



# This Week's Specials

Hawaiian Papaya  
8/9ct

\$18.80/cs

Mix Rainbow Carrot  
12x2lb cello

\$8.80/sk

Medium Zucchini  
20 # cs

\$ 11.00 / cs

Edible Orchids  
100ct

\$14.50 / pack

1 . 25 . 2010

**Alert !! County Line Farms will not be able to harvest for the next week or two due to the rain.**

## MARKET NOTES

**Weather continues to disrupt both West and East Coast growing regions.** Demand has increased for product coming out of Mexico which tightens availability and increases prices.

**Valentines Day** is just around the corner. Please place your pre-orders early so we can try to fill with what's available. Please understand that certain items may be extremely limited or not available due to this recent series of rainstorms.

**Baby Beets** are almost back to normal volume

### Limited

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

**Corn**  
**Sack Gold Beets**  
**Escarole**

### Down Market

Navel Oranges  
Cucumber  
Globe Eggplant  
Meyer Lemon  
Tomato (slicers)  
Green Zucchini  
Rio Star Red Grapefruit

### Best Buys

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

### Up Market

Corn  
Cherry Tomato  
Yellow Squash

### New

Cocktail **Grapefruit**  
**Broccoli Romanesque**  
**Florida Honey Tangerines**  
Minneola **Tangelos**  
**California Avocado**

**Bergamont Oranges**  
**Hothouse Rhubarb**

### Upcoming

California **Cherimoya**  
Cape **Gooseberries**  
Chilean **Red Currants**  
Palestinian **Sweet Limes**  
.approx. 2-weeks away

\*\* **California Asparagus** is expected in a couple of weeks out of Brawley.

\*\* **Del Cabo English Peas** are available with a 2 day pre-order. Sold by case only. Please call for price.

### Finishing / Done

Delicata Squash  
Persimmons  
Pomegranates & Quince  
Satsuma Mandarins  
Sugar Pies Pumpkins

**VegiViews**  
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# Market-at-a-Glance

## LETTUCES

Most of the leaf products are coming out of the desert region. Expect shorter shelf life due to the rain so keep your pars tight to avoid loss. Both Romaine and Romaine Hearts continue to show blister and peel from last months cold. Quality will continue to be problematic due to the rain.

## ONIONS | POTATOES

NEWS IS GOOD FOR THE SPUD MARKET. QUALITY IS GOOD ON PRODUCT COMING OUT OF THE PACIFIC NORTHWEST. SUPPLIES ON RUSSETS AS WELL AS COLORED POTATOES ARE STEADY. THE YELLOW ONION MARKET IS INCHING UPWARD BUT WITH GOOD WEIGHT ON JUMBOS'. SUPPLIES ON RED ONIONS OUT OF OREGON AND IDAHO WILL START TO DIMINISH AS INVENTORY DECREASES.

## TOMATOES

High demand has kept the growers from letting fruit color up. East Coast is also pulling from Nogales due to the cold. With everyone clamoring for tomatoes there's just not enough time to get'em red. Expect prices to increase with shorter supplies.

## MISC. VEGGIES

Supplies of Zucchini has improved and quality is very good. Yellow squash is still in short supply but things should improve in a couple of weeks.

Green Onions - No significant issues has arisen. Quality is good with most packing thin size bunches

Bell Peppers - Quality and color very steady.

Carrots - fields are finally starting to size up. Quality is good.

Broccoli - Both quality and availability is good.

Cauliflower - discoloration from the cold weather is still the main topic this week. Look for more bad news once growers get into the fields to assess the damage from the rain.

Celery - Demand has been very high with both coasts pulling from Oxnard. Almost nothing coming out of Florida due to the freeze.

## APPLES | PEARS

Local apples and pears are winding down. Apples coming out of Washington are out of storage. The best of the apple bunch has been the Fuji. On the pear front: Seckles , French Butter and Forelles are winding down. Current choices would be Comice, Red & Green D'anjou, Bosc, Bartlett and Asian pears.

## AVOCADOS

Supplies from Chile have been steady but the season is coming to an end. California is just starting up with very light volume. Expect demand to pick up as we get closer to Super Bowl weekend.

## BERRIES

\*\*\* Rain..rain...rain and more rain.....

That's the main topic on the berry front.

Strawberries - Oxnard, Irvine and Oceanside all received over 2 inches of rain this past week. The fields are totally saturated and growers do not know when they can get an accurate assessment of the damage. Problems will be **white shoulders , mold , water damage and bruising**. Product for Valentines Day will be a big challenge.

Raspberries - Quality and supply good. Driscoll has been steady with decent size berries.

Blackberries - Supplies are limited and quality is just fair.

Blueberries - This is the best of the bunch. Quality is very good out of Chile.

## CITRUS

Demand on Oranges has overtaken supplies that were affected by the cold and wet weather. Limes - availability has gotten back to normal with good quality. Small sized Lemons are tight but supplies of larger fruit is good. Blood Oranges, Cara Cara and Paige Mandarins are tasting very good.

## GRAPES

Quality is good on both Red and Green from Chile. Prices are dropping steadily. Black grapes will be limited but quality is good.

## MELONS

Cantaloupes - Small size fruit is very limited. Product out of Honduras is limited by the containers arriving on our shores. Costa Rica will be starting within a week or so but supplies will be light. Overall quality is good.

Honeydews - Good supply of 5 and 6 count fruit coming in at a steady pace. Very limited on small sizes. Quality is good. Pink flesh Honeydew also available.

We still have tasty Organic Crenshaws and imported Galias on hand.