



The **SUNFRESH** Series

116 23rd Street, Pittsburgh, PA 15222
 Phone: 412-391-7532
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www.sunfreshfoodservice.com

CHECK OUT THIS WEEK'S SPECIALS!

<p>6 CT HONEYDEWS \$17.75</p>	<p>14 CT BROCCOLI \$17.75</p>
	
<p>8/ 1 LB. STRAWBERRIES \$18.75</p>	<p>18 LB. RED SEEDLESS GRAPES \$21.75</p>
	

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PITTSBURGH WEATHER FORECAST COURTESY OF *WEATHER UNDERGROUND*

Sun 5/22	Mon 5/23	Tue 5/24	Wed 5/25	Thu 5/26	Fri 5/27	Sat 5/28	Sun 5/29
79° 51°F	69° 52°F	78° 61°F	80° 65°F	77° 60°F	70° 55°F	73° 57°F	79° 60°F
							
Thunderstorms	Mostly Cloudy	Mostly Cloudy	PM Showers	Scattered Thunderstorms	Showers	Partly Cloudy	Partly Cloudy



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PRODUCE NEWS

ARTICLE COURTESY OF:

THE PACKER

The cherry challenge: Organic gaining traction, but many consumers still put off by price point

Organic cherries typically make up only about 3% of the Northwest crop, but that amounts to about half a million boxes, according to B.J. Thurlby, president of the Yakima-based Washington State Fruit Commission/Northwest Cherry Growers.

Grower-shippers who market organic cherries agree that the category plays an important role in their cherry programs. "Organic cherries are a small part of Stemilt's overall cherry volume, yet we are a leader in them," said Brianna Shales, director of marketing for Stemilt Growers Inc., Wenatchee, Wash.

They are a challenge to grow, she concedes, but the company has certain sites where they do very well. "We typically have organics beginning at the start of Washington cherries season in mid-June and running through the month of July," she said. "The first few weeks of July are typically the time for any promotions on organics, though it's often an in-store promotion or liner to a larger cherry ad where organics fit in."

Stemilt's organic volume is relatively steady, she said, and while the company specializes in the organic Skeena variety during the July time frame, Stemilt also offers other organic dark sweet cherries and organic rainiers.

[For the complete article, please check out our facebook page.](#)

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In appreciation for their patronage, each week we feature a different business. We encourage our customers to check out and support all of those that we service!

FEATURED BUSINESS:
DOUBLE TREE MEADOWLANDS



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