



This Week's Specials

1.11.2010

Leeks
12 ct

\$14.50 / cs

Roma Tomatoes
25# cs

\$13.50 / cs

Russet Potato
90ct

\$10.50 / cs

**Banana Fingerling
Potato, 20# cs**

\$24.50 / cs

Martin Luther King, Jr. Holiday
Monday, Jan 18th

We will be **OPEN** for regular service.

MARKET NOTES

FREEZE in FLORIDA

Record-breaking low temperatures in Florida are the dominant weather theme in the produce industry. The Arctic freeze in Florida has created a substantial increase in demand for Mexican vegetables. Availability has tightened considerably and prices have surged higher for **Cucumbers, Strawberries, Tomatoes, Green Bells, Green Zucchini, Yellow Squash, Green Beans and Globe Eggplant**. Shortages and tight market will abound due to crop loss and delayed harvesting.

Freezing temperatures in Salinas has limited the production of **Fennel**

Baby Beets are almost back to normal volume

Limited

Faurot **Baby Lettuce Mixes**. We will be subbing with other labels

San Martin Mushrooms will be out for at least another week due to new beds being planted.

Chives, Tarragon and Chervil are still limited. We will do our best to fill all orders.

Down Market

Navel Oranges
Meyer Lemon
Rio Star Red Grapefruit

Best Buys

Brussels Sprouts
Celery Root
Escarole
Green Leaf Lettuce
Roma Tomatoes
Green Chard
Curly Kale

Up Market

Corn
Cucumber
Eggplant, Globe
Tomatoes, Slicers
Yellow Squash
Green Zucchini

New

Cocktail **Grapefruit**
Florida **Honey Tangerines**
Minneola **Tangelos**

Upcoming

Bergamot Orange
California Avocado
California **Cherimoya**
Cape **Gooseberries**
Chilean **Red Currants**
Palestinian **Sweet Limes**
Hothouse **Rhubarb** ...
approx. 2-weeks away

Finishing / Done

Delicata Squash
Persimmons
Pomegranates & Quince
Satsuma Mandarins
Sugar Pies Pumpkins

VegiViews
VegiViews

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Market-at-a-Glance

LETTUCES

We are finally seeing some relief to the recent ongoing shortfall in supply for **Iceberg** and **Romaine** that began in October. Prices have returned to somewhat normal levels.

Seasonal Mix supplies are adequate. Have you consider using the winter hearty **Braising Mix**?

ONIONS | POTATOES

White Onions are in tight supply, and prices have climbed significantly. This surge in market activity will carry over to the **Yellow** and **Red** onions. Look for moderately higher prices for both. The **Potato** market is steady. Both **Norkotahs** and **Burbanks Russets** are plentiful. Washington has good availability on excellent quality **Colored Potatoes**. North Dakota and Wisconsin have good supplies of **Red**, **Yellow** and **White** potatoes.

TOMATOES

Round, Slicing Tomatoes are one of the major commodities that has been affected by the Florida cold snap. In addition to limited harvesting, damage to the blooms currently on the vines is expected to cause a "bloom drop." The result will be a major gap in supply by early February. Mexico has overnight become the primary supplier of tomatoes for winter season 2010. **Roma Tomatoes** are in plentiful supply. We have it under our Best Buy this week, \$13.50 for one case. Also plentiful are **Cherry** and **Grape** tomatoes.

MISC. VEGGIES

Locally grown **Celery** is now available in the desert regions of Southern California and Western Arizona, in addition to the primary coastal districts of Oxnard and Santa Maria. **Green Onions** are in tight supply following the seasonal drop in production that occurred during the holidays. We expect to see some relief as harvest in Mexico returns to full production. Good supplies of **Green Cabbage**, while availability is tight on **Red Cabbage**. **Asparagus** from the Mexican and Peruvian markets have leveled off and we should see some easing of pricing by next week. **Broccoli** prices are sliding down. **Bunched Broccoli** and **Broccoli Crowns** are in plentiful supply, with numerous growing areas in production in California, Arizona and Mexico. Previous cold weather has resulted in some variation in size and quality (a range of 2-5 stalks per bunch, and the occasional yellowish cast). **Cauliflower** prices are high, but are expected to inch down later in the week. Supplies are tight and head sizes are on the smallish range. The Arizona and California **Celery** markets are softening; stocks are increasing. Expect prices to ease further by next week. Mexican **Green Bells** prices are rising due to tight market. **Green Bells** availability is extremely tight. This is caused by a seasonal decline in production. In comparison, **Red Bells** and **Yellow Bells** are in better supply.

APPLES | PEARS

Apples from Washington, Oregon, and Idaho are in good

supply and prices are stable. Good availability for **Bosc** and **D'Anjou** pears. The **Bartlett** pear season has ended. **French Butter Pears** are finished for the season.

AVOCADOS

California and Chilean **Avocado** prices are unchanged. California stocks are limited; Chilean supplies are adequate. Mexican prices are inching up slightly; due to strong demand.

BERRIES

Blueberry, Raspberry, and Strawberry prices are HIGH. **Raspberries** will continue to be in tight supply. Guatemalan and Mexican **Blackberry** availability is also tight. The **Strawberry** market is limited in California, Florida, and Mexico. Overall quality is good.

CITRUS

At this point, cold weather damage to the Florida Citrus crops (Navels, Grapefruit, and Tangerines) has been minimal. Because much of the Navel Orange crop is located in South Florida, temperatures have not reached critical levels for a sustained period overnight. This relatively benign situation has the potential to change, however, with record low temperatures again in the weekend forecast. The California **Lemon** market is stable; stocks are plentiful, especially on the larger 115-counts. Small sized lemons (165s, 200s & 235s) will continue to be in tight supply until the harvest begins in Ventura County. No relief in prices is expected. Mexican **Limes** are in tight supply following a holiday slowdown in harvesting activity; rainfall in Mexico has contributed to the current shortage.

We have a bumper crop this year of flavorful, high-quality, large-sized **California Navel Oranges**; growing conditions have been ideal. Variety citrus items are in plentiful supply, including **Seville Sour Oranges**, **Cara Cara Navels**, **Clementine Mandarins** from California and Chile, **Fairchild Tangerines**, **Pumelos**, **Blood Oranges**, **Oro Blancos**, and **Minneola Tangelos**, and **Kumquats**.

GRAPES

We are beginning to see moderate relief for the **Grape** market. Prices for new crop Chilean grapes have begun to ease from extreme highs; however we have a long way to go before reaching normal price levels. Chilean varieties currently available are **Red Flames** and **Green Thompsons**.

MELONS

The offshore market for **Cantaloupe** is up; all sizes are tight, especially on the smaller 15/18-counts. Growers are transitioning between Guatemala and Honduras. **Honeydews** are in better supply at competitive prices; with product from Central America and Mexico. Prices are steady and supplies are adequate for Mexican **Watermelon**.