it is mild with a light sweet flavor.



## **ITALIAN EGGPLANT**

Italian Eggplant, also called "Baby Eggplant", looks like Regular Eggplant only smaller and more slender. This variety is ideal for roasting and can be used in ways similar to regular eggplant.



## **SICILIAN EGGPLANT**

Sicilian Eggplant is a round Eggplant with lavender skin color that varies dark to light. Careful, there can be some gnarly spikes on the calyx. This variety is the very best type for making classic Eggplant Parmesan thanks to its firm texture and round shape for cutting.



## **- PREMIUM EGGPLANT -**

Regular Eggplant, sometimes called "Black Beauty" or "Black Bell" Eggplant, are large in size and dark purple in skin color.



# CONVENTIONAL MARKET NEWS

JULY 19 - JULY 25, 2024

## LOCAL CORN SEASON

LOCAL



LOCAL



**GOOD NEWS!** Sweet Corn is plentiful and of good quality from **LOCAL** growers in Pennsylvania, New Jersey, Delaware, and surrounding areas.

It is peak season for **LOCAL Sweet Corn** in crates and 50 oz bins! Mid-July through late-August will be prime time!

Nardelli in New Jersey also has 12/4 ct Jersey Fresh **Sweet Corn** trays and their interesting "Wild Violet Sweet Corn", a purple-white bi-color varietal in 12/4 ct trays husked.

LOCAL



### CV BERRIES

**GOOD NEWS!** Strawberries are promotable from California. Heat is causing mini flushes, leading to excess supply. The fruit is excellent, and the quality is good.

**Blackberries** will remain tight on supply from California. Due to heat and storms, local growers are finished. Quality is nice from California, but focus on turns this time of year.

**Blueberries** are promotable in the Pacific Northwest. Oregon, Washington, and British Columbia are harvesting strong numbers with excellent quality. Driscoll's Pacific Northwest fruit is available with aggressive pricing and supplies.

Driscoll's **LOCAL** New Jersey grown **Sweetest Batch Blueberries** are also available, with outstanding quality and flavor.

**Raspberry** pricing remains strong from California. **NOTE:** Supplies are light and of good quality, but the focus should be on turns due to the high heat.

LOCAL



### CV STONE FRUIT

A two week heatwave in California is causing trouble in the **Stone Fruit** market, with rising prices and some struggling varieties expected in the coming weeks. California **Yellow Peaches** are somewhat limited, but good supplies of **LOCAL Peaches** from New Jersey and Pennsylvania are available. **Yellow Peaches** from New Jersey are available in 12/2-lb tote bags.

There are **Peach Pie Flat Yellow Peaches** and **Nectar Pie Flat Yellow Nectarine** varieties available from California. California **White Donut Peaches** are in tighter supply due to the heat.

**Red and Black Plums** are steady.

There are some outstanding varietals of **Pluots/Plumcots** in season on Reds, Blacks, Mottled and Green!

**Very Cherry Plums** are done for the season. Family Tree Farms will have a similar variety of **Cherry Plum** in August.

**Dark Cherries** are experiencing a bumpy road, with quality peaking on large fruit. Due to the heat, short-term deals are available for the week of 7/21, but we expect prices to climb and double in at the start of August, with the crop finishing by mid-August. **Rainier Cherries** will finish before the end of July. **Skylar Rae Cherries** will finish in mid-July.

California **Apricots** are winding down and will transition to small **Apricot** crop from Washington to finish at the end of July. **Midnight Rose Sweet Apriums** will be in season for late-July.



### CV GRAPES

California is harvesting all three colors of new crop seedless **Grapes**, but extreme heat in the San Joaquin Valley is limiting the harvests for now. Mexico is done for the season on Reds and Greens.

**Red Grapes** will stay firm into August, while **Green Grapes** should drop to clean up earlier varieties.

Mexico is still producing **Cotton Candy Grapes**, so expect them to be promotable through July.

**California Specialty Grapes** arriving 7/22 include sweet red "Gum Drops" from the Grapery, "Thomcord" (Seedless Thompson-Concord cross), and "Champagne" Grapes (Mini-Red Seedless with tender stems).



## CV HASS AVOCADOS

**Hass Avocado** supplies from Mexico have rebounded, and prices are dropping a bit for mid-July. Larger sizes dominate the supply, but the start of the “Flor Loca” season next month will shift this, initially yielding smaller fruit.



## CV ASPARAGUS

**Asparagus** pricing should ease as Mexico sees more production. The **Asparagus**'s quality ranges from fair to good due to the higher temperatures. Due to container delays, expect tight supplies in Peru for a week.



LOCAL

## CV GREENS

**LOCAL Chard, Collards, and Kales** from New Jersey are thriving locally despite the heat. **LOCAL Herbs** are flourishing and taste fantastic.

California **Scallions** are well-stocked, and there are promising prospects ahead.



## CV MELONS

California Central Valley **Cantaloupes** are peaking for the season on large fruit (9 ct), while smaller fruit is tighter. The supply of **Honeydew** is increasing. The fruit quality is great, so promote it heavily.

**LOCAL Athena Style Cantaloupe** bins are in season from Virginia for mid-July.

California **Specialty Melons** are suffering from heat stress so focusing on turning inventory quickly will be key for July.



LOCAL

## CV EGGPLANT

**GOOD NEWS!** The **LOCAL Eggplant** market will continue to be promotable for products out of New Jersey and Pennsylvania. Other specialty varieties from Flaim Farm in New Jersey are available, and more are coming later in July. (Sicilian, Fairytale, Graffiti, and Chinese)



## CV PEARS

Import **Bartlett** and **Bosc Pears** are in excellent supply with promotional opportunities, transitioning to new crop California at the end of July. Smaller volume crops in California, followed by a smaller volume crop in Washington, will propel the California **Pear** market price to a strong start. Expect new-crop California Starkrimson **Red Pears** in mid-July.



LOCAL

## CV WATERMELONS

**GOOD NEWS!** Growers in Pennsylvania and Delaware are starting early with **LOCAL Watermelons**. The heat brought crops in early, with growers scratching about 10 days ahead of schedule. North Carolina has a good volume, and Georgia continues. 60ct pricing is rising as new fields yield larger fruit with outstanding quality.

**Mini Seedless Watermelons** are available from California with excellent quality and steady pricing.



## CV LETTUCE

**GOOD NEWS!** The **Lettuce** category thrives in July, with **Iceberg, Romaine Hearts, Romaine, and Leaf** varieties abundantly harvested from both Quebec and California.

**Romaine Hearts**, in particular, offer the best yields and create strong promotional opportunities in late July. Expect aggressive pricing and continued promotional availability into August.



## CV ARTICHOKES

In late July, California **Artichokes** are plentiful, although prices vary among growers. While the market generally sees higher costs, there are deals available, and the quality remains outstanding regardless of price. Look out for these deals, and capitalize by increasing display sizes to boost sales.



LOCAL



## CV PEPPERS

**Chili Peppers** from **LOCAL** growers, are starting to roll in from Pennsylvania and New Jersey. More **Pepper** variety will be available by the end of July.

**LOCAL Green Bell Peppers** are steady with outstanding quality despite low yields due to heat, keeping prices higher than normal.

LOCAL



## CV TOMATOES

**LOCAL Vine Ripe, Heirloom, and Grape Tomatoes** are coming into season in the mid-Atlantic!

**Cluster and Beefsteak Tomatoes** from Savoura are rolling in, but the market is rising due to ads and heat-affecting yields. **Savoura Cherry OTV** will still be available until the end of July.

**ALERT!** "Naturesweet" is experiencing poor weather in their Mexico growing regions which cause them to stop promotional activity on **Cherubs** through September.



## CV CAULIFLOWER

**GOOD NEWS!** Promotional opportunities abound for California **Cauliflower**, which will be available in late July. With aggressive pricing, excellent availability, and outstanding quality, it's an ideal candidate for promotions. To increase store sales, expand displays and pair them with other vegetables.



## CV SPECIALTY FRUIT

Fresh **Figs** will return from California in mid-July. **Brown Turkey Figs** will be first, followed by **Black Mission Figs** late in July. Limited **Green Fig** varieties may also be available in August.

**Yellow Pitahaya** and **White Flesh Dragon Fruit** will be in good supply by mid-July, marking the return of **Yellow Pitahaya** after a brief gap with promotable pricing.

**Rambutan** in 6/12-ounce clamshells will be steady by mid-July.

New Zealand's **Green and SunGold Kiwis** are in high demand for mid-July, particularly the **Green Kiwi** variety.

**Broccoli Crown** costs are stabilizing as both California and Maine productions ramp up in late July. Expect improved availability and promotional pricing as the month progresses. Expand displays and highlight them in ads.

**ALERT!** The conditions for **Brussels Sprouts** in July remain challenging, with limited volumes and increasing costs expected to persist throughout the month. Despite these difficulties, available supplies boast strong quality.

**GOOD NEWS!** California **Celery** continues to yield steady volumes in July, with pricing improving throughout the month and remaining compet-

LOCAL



## CV POTATOES

**LOCAL Potato Bags** are expected to start in New Jersey. In late-July, fresh 10/5 lb **Bagged Red and White Potatoes** will arrive.

**LOCAL** New Jersey 10/5 **Gold Potatoes** will start in early August.

We are 3-4 weeks away from new-crop Idaho **Russet Potatoes**. Growers should start shipping bagged **Russet Potatoes** in early August, with **Organic Count Russet Potatoes** starting shortly thereafter. Due to a favorable growing season, most growers expect a seamless transition into a new crop with steady pricing.

LOCAL



## CV GREEN BEANS

**LOCAL Green Beans** are still coming from Pennsylvania and New Jersey with outstanding quality despite low yields due to heat. We expect the market to remain robust until the end of July.

## OTHER STORIES

itive. Like other vegetable commodities, **Celery** is a prime item for promotion in late July. Pairing it with other promotable items can further boost sales volume.

**Mangos** are past the flush period of May to July. **Ataulfo Honey Mango** volumes and 10ct and 12ct sizes are down, with fruit generally sizing larger now with 9-8 ct

**ALERT!** **Plantains** continue to be tight through the end of July. With recent arrivals, pricing has increased significantly. Expect light supply and higher prices through the Fall.

With recent rains, **Lime** yields have improved, but the supplies are dropping as we enter August.

Imported **Oranges** are available, but large fruit is scarce. California **Valencia Oranges** show great quality and excellent supply.

**Mandarins** from Chile and Uruguay are currently in supply. In mid-July, we will fully transition to imported halos.

# SPECIAL STONE FRUIT



**225488** OG Plums Verry Cherry  
10/1 lb Clamshell



**225107** CV Peaches Donut White  
14/14 oz Clamshell



**225688** CV Peaches 2.5" PA Hollabaugh  
25 lb with Wood Crate deposit



**233286** CV Plumcots Plumogranate  
14 lb Family Tree Farms



**239460** CV Plumcots/Pluots Black 12/2 lb  
Punnett Basket



**233343** CV Plumcots Plumogranate 16/1 lb  
Clamshell Family Tree Farms



**15694** CV Peaches Peach Pie Yellow Donut  
10 lb Family Tree Farms



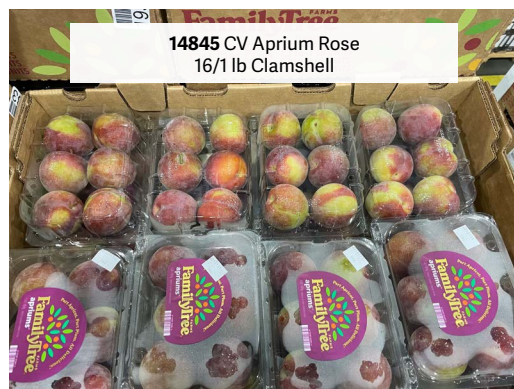
**239467** CV Nectarines Necta-Pie Yellow  
Donut 12/2 lb Punnett Basket



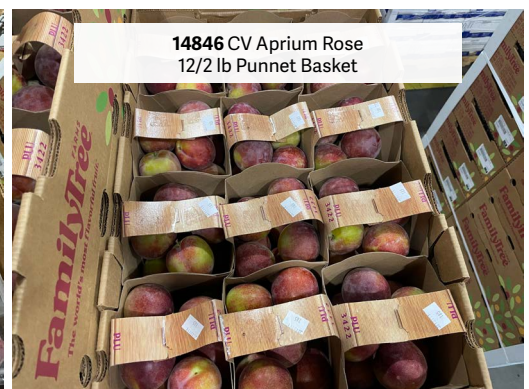
**228580** CV Nectarines Necta-Pie Yellow  
Donut 14/14 oz Clamshell



**14825** CV Aprium Rose 14 lb (currently  
Crimson Rose, next Midnight Rose)



**14845** CV Aprium Rose  
16/1 lb Clamshell



**14846** CV Aprium Rose  
12/2 lb Punnett Basket